

2011 AAF OF THE OZARKS ADDY® AWARDS COMPETITION

LOCAL COMPETITION RULES

New rules and regulations from the American Ad Federation are marked in RED.

The goal of the AAF ADDY® Awards is to recognize and reward local creative excellence in the art of advertising.

NOTE:

Student ADDY® Award (see Student Rules pdf file)

- National 3-tiered competition
- 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 developed for paying clients will not be accepted unless for fundraising or student publications
- Work must be created while entrant is a student NOT employed in the advertising industry
- Student interns are eligible

2011 Competition Rules

The AAF of the Ozarks ADDY® Awards Competition is the first of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). The ADDY® Awards Competition is the industry's largest and most representative competition for creative excellence. Entry into the ADDY® Awards supports our entire industry, because AAF and its local and district membership use the proceeds to enhance advertising through programs such as internships, advocacy groups and advertising education.

Eligibility

The AAF of the Ozarks ADDY® Awards Competition is open to any individual, company or organization engaged in the creation of advertising. There is no limit to the number of entries a person or organization can enter. Entries in the AAF of the Ozarks ADDY® Awards Competition may not be entered in any other local ADDY® Awards Competition and must have been created within the Springfield MSA. Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market). **All entries must have appeared, aired or been published for the first time in the media between January 1 and December 31, 2011.**

For rules of eligibility and categories for the student competition, please refer to the student rules pdf file on the AAF of the Ozarks website at www.aafozarks.org or at www.aaf.org.

The expressed intent of the ADDY® Awards Competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising — “real” advertising, for “real” clients, with “real” marketing objectives, in or on “real” media. Occasionally, an entry is submitted that appears to have been created outside the conventional **agency-to-client-to-media** marketing structure. The appearance given by such an entry — to other entrants and to the judges — is that the entry was created solely for the purpose of winning an award, rather than satisfying a legitimate paying client's needs. The AAF and the ADDY® Awards Competition will not accept any such “unreal” entries. The exception to this rule is the student

competition.

“New” Creative

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the National ADDY® Committee (NAC).

Geographic Considerations

Entries may be entered into only one local ADDY® Awards competition, which is determined by the location of the agency at which the work was created. In addition, the piece MUST be entered in the CBSA (CORE BASED STATISTICAL AREA-FORMERLY MSA) of the entrant. In Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created, not by the agency using the element. If an affiliated competition does not exist in the CBSA, DMA or MSA, the District will direct the entrant to the nearest affiliated competition. Although not recommended, the entrant, if other than the agency/creator, may choose to enter the work on behalf of the creator (examples include, but are not limited to: printers, production companies or client). In this case, the entrant's address will determine into which local show the work is entered. It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the NAC defers to the rights of the creator in all cases.

All entries submitted in the competition, with the exceptions of Public Service Advertising, Advertising for the Arts, Industry (*Advertising*) Self Promotion and all student categories must have paid for the creative services and media placement in the normal course of business. Entries that meet the criteria of Public Service Advertising, Advertising for the Arts, Industry Self Promotion or student entries will only be accepted in those categories.

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the ADDY® Awards committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification.

Definition of Public Service

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

Non-English Entries

Original non-English advertising may be entered as a parallel category in the appropriate division. Non-English entries must be identified by the use of “NE” after the category number.

All Entries Must Accomplish the Following:

1. meet all eligibility requirements,
2. be submitted in the correct category,
3. be correctly labeled,
4. include a completed and signed entry form,
5. not be mounted

6. conform to all applicable copyright laws, and
7. conform to defined submission requirements.

Entries not conforming to the above requirements may be subject to disqualification.

Awards

Gold and Silver ADDY® awards may be awarded in each category of competition at the discretion of the judges. All gold ADDY® winners will be automatically forwarded to the 9th District ADDY® Awards Competition. Silver ADDY® winners will be forwarded to the 9th District ADDY® Awards Competition at the discretion and expense of the entrant.

Entry Fees

Fees for entry into the 2011 national ADDY® Awards Competition as follows:

Members

Single entry (received 1/19)	\$50
Single entry (received 1/20)	\$60

Campaigns (received 1/19)	\$60
Campaigns (received 1/20)	\$70

Non-members

Single entry (received 1/19)	\$125
Single entry (received 1/20)	\$135

Campaigns (received 1/19)	\$135
Campaigns (received 1/20)	\$145

Students

Per Entry (received 1/19)	\$35
Per Entry (received 1/20)	\$45

Make check payable to the AAF of the Ozarks. Paypal is available with a 3% surcharge.

Entry fees must accompany entries. Entries received without payment will not be accepted. A \$10.00 per entry late charge will be assessed to all entries received on January 20th. No entries will be accepted after 4:00 p.m. on Friday, January 20th.

Drop Off of Entries

Entries will be accepted from 9:00am– 5:00pm January 19, 2011, at DL Media located at 720 W. Center Circle, Nixa, MO 65714 in the conference room. Late entries will be accepted from 9:00am – 4:00pm on January 20, 2011 at the same location; however, a \$10.00 late fee will be assessed for each entry received that day. Pay pal is available for payment with a 3% upcharge. Paypal payments can be sent to Dianne Davis at Dianne@afozarks.org.

****All entries become the property of the AAF of the Ozarks so please make a copy.**

Winners

Winners will be honored February 25, 2012 at the ADDY® Awards Ceremony held at the Diamond Room at the Knights of Columbus, 2340 W. Grand, Springfield, MO 65802.

Forwarding of Winners

Only work that has won a Gold ADDY® or a Silver ADDY® in the AAF of the Ozarks ADDY® competition will be eligible for entry into the District competition. Only work that has won a Gold ADDY® or a Silver ADDY® in District ADDY® competition will be eligible for entry into the National ADDY® competition.

Auto-Forwarding

If your entry wins a Gold ADDY® in the AAF of the Ozarks ADDY® competition, it will be automatically forwarded to the district competition with fees paid by AAF of the Ozarks. Should the entry win Gold again at District level, it will be forwarded to the national competition with fees paid by the District.

If your entry is awarded a Silver ADDY® at the local or District level, you have won the right to compete at the next level of competition and may choose to pay the applicable entry fee in order to be forwarded.

Entry Identification

Cut the category and entry number from the bottom of the form generated when you print your online entry information. Attach one of the numbers with tape to the top right corner of the entry's back, or to the top right front of the DVD or CD case. Clip, or in the case of CD's and DVD's please tape or rubber band, the remainder of the entry form to the entry for submission. **DO NOT affix labels to the actual face of the CD or DVD.** Entry forms will be kept on file by the ADDY chairperson, with the entry being identified after drop-off only by the entry number. NO information identifying the entrant should appear on the face of an entry. Submission of entries acknowledges the right of the AAF of the Ozarks and the AAF to use them for publication, exhibition and marketing of the ADDY's. ***We ask that you always include an extra copy of your entry!***

Campaign Entries

A **SINGLE MEDIUM** campaign is no less than two and no more than four total pieces in the entry. A **MIXED/MULTIPLE 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.

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.

WE NO LONGER ACCEPT 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.

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.”

Entry Credits

Remember, the font and spelling that you use in your credits of entries are what will be used for the ADDY award banquet. Please do not use all CAPS. The ADDY committee is not responsible for corrections of misspellings!!

Entry Formats

Print Advertising and Collateral Pieces

Submit two samples with entry number affixed to back of both samples. Note that single medium campaign entries must include at least two, but no more than four components. More than four components could result in entry disqualification. For campaign entries, affix a duplicate entry number to the back of each piece, and write “1 of 2,” etc. **Two (2) copies of all print entries must be submitted, along with a jpeg of each print entry (all jpegs may be placed on one CD for each company entering print and labeled with company name *FORMATTED RGB, NOT CMYK*). Jpeg file names should be the last 4 digits of the entry number generated from the online registration form.**

Broadcast, Audio Visual, or Computer Presentation Entries

The only accepted format for video and television entries is DVD. Be sure that submitted

DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. When a DVD contains multiple spots, as in a campaign, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play. Entries must be “viewing copy only” and contain no color bars, tones or slates. **Video entry DVDs cannot contain MOV, MP4, AVI or WMV files. Audio CDs are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV files.**

Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Label each case with the entry number on the front right hand corner of the case. Place entries inside an appropriately sized transparent plastic envelope. Insert two copies of the entry form inside the envelope. Also, write the entry number and title on the CD/DVD face with permanent, CD safe pen. For campaign entries, indicate the number of spots in the campaign. **DO NOT** affix labels to the actual face of the CD or DVD.

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN** five minutes in length. Transfer all Sales Presentation entries to DVD.

Internet/Interactive Media

For Website and all online 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. **In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage and one inside page, pop-up, banner, screensaver, mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only.** Place all of the entry into an appropriately sized envelope (or CD sleeve) and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when internet access or unexpected hosting situations make viewing the actual site online impossible. Judging 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. For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Mixed Media Campaigns

Mixed Media Campaigns must use at least two, but no more than six different media. The maximum number of ads/components per medium is four, and the maximum number of pieces for a Mixed Media entry is nine.

All components of the campaign must be entered together in either a large envelope or a container that allows all pieces to remain together (*please do not use rubber bands*). Label each component with the number of the total for each campaign, (#1 of 9, #2 of 9, #3 of 9, etc.). On the outside of the envelope or container, write the category number and total number of pieces in the entry.

Mosaic Award

The National ADDY® Committee is committed to recognizing advertising that promotes diversity and issues related to multiculturalism. All Gold and Silver winners will be further judged for relevance to these issues with the most exceptional piece(s) being eligible for selection by judges to receive a special Mosaic ADDY®.

Special awards, such as Public Service, Mosaic, copywriting and art direction do NOT have to be Gold or Silver ADDY® winners to be considered for a special award.

Category Glossary

For the category glossary, please refer to the National competition pdf rule file available at www.afozarks.org or www.aaf.org.

2011 AAF OF THE OZARKS ADDY® AWARDS COMPETITION

LOCAL CATEGORIES

(New are in red font)

SALES PROMOTION

Product or Service Sales Presentation

- 1A Catalog
- 1B Sales Kit or Product Info Sheets (See glossary for definition)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

Packaging

- 2A Single Unit
- 2B CD, DVD, VHS or Cassette
- 2C Campaign

Point-of-Purchase (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2–4 of categories 1A–3C)

Audio/Visual

- 4 Audio/Visual Sales Presentation

COLLATERAL MATERIAL

Stationery Package

- 5A Flat Printed
- 5B Multiple Processes

Annual Report

- 6A Less than four-color
- 6B Four-color

Brochure (See glossary for definition)

- 7A Less than four-color
- 7B Four-color
- 7C Campaign

Publication Design (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial)

- spread or feature per entry)
- 8C Series (Covers or spreads or features)
- 8D Magazine Design (Entire Magazine)
- 8E Book Design (Entire Book)

Poster

- 9A Single
- 9B Campaign

Special Event Material

- 10A Card
- 10B Invitation
- 10C Announcement
- 10D Campaign

DIRECT MARKETING

Proof of mailing must accompany the entry (self-mailer, indicia, envelope, etc.) must be included as proof of usage.

Single (Either B2B or Consumer)

- 11A Flat
- 11B 3-D

Campaign (Either B2B or Consumer)

- 12A Flat
- 12B 3-D/Mixed

Specialty Advertising

- 13A Apparel
- 13B Other Merchandise

OUT-OF-HOME

Outdoor Board

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized

Vehicle Graphic Advertising

- 15 Vehicle Graphic Advertising

Mass Transit/Public Transit/Airlines

- 16A Interior (Inside a mass transit vehicle)
- 16B Exterior (Outside/on a mass transit vehicle)

Site

- 17A Interior Animated (with motion)
- 17B Interior Still or Static
- 17C Exterior Animated (with motion)
- 17D Exterior Still or Static

Campaign

- 18 Out-of-Home Campaign

Out-of-Home Self-Promotion

- 19A Single
- 19B Campaign

NON-TRADITIONAL ADVERTISING

(See glossary for definition and submission requirements.)

- 20A Single
- 20B Campaign

CONSUMER OR TRADE PUBLICATION

Fractional Page

21A Less than four-color

21B Four-color

Full Page

22A Less than four-color

22B Four-color

Spread, Multiple Page or Insert

23A Less than four-color

23B Four-color

Campaign

24A Less than four-color

24B Four-color

Magazine Self-Promotion (Consumer or Trade Publications)

25A Single

25B Campaign

NEWSPAPER

Fractional Page

26A Black and White

26B Color (any color besides black)

Full Page

27A Black and White

27B Color (any color besides black)

Spread or Multiple Pages

28A Black and White

28B Color (any color besides black)

Newspaper Specialty Advertising

29A Single Insert (of any type)

29B Poly Bag/Wrapper

Campaign

30A Black and White

30B Color (Any color besides black)

Newspaper Self-Promotion

31A Single

31B Insert

31C Campaign

INTERACTIVE MEDIA

For websites and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage and one inside page, pop-up, banner, screensaver, mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. For Disk-Based Sales Packages, submit on CD/DVD.

(See extended definitions for each category. Includes Social Media Websites)

Web Sites, B-to-B Flash

32A Products

32B Outlets

32C Services

Web Sites, B-to-B HTML/Other

33A Products

33B Outlets

33C Services

Web Sites, Consumer Flash

34A Products

34B Outlets

34C Services

Web Sites, Consumer HTML/Other

35A Products

35B Outlets

35C Services

Online Advertising

36A Banners/Pop-Ups/Screensavers -Includes Interstitial, Supertitial, Eye Blasters, Screensaver design, etc.

36B E-Mail/E-Cards -Email includes email design and one landing page which continue the advertisement (click-through). This does not include links that result in reaching a full website. E-cards include all online greeting cards.

36C Micro or Mini site- Includes either small, freestanding sites, not created to function as an entire website or small sites which are embedded as part of a larger site. Does not include Flash movies or intros, which should be entered in Elements of Advertising. When entering a mini or micro site, indicate the direct URL of the site, not the main site URL of which the mini or micro is a part. This includes social media websites.

36D Online Games- Games created to advertise a product or service. The game may be located on a main site. Use the direct URL of the game site when entering.

36E Online Newsletter- Any newsletter created to be viewed online

36F Online Annual Report- Any Annual Report created to be viewed online.

Mobile Marketing-Any ad or message displayed on a mobile device. (This includes smartphone apps and text messages). (ie smartphones, tablets, iPad, iPod Touch, iPhones).

36G Mobile Websites

36H 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.

36I Podcasts- A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for payback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

36J Internet Commercials- Any commercial run on the internet. URL required

36K Webisodes- An episode that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category should be webisodes which advertise a product or service. When submitting podcasts, internet commercials or webisodes, please use a URL address.

Websites/Online

37 Web/Online Campaign

Interactive Multimedia (CD/DVD)May include interactive kiosks CD/DVDs.

38A B-to-B

38B Consumer

38C Interactive Multimedia Campaign (A series of 2-4 CDs/DVDs)

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.

Within the radio category, commercials aired on stations in more than one “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.” Any time a commercial extends past one “metro” (two or more), it is defined as regional/national and must be entered accordingly. Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one “metro”) are considered a campaign. If placed in two different markets, they do not qualify as a local campaign. Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.

Local, Single

A single radio commercial is one that is broadcast on the station(s) of one market (no more than one “metro”). Radio commercials broadcast on stations in more than one “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.”

Local (one metro)

39A :30

39A1 :30 or more/ budget under \$100

39A2 :30 or more / budget \$101- \$500

39A3 :30 or more / budget \$500- \$1,000

39A4 :30 or more / budget more than \$1,000

39B :60 or more

39B1 :60 or more/ budget under \$100

39B2 :60 or more / budget \$101- \$500

39B3 :60 or more / budget \$500- \$1,000

39B4 :60 or more / budget more than \$1,000

Campaign

40 Campaign (2-4 of the above)

Regional/National

41A :30

41B :60 or more

42 Regional/National Campaign (2-4 of the above)

Radio Self-Promotion-Radio commercials created by, or for, a radio station, advertising a radio station, should be entered here.

43A Single

43A1 Radio News Promotions, :60 or less

43A2 Radio Station Image Promotion, :60 or less

43A3 Other Radio Promotion, :60 or less

43B Campaign (2-4 commercials of any length with the same theme for the station)

43B1 Radio News Promotion Campaign

43B2 Radio Station Image Promo Campaign, :60 or less

43B3 Radio Station Promotion Campaign

TELEVISION (TV)

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.

Local (one DMA) A single (one) TV commercial that is broadcast on the station(s) of one market (no more than one DMA). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as “local.”

44A :15 or less

44A1 :15 or less/ budget below \$250

44A2 :15 or less/ budget \$251- \$1000

44A3 :15 or less/ budget \$1,001- \$5,000

44A4 :15 or less/ budget more than \$5,000

44B :30

- 44B1 :30/ budget below \$500
- 44B2 :30/ budget \$501- \$1,000
- 44B3 :30/ budget \$1,001- \$2,500
- 44B4 :30/ budget \$2,501- \$5,000
- 44B5 :30/ budget \$5,001- \$10,000
- 44B6 :30/ budget more than \$10,000
- 44 C :60 or more-Includes all TV direct marketing commercials that are longer than one minute, but not included in the Infomercial category #49**
- 44C1 :60/ budget below \$750
- 44C2 :60/ budget \$751- \$1,500
- 44C3 :60/ budget \$1,501- \$2,500
- 44C4 :60/ budget \$2,501- \$5,000
- 44C5 :60/ budget \$5,001- \$10,000
- 44C6 :60/ budget more than \$10,000

Local Campaign

- 45 Campaign

TV Self-Promotion, Local (one DMA) TV commercials created by, or for, a TV cable or satellite station and run local only, no more than one DMA, should be entered in this category.

46A Local Single

- 46A1 News Promotion, any length :60 or less
- 46A2 Station Image Promotion, any length :60 or less
- 46A3 Other Station Promotion, any length :60 or less

46B Local Campaign-Two to four commercials of any length with the same theme.

- 46B1 News
- 46B2 Station Image
- 46B3 Other

Regional/National TV, Single Spots

(See glossary for definition of services in each category.)

- 47A Consumer Products-** The products only, not the sellers or dealers. May include cars, trucks, motorcycles, recreational vehicles, manufacturers, fashion, sportswear, casual wear, lingerie, footwear, jewelry, cosmetics, fragrances, health and beauty products, medications, foodstuffs, meats, produce, confections, snacks, dairy products, beer, wine, liquors, drinks, water, tea, milk, coffee, sports beverages, home electronics, computers, household products, appliances, toys, sporting goods and other retail products.
- 47B Consumer Outlets-** Includes, but is not limited to: retail stores, department, specialty, furniture, discount stores, restaurants, fast-food chains, specialty, franchises, supermarkets, convenience stores, mini-marts, grocery stores and other food retailers, automotive/boat/ motorcycle sales and rental, online retail sites, virtual store fronts on websites with online catalogs, sometimes gathered into a virtual mall, etc.
- 47C Consumer Services-** May include media, cable companies, TV networks, newspapers, magazines, radio stations, travel and tourism, cruise or airlines, hotels, resorts, destinations, entertainment, lotteries, amusement parks, movie promos, sports teams, casinos, hair salons, cleaning, employment, auto services, exercise spas, telephone companies, telephone directories, cellular service providers, pagers, long distance services, internet service providers, professional services, financial, legal, banking, investment services, brokerage firms, credit cards, insurance services, healthcare services, healthcare facilities, doctors, HMOs, company image, self-promotion, recruitment services, energy or utilities, natural gas companies, electric companies, political, religious, lobbying, special interest, etc. (not public service).

Regional/National TV Campaign

- 48A Consumer Products
- 48B Consumer Outlets
- 48C Consumer Services

Infomercials-Any local, regional, or national television advertising message that consumes five or more minutes of airtime

- 49 Infomercials

Cinema Advertising

- 50A **Movie Trailers-** Commercials for an upcoming film shown before or after a movie.
- 50B **In-Theatre Commercials or Slides-** Any other commercial or slide shown on screen before or after a film.

MIXED/MULTIPLE MEDIA

Mixed Media Campaigns must consist of two to four executions and two to six media.

- **Mixed Media = two to six media.**
- **Campaign = two or more ads or commercials for the same client, with a common theme.**

Although a Mixed Media campaign might include many ads or commercial components spread over several media, submit no more than SIX media, and no more than FOUR executions per medium for judging. The total ads/commercials per Mixed Media Campaign entry can total no more than NINE. No matter how big a campaign or media schedule, there is a minimum and maximum number of each to qualify. Campaigns which include self-promotion pieces from Out-of-Home, Newspaper, Trade Magazine, Consumer Magazine, Radio or TV may be entered here.

(This category also includes integrated branding campaigns.)

- 51 **B-to-B, Local** Mixed Media ad campaign (two to nine common theme ads) placed in one market.
- 52 **B-to-B, Regional / National**
- 53 **Consumer, Local**
- 54 **Consumer, Regional / National**

ADVERTISING FOR THE ARTS & SCIENCES

Advertising created for activities, events and programs in any of the following:

- Any type of music, dance or visual arts (painting, sculpture, crafts, film, video or computer art, etc.).
- Drama (theater and/or alternative space performances).
- Arts education, learning programs, classes, special events for the arts.
- Operas, symphonies, concerts, plays, art exhibits, craft shows, film festivals, art museum exhibits, ballets, etc.
- All types of museums, zoos and galleries.

All Advertising for The Arts, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

Collateral

- 55A **Stationery Package**
- 55B **Annual Report**
- 55C **Brochure/Sales Kit**
- 55D **POP or POS Materials** (Other than Posters)

- 55E **Poster**
- 55F **Newsletter**
- 55G **Cards, Invitations or Announcements**
(Special Event Material)

Print

- 56A **Magazine**
- 56B **Newspaper**

Broadcast/Electronic

- 57A **TV**
- 57B **Radio**
- 57C **Audio/Visual**
- 57D **Interactive**
- 57E **Out-of-Home**
- 57F **Non-Traditional** (See glossary for definition)
- 57G **Direct Marketing, Specialty Items**

Out-of-Home

- 58 **Out-of-Home**

Non-Traditional

- 59 **Non-Traditional**

Direct Marketing, Specialty Items

- 60 **Direct Marketing, Specialty Items**

Campaign

- 61A **Single Medium Campaign**
- 61A1 Local Single-Medium Campaign (for categories 55-60)
- 61A2 Regional Single Medium Campaign (for categories 55-60)
- 61B **Mixed/Multiple Media Campaign (for categories 55-60)**
- 61B1 Local Mixed-Multi Media Campaign (for categories 55-60)
- 61B2 Regional/National Mixed Multi-Media Campaign (for categories 55-60)

PUBLIC SERVICE

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

All Public Service advertising, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

Collateral

- 62A **Stationery Package**
- 62B **Annual Report**
- 62C **Brochure/Sales Kit**
- 62D **POP or POS Materials** (Other than Posters)
- 62E **Poster**
- 62F **Newsletter**
- 62G **Cards, Invitations or Announcements**
(Special Event Material)

Print

- 63A Magazine
- 63B Newspaper
- Broadcast/Electronic**
- 64A TV
- 64B Radio
- 64C Audio/Visual
- 64D Interactive
- Out-of-Home**
- 65 Out-of-Home
- Non-Traditional**
- 66 Non-Traditional (See glossary for definition)
- Direct Marketing, Specialty Items**
- 67 Direct Marketing, Specialty Items
- Campaign**
- 68A Single Medium Campaign (for categories 62-67)
- 68A1 Local Single-Medium Campaign (for categories 62-67)
- 68A2 Regional/National Single Medium Campaign (for categories 62-67)
- 68B Mixed/Multiple Media Campaign (for categories 62-67)
- 68B1 Local Mixed-Multi Media Campaign (for categories 62-67)
- 68B2 Regional/National Mixed Multi-Media Campaign (for categories 62-67)

ADVERTISING INDUSTRY SELF-PROMOTION

All advertising and special event materials for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the visual and audio elements of advertising categories.

Please note: The NAC recommends that Advertising Industry Self-Promotion work **NOT** be eligible for Best of Show consideration.

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.

Creative Services and Industry Suppliers

(Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer, Paper Companies, Printers, Advertising Specialty Companies, Color Separation Houses, Photographers, Video/Film and Audio Production Houses, etc.)

- 69A Collateral (brochures, posters, etc.)
- 69B Stationery Package
- 69C Print
- 69D Newsletter, **Printed**
- 69E Newsletter, **Online**
- 69F Broadcast (Demo Reels go into this category)
- 69G Interactive
- 69H Out-of-Home
- 69I Non-Traditional (See glossary for definition)
- 69J Direct Marketing, Specialty Items
- 69K Cards, Invitations or Announcements
(Special Event Material)

Ad Club or Marketing Club

70 Ad or Marketing Club

Campaign

71A Single Medium Campaign (for categories 69-70)

71B Mixed/Multiple Media Campaign (for categories 69-70)

ELEMENTS OF ADVERTISING

The goal of this category is to recognize only the creative execution of individual components of an advertising entry (illustration, photography, music, logo, etc.). Each entry in this section **MUST** include a sample showing how the element was actually used in the advertising message. For print entries, a sample should be included in the entry envelope. When submitting a logo, if the type of company is not evident or obvious, it is recommended to include one or two words explaining the type of business the logo represents.

72 Logo-An icon, symbol, or trademark designed to represent a product, service, or organization.

Illustration

73A Single

73B Illustration Campaign (2-4 of the above)

Photography

74A Black and White

74B Color

74C Digitally Enhanced-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 doesn't qualify an image for this category. A sample of the original photo(s) **MUST** be supplied for proper judging.

74D Photo Campaign (2-4 of the above)

Animation or Special Effects

75A Video or Film

75B Internet

Sound

Any composition of original music or sound elements that serve as a bed or background and/or otherwise heighten, accent or strengthen the advertising message. In the case of "full sing" jingles, the "sound" entry may be the commercial itself. Entries must be music that is custom-composed for advertising, or audio/visual sales promotion. Entries may be no longer than 60 seconds, except for audio/visual entries, which may run up to five minutes.

76A Music Only- Any musical score only (no lyrics) for broadcast commercials (pre/post scores) and music created/composed for specific audio/visual sales presentations.

76B Music with Lyrics- Any music with sung lyrics, created/composed expressly for advertising. Syndicated materials, including "re-sing" jingles and library music, are not eligible for entry.

76C 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.

Cinematography

77 Cinematography- Cinematography is defined as the art and process of making television commercials. It encompasses the artistic vision of making commercials, including considerations of lighting, photography, camera movement and angle, producing and final presentation. The collaboration of these elements defines cinematography.

LOCAL ONLY

The One That Got Away

LA Local
LB Regional/National

STUDENT ADDY CATEGORIES

S01 Sales Promotion

S01A Packaging

S01B Point of Purchase

S02 Collateral Material

S02A Stationery Package

S02B Brochure, Annual Report

S02C Poster

S02C1 Poster Campaign

Direct Marketing

S03 Direct Marketing

Out-of-Home

S04 Out-of-Home

Non-Traditional Advertising

S05 Non-Traditional Advertising

Consumer or Trade Publication

S06A Single

S06B Campaign (2-4 ads)

Newspaper

S07A Ad

S07B Insert

S07C NP Ad or Insert Campaign (2-4 ads)

Interactive Media

S08A Website

S08B Interactive CD/DVD

S08C Online Advertising (Pop-up/Banner/Email/Other)

Editorial Design

S09A Cover

S09B Editorial Spread or Feature (One editorial spread or feature per entry)

S09C Series (Covers or spreads or features)

Radio

S10 Radio

Television

S11 Television

Mixed Media

S12 Mixed Media Campaign

Elements of Advertising

S13A Logo

S14A Illustration

S14B Digitally Enhanced Illustration

S15A Photography

S15B Digitally Enhanced Photography

S16 Animation