

STUDENT DIVISION

AMERICAN ADVERTISING AWARDS

NEW & Revised Categories!

Student Deadline - February 11, 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.

COST: \$20 per entry

DEADLINE:
Thursday - February 11, 2016

Entries will be accepted at:

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

HOW TO ENTER

Visit www.ErieAdClub.org. 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 Student American Advertising Awards competition.

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

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 Student American Advertising Awards competition, which is determined by the location of the school at which the work was created.
- Recent graduates are eligible to enter as long as the entry was created while a student during the 2015 calendar year and the entry meets all other requirements.

For complete category details, go to www.ErieAdClub.org and click on the AAA link.

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

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

Categories & Guidelines

SALES & MARKETING

Sales Promotion

S01A Packaging

S01B Point of Purchase

Collateral Material

S02 Stationery Package

S03 Brochure or Annual Report

S04 Special Event Materials

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

S05B Spread or Feature

S05C Series

S05D Magazine Design (entire magazine)

S05E Book Design (entire book)

Direct Marketing

S06 Direct Marketing

PRINT ADVERTISING

Magazine Advertising

S07A Single - Fractional page or Full page

S07B Campaign

Newspaper

S08A Single - Fractional page or Full page

S08B Campaign (2-4 of the above)

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home

Poster

S09A Single

S09B Campaign

Outdoor & Transit Advertising

S10A Outdoor Board (Flat or 3D)

S10B Mass Transit (Interior or Exterior)

S10C Campaign (2-4 of the above)

Ambient Media

Guerrilla Marketing, Installations & Events

S11A Single Occurrence or Installation

S11B Campaign (2-4 of the above)

ONLINE/INTERACTIVE

Websites

S12 Websites

Social Media

S13A Single Platform

S13B Multiple Platforms (campaign)

Apps

S14 App (Mobile or Web-based)

Advertising & Promotion

S15A Web Banner Ads

S15B Takeovers

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

S18 B-to-B

S19 Consumer

S20 Integrated Brand Identity Campaign

ELEMENTS OF ADVERTISING

S21 Copywriting

Visual

S22 Logo

Illustration

S23A Single

S23B Campaign (2-4 of the above)

Still Photography

S24A B/W - Single

S24B Color - Single

S24C Digitally Enhanced - Single

S24D Campaign (2-4 of the above)

Art Direction

S25 Art Direction

Film, Video & Sound

S26 Cinematography

S27 Animation or Special Effects

S28 Music Only

S29 Music with Lyrics

S30 Sound Design

Digital Creative Technology

S31 Digital Creative Technology

GUIDELINES

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 MSA of the competition.

ENTRY SUBMISSIONS

Physical entries must be placed inside an appropriately-sized envelope. The Erie Ad Club has supplied transparent envelopes for your convenience.

THE CHIP BOARD SHOULD REMAIN IN 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 to the BACK of every piece in the entry.

When a three-dimensional (3-D) item is over-sized and too large to fit inside the supplied 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.

DOWNLOAD REQUIREMENTS!

All video and audio assets for American Advertising Awards Student Division entries must be submitted as digital upload via the online software. DVDs & 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.