

AMERICAN ADVERTISING AWARDS

NEW & Revised Categories!

Early Bird Deadline with Discounted Entry Fees: February 5, 2016

Extended & Student Deadline with Regular Entry Fees: February 11, 2016



The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the Erie Ad Club's competition is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards - recognition as the very best in their markets. At the second tier, local AAA winners compete against winners from other local clubs in one of 15 district competitions. District AAA winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in the Erie Ad Club's competition is the first step toward winning a national ADDY.

HOW TO ENTER

Visit www.ErieAdClub.org and click on the American Advertising Awards tab to enter. You will be directed to the competition site and login as an entrant. Review the 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 show.

DEADLINES:

Early Bird Discount:
February 5, 2016

Extended:
February 11, 2016

Entries will be accepted at:

Altman-Hall Associates
235 West 7th Street
Erie, PA 16501

ENTRY FEES

Early Bird Discount:

Member:
Single- \$75
Campaign - \$100

Non-Member:
Single - \$110
Campaign - \$130

Extended:

Member:
Single- \$85
Campaign - \$110

Non-Member:
Single - \$140
Campaign - \$160

ELIGIBILITY REQUIREMENTS:

- All work entered in the AAA competition must have first appeared in the media between January 1 and December 31, 2015.
- With the exceptions of Public Service Advertising and Advertising Industry Self Promotion categories work entered must have been the result of paid creative services and media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market).

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a completed and signed invoice/manifest form.
- Conform to defined submission requirements.
- Conform to all copyright laws.

Invoice/Manifest Form

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

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

ENTRY CLARIFICATIONS:

Public Service

Categories for public service entries are located within the divisions that define the creative work performed (for instance Online/Interactive or Print Advertising). Public service advertising has as its goal the improvement of the public's health, education and/or welfare. Advertising work done for non-profit social organizations or causes, charities or NGOs should be entered in a Public Service category. Other Public Service submissions include work done for local, state and national governmental bodies, public safety, environmental, diversity, religious and education.

All Public Service advertising, regardless of whether the agency creative and media placement were paid, must be entered in these categories and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories. Advertising work done for arts and sciences organizations such as museums, science centers, zoos, orchestras, film & music festivals etc. should NOT be submitted in the Public Service categories but rather must be submitted in the appropriate general advertising categories.

Advertising Industry Self-Promotion

All advertising and special event materials and creative work performed for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Creative Services and advertising supplier/vendor ads created by, or for, an agency that advances the agency's or supplier/vendor's cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.). Includes, but is not limited to: agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/film and audio production companies.

Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the Elements of Advertising categories.

Campaign Entries

A SINGLE MEDIUM CAMPAIGN is no less than two and no more than four total pieces in the entry. 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 ten 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.

ENTRY SUBMISSION:

The Erie Ad Club has transparent envelopes for your convenience. Entries should be placed inside these envelopes. Contact Colleen Stubbs for more envelopes. THE CHIP BOARD SHOULD REMAIN INSIDE THE ENVELOPE ALONG WITH YOUR SUBMISSION.

Insert two copies of the entry form securely inside the envelope. The actual entry should be facing or readable from one side of the chip board and the entry forms facing or readable from the other. Firmly affix the entry number/label to the BACK of every piece in the entry. ALSO affix a label in the upper right hand corner of the transparent envelope.

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope. If the entry is likely to tear the envelope when removing and (replacing it, choose the method listed below.)

When a three-dimensional (3-D) item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box. Secure the entry number to the top of the box in the upper right hand corner. An entry number label should be affixed to the bottom of the piece for identifying. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside the box.

Campaign entries may be handled in the same manner as above, placing the campaign inside an appropriately sized envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. Include an extra copy of the entry form inside the envelope.

Physical submissions are REQUIRED for all entries in the following divisions: Sales & Marketing, Print Advertising, Out-of-Home & Ambient Media, Cross Platform and Categories 77- 81 of Elements of Advertising. This includes submission of a physical copy of the creative work - SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Entries and entry fees should be delivered to Atman-Hall Associates. All entries become the property of the Erie Ad Club and will not be returned.

Digital Entry Submissions

- Entries in all Online/Interactive categories (#37 - 47 and 73)
- Entries in all Film, Video & Sound categories (#48 - 69)
- Entries in select Elements of Advertising categories (#82 - 95)

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process FOR THESE CATEGORIES ONLY requires only the online portion of the process - no physical work samples or entry forms are required for submission. However, for ALL OTHER CATEGORIES, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry.

Online/Interactive Advertising Submissions

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e. - http://www.somedomain.com/addy_entries.html. Do not submit a URL that leads directly to a "swf" file.

Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

If you still have any questions or need clarification as where to place your entry or need help with the software interface please contact:

Colleen Stubbs
Altman-Hall Associates
P: 814.454.0158
E: colleen@altman-hall.com



CATEGORIES

SALES & MARKETING

Sales Promotion

- 1A Catalog
- 1B Sales Kit or Product Information Sheets
- 1C Menu
- 1D Campaign - (2-4 of the above)

Packaging

- All product packaging, including CD and DVD
- 2A Single Unit
- 2B Campaign - (2-4 of the above)

Point-of-Purchase (POP)

- 3A Counter Top
- 3B Free-Standing
- (Tradeshow Exhibit & Branded Environment removed from this category and moved to Out-of-Home and Ambient Media category- 25A & 25B)

COLLATERAL MATERIAL

- 4 Stationery Package
- 5 Annual Report (any printing method)

Printed Newsletter

- 6A Single
- 6B Campaign 2-4 Newsletter editions from the same year

Brochure

- 7A Single Unit (any printing method)
- 7B Campaign (2-4 Brochures for the same product, service or brand)

Publication Design

- 8A Cover
- 8B Editorial Spread or Feature - One editorial spread or feature per entry.
- 8C Cover/Editorial Spread or Feature – Series Two to four covers and/or spreads and/or features from issues within the same year. Please mark spreads to be judged.
- 8D Magazine Design - Entire magazine
- 8E Book Design - Entire book

Special Event Material

- 9A Card, Invitation, Announcement - Single
- 9B Card, Invitation, Announcement - Campaign (2-4 of the above)

DIRECT MARKETING

Direct Mail

- 10A Flat - Single
- 10B Flat - Campaign
- 10C 3D/Mixed - Single
- 10D 3D/Mixed - Campaign (2-4 of the above)

Specialty Advertising

- 11A Apparel
- 11B Other Merchandise
- 11C Campaign (2-4 Specialty Advertising items (any type))

Public Service Collateral

- 12A Brand Elements Stationery, logo, invitations, POS materials, newsletters etc.
- 12B Annual Report - Printed or Digital
- 12C Brochures/Sales Kit

Public Service Direct Marketing & Specialty Advertising

- 13 Direct Marketing, Direct Mail or Specialty Advertising

Advertising Industry Self-Promotion Collateral

- 14 Brand Elements
- 15 Direct Marketing & Specialty Advertising
- 16 Special Event Materials

PRINT ADVERTISING

MAGAZINE ADVERTISING

- 17A Full Page or Less - Single Unit
- 17B Spread, Multiple Page or Insert - Single Unit
- 17C Campaign (2-4 of the above)

Magazine Self-Promotion

- 18A Single Unit - Any Size
- 18B Campaign (2-4 of the above)

NEWSPAPER ADVERTISING

- 19A Fractional Page - Single Unit
- 19B Full-Page - Single Unit
- 19C Spread or Multiple Page - Single Unit
- 19D Specialty Advertising - Single Unit
- 19E Campaign (2-4 of the above)

Newspaper Self-Promotion

- 20A Single Unit - Any Size
- 20B Campaign (2-4 of the above)

BRANDED CONTENT & ENTERTAINMENT

Any branded content and/or branded entertainment placed or appearing in print media.

- 21 Branded Content & Entertainment Any print medium

Public Service Print Advertising

- 22 Print Advertising Public service advertisement placed in any print medium.

Advertising Industry Self-Promotion

- 23 Print Advertising

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

Formerly known as a form of 'non-traditional advertising' guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

- 24A Single Occurrence
- 24B Campaign

Installations

- 25A Single Installation
- 25B Multiple Installations - (2-4 of the above)

Events

- 26A Single Event
- 26B Multiple Events - (2-4 of the above)

OUT-OF-HOME

Poster (New to this category. Previously under Collateral Material)

- 27A Single Unit
- 27B Campaign - (2-4 of the above)

Outdoor Board

- 28A Flat- Single Unit
- 28B Super-Sized, Extension/Dimensional, Digital or Animated - Single Unit

Mass Transit/Public Transit/Airline

- 29A Interior - (Inside a mass transit vehicle)
- 29B Exterior - (Outside/On mass transit vehicle)

Site

- 30A Interior - Single
- 30B Large Venue - Single

Campaign

- 31 Out-of-Home Campaign (2-4 executions from categories 28A-30B)

Self-Promotion - Out-of Home

- 32A Single Unit
- 32B Campaign - (2-4 of the above)

Public Service - Out-of-Home

- 33A Public Service - Poster Any Public Service Poster
- 33B Public Service - Out-of-Home Any public service out-of-home advertising

Public Service - Ambient Media

Any public service ambient media, including guerrilla marketing, installations and events.

- 34 Public Service - Ambient Media

Advertising Industry Self-Promotion

- 35 Out-of-Home
- 36 Ambient Media

ONLINE INTERACTIVE

NOTE: (This category was previously called Digital Advertising) Entries for categories within the Online/Interactive division do not require physical submission. Judging of these entries will be done online, using the digital content provided via URL during the online entry process.

Websites

- 37A Consumer
- 37B B-to-B
- 37C Microsites

Social Media

- 38A Single Platform
- 38B Multiple Platforms

Apps

- 39A Mobile App
- 39B Web Based (Browser)
- 39C Games
- 39D Tools & Utilities

Advertising & Promotion

- 40 Web Banner Ads
- 41 Website Takeovers
- 42 Email

Syndicated Content

- 43 Blogs
- 44 Digital Publications

Branded Content & Entertainment

- 45 Online/Interactive

Public Service

46 Public Service Online/Interactive Single public service entries for Online/Interactive - excluding Public Service Online Film, Video & Sound which should be entered in category 67.

Advertising Industry Self-Promotion

- 47 Online/Interactive

FILM, VIDEO & SOUND

NOTE: Entries for categories within the Film/Video & Sound division do not require physical submission. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

RADIO

Local, (One Metro)

- 48A Single Spot :30 or less
- 48B Single Spot more than :30
- 48C Campaign (2-4 of the above, any length)

Regional/National

- 49A Single Spot :30 or less
- 49B Single Spot more than :30
- 49C Campaign (2-4 of the above, any length)

Radio Self-Promotion

- 50A Single Spot - Any Length
- 50B Campaign (2-4 of the above, any length)

TELEVISION

Local, (One DMA)

- 51A :15 or less
- 51B :30
- 51C :60 or more
- 51D Campaign (2-4 Local Commercials)

Regional/National

- 52A Single Spot - Up to 2:00
- 52B Campaign (2-4 Regional/National Commercials)

TV Self-Promotion - Local

- 53A Single Spot - Any Length
- 53B Campaign (2-4 of the above)

TV Self -Promotion – Regional/National

- 54A Single Spot - Any Length
- 54B Campaign (2-4 of the above)

ONLINE FILM, VIDEO & SOUND

Internet Commercial

- 55A Single Spot- Any Length
- 55B Campaign (2-4 of the above)

Podcast

- 56A Single Podcast
- 56B Campaign (2-4 of the above)

Webisode(s)

- 57 Webisode(s)

Branded Content & Entertainment Online Film, Video & Sound

- 58A Single Entry :60 or less
- 58B Single Entry – More then :60

Branded Content & Entertainment Television

- 59 Single Entry Any Length

Branded Content & Entertainment Non-Broadcast

- 60 Single Entry Short or Feature Length (Entries in this category must be edited to five minutes or less for judging purposes)

Cinema Advertising

- 61 Movie Trailer
- 62 In-Theatre Commercials or Slides

Sales Promotion

63 Audio/Visual Sales Presentation (Entries in this category must be edited to five minutes or less for judging purposes)

Music Videos

64 Music Video (Entries in this category must be edited to five minutes or less for judging purposes)

Public Service

- 65 Single TV Spot - Any Length
- 66 Single Spot - Any Length
- 67 Online Film, Video & Sound - Single Occurrence
- 68 Non Broadcast Audio Visual - Single Occurrence

Advertising Industry Self-Promotion

- 69 Film, Video & Sound - Single Occurrence

CROSS PLATFORM

INTEGRATED CAMPAIGN

B-to-B Campaign

- 70A Local
- 70B Regional/National

Consumer Campaign

- 70C Local
- 70D Regional/National

Brand Identity Campaign

- 71 Local or Regional/National

Branded Content Campaign

- 72 Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

73 Online/Interactive Campaign

This campaign category may contain 2-4 executions or elements from any online/interactive categories and includes Online/Interactive film, video & sound. Entrants may submit 2-4 executions for judging from categories 37A - 47 and/or 55A - 57.

Public Service- Campaign

- 74A Single Medium Campaign
- 74B Integrated Media Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

75 Ad Club or Marketing Club

Campaigns

- 76A Single Medium Campaign
- 76B Integrated Media Campaign

ELEMENTS OF ADVERTISING

Copywriting

- 77 Copywriting

Visual

- 78 Logo

Illustration

- 79A Illustration, Single
- 79B Illustration, Series

Still Photography

- 80A Black and White - Single
- 80B Color - Single
- 80C Digitally Enhanced - Single
- 80D Campaign

Art Direction

- 81 Art Direction

FILM & VIDEO

- 82 Cinematography
- 83 Animation or Special Effects
- 84 Video Editing

SOUND

- 85A Music Only
- 85B Music with Lyrics
- 86 Voice over Talent
- 87 Sound Design

DIGITAL CREATIVE TECHNOLOGY

- 88 Interface & Navigation
- 89 Responsive Design
- 90 GPS & Location Technology
- 91 Augmented Reality
- 92 Mobile Interaction
- 93 User Experience
- 94 Data Driven Media
- 95 Innovative Use of Interactive Technology

LOCAL ONLY CATEGORIES

- 100 Printing Excellence
- 101 Radio
- 102 Television