



S T U D E N T  
**ADDY**<sup>®</sup>

THE FUTURE OF ADVERTISING

**RULES & CATEGORIES**  
**2011/2012**



AMERICAN ADVERTISING FEDERATION  
THE UNIFYING VOICE FOR ADVERTISING™



# S T U D E N T ADDY®

THE FUTURE OF ADVERTISING

## The American Advertising Federation Student ADDY® Awards

The mission of the Student ADDY 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 Student ADDY Awards 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 tier, the national Student ADDY Awards competition. **Entry in your local Student ADDY competition is the first step toward winning a national Student ADDY.**

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

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.



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**The National Student ADDYs are sponsored by the American Advertising Federation and**



**The Student “Best of Show” winning entrant will receive a cash prize of \$1,000 from National Ad2.**

**For information go to [www.studentaddys.com](http://www.studentaddys.com) or [www.ad2.org](http://www.ad2.org)**

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## How to Enter

Visit [www.addycompetition.com](http://www.addycompetition.com) and click on “Enter” to enter the ADDYs. 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 ADDY 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 Student ADDY 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 Student ADDY competition following the NSAC finals in June. For example, creative for the 2011 NSAC sponsor JC Penney is now eligible for the 2012 Student ADDY competition.

## Eligibility requirements:

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- 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.

## 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 by the entrant to the district or national competition by 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 NAC, including eligibility, qualifications and appropriate category placements, are final.

## **Entry Fees**

Local entry fee information is available on the website, or from your local AAF Chapter. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local organization. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

## **All Entries Must:**

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a completed and signed manifest form.
- 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 MSA of the competition.

# Category List

## **SALES PROMOTION**

- 1A Packaging
- 1B Point of Purchase

## **COLLATERAL MATERIAL**

- 2A Stationery Package
- 2B Brochure or Annual Report
- 2C Poster
- 2D Poster Campaign
- 2E Editorial Design Cover
- 2F Editorial Design Spread or feature
- 2G Editorial Design Series

## **DIRECT MARKETING**

- 3 Direct Marketing

## **OUT-OF-HOME**

- 4 Out-of-Home

## **NON-TRADITIONAL ADVERTISING**

- 5 Non-Tradition Advertising

## **CONSUMER or TRADE PUBLICATION**

- 6A Single - Fractional page or Full page
- 6B Campaign

## **NEWSPAPER**

- 7A Ad – Fractional page or Full page
- 7B Insert
- 7C Newspaper Ad or Insert Campaign

## **INTERACTIVE MEDIA**

- 8A Website
- 8B Interactive Multi-Media (CD/DVD)
- 8C Online Advertising
- 8D Social Media
- 8E Mobile Apps

## **RADIO**

- 9A Single
- 9B Campaign

## **TELEVISION**

- 10A Single
- 10B Campaign

## **MIXED MEDIA**

- 11 Mixed Media Campaign

## **ELEMENTS OF ADVERTISING**

- 12A Logo
- 12B Illustration
- 12C Digitally Enhanced Illustration
- 12D Photography
- 12E Digitally Enhanced Photography
- 12F Animation

# Expanded Category List With Definitions

## SALES PROMOTION

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

**1A Packaging.** The container, cover or wrapping for a product (includes Single Unit, CD, DVD, VHS and Game covers).

**1B Point of Purchase.** Promotional advertising or display unit that attends the product or service at the specific sale location. (Includes Counter top, Free-Standing, and Trade Show exhibit.)

## COLLATERAL MATERIAL

**2A Stationery Package.** May contain one or more pieces of letterhead, envelope and/or business cards. Any number of inks may be used.

**2B Brochure or Annual Report.** A brochure is defined as 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. Annual reports are yearly communication pieces, 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.

**2C 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, or any signage that is eligible in the Out-of-Home category.

**2D Poster Campaign.** Two to four posters for the same client, with a common theme.

**2E Editorial Design Cover.** Layout and design of the exterior of a magazine or book.

**2F Editorial Design Spread or feature.** Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

**2G Editorial Design Series.** Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

## DIRECT MARKETING

Anything that can 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.) should be entered here. Also includes single sheets or multiple pieces, and the container and its contents including "pop-ups" that might mail flat, but take on dimension in their final forms. Entries could include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. Specialty Advertising and/or promotional items with advertising messages, apparel and other gift items can be entered here.

## 3 Direct Marketing

## OUT-OF-HOME

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. This category also includes Vehicle Graphic Advertising defined as impressions/messages that are displayed to the public, usually via the use of panels on the side, front, back, top or bottom of vehicles (cars, trucks, wagons, etc.). Includes advertiser identification and/or promotional messages and vehicle wraps. Mass Transit/Public/Airline advertising should be placed in this category as well and is defined as advertising of the poster or banner variety displayed via panels or inserts inside and/or outside public transportation vehicles (airplanes, bus, train/rail, street car, subway, taxi, etc.).

## 4 Out-of-Home

## NON-TRADITIONAL ADVERTISING

Also defined as alternative, buzz, grassroots, guerilla, viral or word-of-mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, or tattoo advertising. Please note that some entries entered into this category may fit into a traditional category and will be moved to the appropriate category. Include a short paragraph

describing the event or how the entry did (or could) appear.

## **5 Non-Traditional Advertising**

### **CONSUMER or TRADE PUBLICATION**

Frequency of publication may be annually, bi-annually, quarterly, monthly, weekly, etc. Consumer Publications is advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified target audience. Trade Publications is advertising that is placed in periodic publications whose primary circulation/distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.

**6A Single.** Fractional page or Full page

**6B Campaign.** Two to four ads for the same client, with a common theme. May be placed in the same publication issue, in separate issues of the same publication, or in issues of other trade or consumer publications.

### **NEWSPAPER**

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

**7A Ad.** Fractional page or Full page.

**7B Insert.** Defined as brand promotion/advertisements, typically supplied in unbound booklets and delivered via the newspaper. Could include die cuts, mini booklets, magnets, "post-it" promotions, calendars and flat sample packs distributed to the home by means other than direct mail.

**7C Newspaper Ad or Insert Campaign.**  
(2 - 4 of the above)

### **INTERACTIVE MEDIA**

**8A Website**

**8B Interactive Multi-Media (CD/DVD)**

**8C Online Advertising.** Pop-Up, banner, email, micro or mini site, online game, online newsletter, podcast, mobile marketing, internet commercial and webisodes.

**8D Social Media**

**8E Mobile Apps.** Interactive programs created expressly as applications for use on mobile devices such as smart phones and tablets. To be eligible as an ADDY Awards

entry, apps must advertise a product or service. In order to be judged, the functionality and design of the entry should be demonstrated on video DVD or online as a hyperlink.

### **RADIO**

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via wireless (radio) transmission.

**9A Single**

**9B Campaign.** (Two – four commercials, of any length, with the same theme.)

### **TELEVISION**

Commercial audio and video messages conveyed to the prospective/target consumer public by the seller of a product or service via a broadcast, cable or satellite transmission.

**10A Single**

**10B Campaign.** (Two – four commercials, of any length, with the same theme.)

### **MIXED MEDIA CAMPAIGN**

A Mixed Media Campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There can be no more than four pieces per medium, with a maximum number of nine total pieces in the entry.

**11 Mixed Media Campaign.**

### **ELEMENTS OF ADVERTISING**

The goal of this category is to recognize creative execution of individual components that could be comprised within an advertising entry. For print entries, a sample of use should be included if applicable. When submitting a logo, if the type of company is not evident, it is recommended that a brief description be included on the entry form explaining the type of business the logo represents.

**12A Logo.** An icon, symbol, or trademark designed to represent a product, service or organization

**12B Illustration.** Flat or Dimensional with any number of colors

**12C Digitally Enhanced Illustration.** A sample of the original illustration(s) MUST be supplied for proper judging.

**12D Photography.** Black and White and/or Color



**12E Digitally Enhanced Photography.**

Photographic images whose content has been digitally altered to create a new image (often 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.

**12F Animation.** Animation or Special Effects in Video, Film or Internet.

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 ADDYs easier for the entrants, judges and producers of ADDY shows on levels of competition. You will no longer be required to mount your entries to black board. However, there are still steps required to make sure your work is kept in good shape, properly labeled, judged properly, and your entrants get proper credit.

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.

A paper envelope is shown in example B to enter a brochure. Note, the larger label is permanently affixed (we suggest 3M's Supper 77 spray glue) to the exterior of the envelope and the smaller label to the back of the piece itself. An extra, loose copy of the entry form is included in the envelope. This is the "perfect" way to enter a piece in the show with a paper envelope. Use larger or smaller envelopes as needed to secure the piece (or pieces...mixed or single media campaigns) you are entering.

Using a plastic envelope offers many advantages. Since it is translucent there is no need to affix an entry label to the exterior of the envelope. Simply include two loose copies in the envelope. In example A, we show how to properly enter a three dimensional piece. The entrant has wisely provided both a professional color print of the entry in the envelope (with small entry label permanently affixed to the back of the photo) as well as the actual three dimensional piece. Note how the small entry label is also permanently affixed to the top of the jar. This is a great way to handle these items.

Finally, example C shows the best way to enter an interactive piece, radio or TV spot, using a CD or DVD. WE NO LONGER BE ACCEPTING TAPES OF ANY KIND. All radio MUST be on CD. All TV MUST be on DVD. No exceptions. The DVD must be playable on a consumer DVD player. If it has a single spot it should auto play. If there are multiple spots IT MUST have a DVD navigation system included allowing spots to be played individually. A QuickTime Movie burned onto a DVD is NOT acceptable.

Here you can see the entrant has correctly hand written the entry number and category on the DVD itself along with title. They have included a copy of the larger entry form in the CD sleeve and permanently affixed a smaller label to the outside of the sleeve. NEVER AFFIX a LABEL to a CD or DVD.

Remember when you are entering a website it is critical to include a screen capture of the front page and one inside page of the site so that the ADDY committee and judges are sure they are reviewing the right site. The CD copy of the site is a "last resort" and will only be used if the URL is down, there are server issues, etc. This ensures that the judges will be able to see at least some parts of the site "no matter what happens."

### Addendum A

