AMERICAN ADVERTISING AWARDS

STUDENT DIVISION

STUDENT RULES & CATEGORIES 2017–2018

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 Ad 2, 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 with 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 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. 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 aafnashville.com/studentaddys. 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
Entries can be made online between now and February 5, 2018. After preparing your entries in the manner outlined in this guide, deliver your entries to The Buntin Group on Monday, February 5, 2018 between Noon and 6 pm. This is the only time entries can be dropped off. The Buntin Group is located at 716 Division Street, Nashville, TN 37203. 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 2017 NSAC sponsor Tai Pei is now eligible for the 2017-2018 American Advertising Awards Student Division competition.

Eligibility Requirements

- Applicants must be enrolled in an accredited U.S. post-secondary educational institution.

- All worked entered into the competition must have been created between January 1 and December 21, 2017.

- 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.

- 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 2017 calendar year and the entry meets all other requirements.

Delivery of Entries

Entries and entry fees should be delivered to The Buntin Group on Monday, February 5, 2018 between Noon and 6 pm. All entries become the property of AAF Nashville, 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 website. Decisions of judges and the National American Advertising Awards Committee (N3AC), including eligibility, qualifications and appropriate category placements, are final.

Entry Fees

AAFN Student Members: $35 per entry
Non-Member: $40 per entry.

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.

Invoice/Manifest Form

After filling out the entry forms, <u>you will be required to sign a invoice/manifest form</u>, 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

NOTE: All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

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; 1–4 pieces may be submitted.

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

S03 Printed 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. Digital annual reports or brochures should be entered in category S17–Digital Publications.

S04   Special Event Materials (invitations, announcements, 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 and design of the front exterior of a magazine or book.

S05B Editorial Spread or Feature
One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

S05C Cover/Editorial Spread or Feature—Series
2–4 covers pieces may be submitted from work that qualifies in categories S05A and/or S05B .

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 (promotional products with advertising messages that are created to promote a company, corporate image brand or event) and Apparel (clothing and/or promotional apparel with an advertising message such as shirts, caps and jackets).

PRINT ADVERTISING

NOTE: All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

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

NOTE: All entries in the Out-of-Home division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

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
    2-4 of the above

Outdoor & Transit Advertising
A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event.

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
    2–4 of the above

AMBIENT MEDIA
Guerilla Marketing, Installations and Events
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. Installations are the design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Events: event execution (not architecture—see Installation). Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

S11A   Single Occurrence or Installation
S11B   Campaign
    2–4 of the above

ONLINE/INTERACTIVE

NOTE: 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
S12   **Website (Desktop or Mobile)**

SOCIAL MEDIA
S13A   **Single Execution**
Creative execution of brand advertising, marketing and/or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms, but only one entry is required.

S13B   **Multiple Platforms (Campaign)**
2-4 of the above

APPS
Apps must advertise a product or service. A digital summary of 3 minutes or less which demonstrates the functionality and design of the app must be provided. This should be entered as a digital (video) upload and will be used to judge the entry.

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

ADVERTISING & PROMOTION
S15A   **Web Banner Ads or Website Takeovers**
Static or Animated web banner ads regardless of size.

S15B   **Campaign**
2-4 of the above

BLOGS & DIGITAL PUBLICATIONS
S16   **Blogs**
Eligible blog content must support a brand or advertise a product or service.

S17   **Digital Publications**
Online publication (single or multiple occurrence) in support of a brand, such as annual reports, magazines, newsletters or books.

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 ADVERTISING
S18A   Single
S18B   Campaign
           2-4 of the above

TELEVISION ADVERTISING
S19A   Single
S19B   Campaign
           2-4 of the above

CROSS PLATFORM

NOTE: All entries in the Cross Platform division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

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 3 minutes or less (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
S20   B-to-B Campaign
S21   Consumer Campaign

Integrated Brand Identity Campaign
S22A   Single
S22B   Campaign
           2-4 of the above

ELEMENTS OF ADVERTISING

NOTE: All entries in Elements of Advertising categories 23–27 must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. Digital entries can be uploaded and do not require a physical entry.

COPYWRITING
S23 Copywriting
Copywriting for any advertising medium.

VISUAL
S24   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

S25A   Single
S25B   Campaign
2-4 of the above

Still Photography
S26A   Black & White, Single
S26B   Color, Single
S26C   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.

S26D   Campaign
2-4 of the above

Art Direction
Art direction for any advertising medium.

S27A   Single
S27B   Campaign
2-4 of the above

Film, Video & Sound
S28   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.

S29   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.

S30   Music and Sound Design

Music only: Any original musical score with lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos. 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. 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, mobile interaction and user experience.