

## STUDENT RULES & CATEGORIES 2015–2016

The mission of the American Advertising Awards Student Division competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF) and sponsored by National Ad2, the local American Advertising Awards Student Division is the first of a three-tier, national competition. Concurrently, all across the country, local student entrants vie for recognition as the very best in their markets. At the second tier, local student winners compete against other student winners in one of 15 district competitions. District student winners are then forwarded to the third —national— tier. **Entry in your local Student competition is the first step toward winning a national Student ADDY Award.**

Entering the American Advertising Awards competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A Student GOLD ADDY Award is recognition of the highest level of creative excellence and is judged to be superior to all other student entries in the category. Student entries that are also considered outstanding and worthy of recognition receive a Student SILVER ADDY Award. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

The American Advertising Awards competition honors “The Creative Spirit of Advertising.” It is intended for “original” creative work. Therefore entries derived from or making use of previously created and/or published pieces by anyone other than the entrant are not permitted. Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

### How to Enter

Visit [www.AmericanAdvertisingAwards.com](http://www.AmericanAdvertisingAwards.com) or your local AAF Ad Club site. You will be directed to the competition site and login as a student entrant. Review the student category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition.

### Deadlines

Local deadline information is available from your local AAF Chapter. After preparing your entries in the manner outlined in this guide, deliver your entries, before the deadline, to the location indicated. Since you must enter your local American Advertising Awards competition to be eligible for district competition, it is important that you do not miss this deadline.

**Please note:** Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned.

Any work created for the NSAC competition will be eligible for the next American Advertising Awards Student Division competition following the NSAC finals in June. For example, creative for the 2015 NSAC sponsor Pizza Hut is now eligible for the 2015-2016 American Advertising Awards Student Division competition.

### Eligibility Requirements

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- All work entered into the competition must have been created between January 1 and December 21, 2015.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work must be created while entrant is a student not employed in the advertising industry. Student intern work is eligible if it is not used by or paid for by a client. Work developed for paying clients will not be accepted with the exception of work created for clubs as a fundraiser or work created for student publications.
- Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the school at which the work was created. If an affiliated competition does not exist in the market (CBSA, DMA or MSA), the district will direct the entrant to the nearest affiliated competition.
- Recent graduates are eligible to enter as long as the entry was created while the entrant was a student during the 2015 calendar year and the entry meets all other requirements.

### Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local club, district, or the AAF and will not be returned. **Do NOT send original artwork.**

### Student Auto-Forwarding

All Gold winning work will be forwarded to the district and national competition at no additional cost to the student entrant. Silver winning work may be advanced to the district or national competition but the entrant is responsible for paying the applicable entry fee.

### Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org website. Decisions of judges and the National American Advertising Awards Committee (N3AC), including eligibility, qualifications and appropriate category placements, are final.

### Entry Fees

Local entry fee information is available from your local Professional AAF Chapter. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local organization.

### All Entries Must

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

### Manifest Form

After filling out the entry forms, you will be required to sign a manifest form, listing all of your entries. This form states that by signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the local market (MSA) of the competition.

## Student Category List

# SALES & MARKETING

### SALES PROMOTION

#### Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media

**S01A Packaging**

All product packaging, including CD and DVD

**S01B Point of Purchase**

Promotional advertising or display unit that attends the product or service at the specific sale location

### COLLATERAL MATERIAL

**S02 Stationery Package**

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

**S03 Annual Report or Brochure**

An annual report is a yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status. A brochure is a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.

**S04 Special Event materials (invitations, cards, etc.)**

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.

#### Publication Design

Layout and design of the interior and/or exterior of a magazine or book

**S05A Cover**

Layout & design of the front exterior of a magazine or book

**S05B Spread or Feature**

One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

**S05C Series**

Two to four covers, spreads or features from issues within the same year. Please mark spreads to be judged.

**S05D Magazine Design**

Entire magazine design from cover-to-cover.

**S05E Book Design**

Entire book design from cover-to-cover

## DIRECT MARKETING

### S06 Direct Marketing

Anything that is created to be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.). Category includes Specialty Marketing and Apparel.

# PRINT ADVERTISING

## MAGAZINE ADVERTISING

Advertising created to appear in periodic (annually, bi-annually, quarterly, monthly, weekly etc.) publications.

### Magazine Advertising

#### S07A Single (Full Page or Less)

#### S07B Campaign

2-4 of the above

## NEWSPAPER ADVERTISING

Advertising created to run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule.

### Newspaper Advertising

#### S08A Single (Full Page or Less)

#### S08B Campaign

2-4 of the above

# OUT-OF-HOME & AMBIENT MEDIA

## OUT-OF-HOME

### Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any outdoor signage.

#### S09A Single

#### S09B Campaign

### Outdoor & Transit Advertising

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any outdoor signage.

#### S10A Outdoor Board (Flat or 3D)

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

**S10B Mass Transit (Interior or Exterior)**

Advertising placed on the interior or exterior surface of any vehicle, including public transit, corporate vehicles etc. Bus wraps, and all other exterior vehicle signage, as well as bus shelter ads should be entered here.

**S10C Campaign**

2 to 4 of the above

**AMBIENT MEDIA**

**Guerilla Marketing, Installations and Events**

**S11A Single Occurrence or Installation**

**S11B Campaign**

2 to 4 of the above

# ONLINE/INTERACTIVE

**WEBSITES**

**S12 Website (Desktop or Mobile)**

**SOCIAL MEDIA**

**S13A Single Platform**

Creative execution of brand advertising, marketing and/or promotion on a single social media platform (Facebook, Twitter etc).

**S13B Multiple Platforms (Campaign)**

Creative execution of brand advertising, marketing and/or promotion across multiple social media platforms (Facebook, Twitter etc). Entry may include 2-4 executions.

**APPS**

Apps must advertise a product or service. Apps will be judged using the device for which they were created. So, to be eligible, the entry MUST include a no-cost, password-free method for accessing the app for the purpose of judging. In addition, a digital summary of 90 seconds or less which demonstrates the functionality and design of the app may be provided as part of the entry. This should be included in the entry as a digital (video) upload.

**S14 App (Mobile or Web-Based)**

**ADVERTISING & PROMOTION**

**S15A Web Banner Ads**

Static or Animated web banner ads regardless of size

**S15B Takeovers**

An ad that takes over the web page for several seconds

**S15C Campaign**

2-4 of the above

# FILM, VIDEO & SOUND

## RADIO ADVERTISING

- S16A Single
- S16B Campaign

## TELEVISION ADVERTISING

- S17A Single
- S17B Campaign

# CROSS PLATFORM

## INTEGRATED CAMPAIGNS

An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to 10 executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

### Integrated Advertising Campaign

- S18 B-to-B Campaign
- S19 Consumer Campaign

### Integrated Brand Identity Campaign

- S20 Integrated Brand Identity Campaign

# ELEMENTS OF ADVERTISING

## COPYWRITING

- S21 Copywriting  
Copywriting for any advertising medium

## VISUAL

- S22 Logo Design  
An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

### Illustration

Flat, dimensional or animated illustration, any number of colors

**S23A Illustration – Single**

**S23B Illustration – Campaign**

2-4 of the above

### Still Photography

**S24A Black & White, Single**

**S24B Color, Single**

**S24C Digitally Enhanced, Single**

Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

**S24D Campaign**

2-4 of the above

**S25 Art Direction**

Art direction for any advertising medium. Single execution or campaign.

### Film, Video & Sound

**S26 Cinematography**

Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

**S27 Animation or Special Effects**

2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

**S28 Music Only**

Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.

**S29 Music with Lyrics**

Any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry.

**S30 Sound Design**

Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message

### DIGITAL CREATIVE TECHNOLOGY

**S31 Digital Creative Technology**

This category recognizes achievement in the creative use of tools, features, technology and overall design of websites and apps in the areas of user navigation, responsive design, location technology, augmented reality and user experience.

***Additional Local Only Categories may be added at the discretion of the local or district organization.***



### Entry Submission & Identification

AAF is trying to make entering the Student American Advertising Awards competition as easy as possible for the entrants, judges and producers of the show on all levels of competition. You are no longer required to mount your entries to black board. However, there are still steps required to make sure your work is properly labeled and judged, protected from damage and that your collaborators are properly credited.

First, you will need to decide if you are going to invest in clear plastic envelopes or use any number of paper envelopes commercially available.

If you use paper, we suggest you try and find an envelope with clasp closure system, not an adhesive one. Remember, your entry will be opened and closed many times during its judging.

If you use a paper envelope, attach an entry code label permanently to the exterior of the envelope. Then attach another entry code label to the back of each piece of the entry. A loose copy of the entry form should also be included inside the envelope with the entry. Be sure to clearly identify and label all components of the entry.

Using a plastic envelope offers many advantages. Since they are translucent there is no need to affix an entry code label to the exterior of the envelope. Simply include two loose copies of the entry form inside the plastic envelope with the entry and attach an entry code label to the back of each component of the entry.

If you enter a three dimensional piece, attach an entry code label to the back or bottom of each component. In addition, provide a professional color photograph of the entry in the envelope with an entry code label permanently affixed to the back of the photo. Be sure to clearly identify and label all components of the entry.

All video and audio assets for American Advertising Awards Student Division entries must be submitted as digital upload via the online software. DVDs and CDs are NO LONGER ACCEPTED and will not be judged. Acceptable digital video formats are, .mov, .mpg, .mp4, .wmv. Acceptable audio formats are .mp3, .wav, .wma. File uploads are limited to 100mb for video and 5mb for audio.

This entry procedure applies for all TV commercials, radio commercials, infomercials, webisodes, Internet commercials, and digital summaries for ambient media, online/interactive, app and integrated campaign categories.