

Student American Advertising Awards, Rules & Categories 2014–2015

The mission of the Student American Advertising Awards 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 Fort Worth Student American Advertising 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 American Advertising Awards competition. **Entry in your local Student competition is the first step toward winning a national Student American Advertising Award.**

Entering the Student 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 affected by a scoring process in which a panel of judges evaluate all creative dimensions of every entry. A Student GOLD American Advertising 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 American Advertising award. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

(Please note: all changes for the 2014-2015 Student American Advertising Awards are marked in red.)

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 www.Amendment-28.us. You will be directed to the competition site to register as an entrant. Complete the entrant information. For each entry, review the list of categories found on pages 7-21 of this document. Select the appropriate category where your work should compete, and follow the simple drop down menus online to enter your information. Make sure you credit the members of your creative team, so they will be recognized properly in press releases and other AAF winner publications. Be sure to show credits of most involved people first – only the first 4 credits will be shown on national credits, should your entry make it that far.

If you do not have official AAF-FW entry envelopes/receptacles, contact David Cleveland at 817-917-8017 to get some. Prepare your entries as described on the insert.

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 Deadline: Friday, Dec. 5, 2014, between 1 and 5 pm, at 4 Color Press at 2904 Cullen Street, Fort Worth

Regular Deadline: Friday, Jan. 9, 2015, between 1 and 7 pm, at 4 Color Press at 2904 Cullen Street, Fort Worth

Student Only Extended Deadline: Friday, Jan. 16, 2015, between 1 and 5 pm, Near South Studios, 328 Hemphill Street, Fort Worth.

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 American Advertising Awards competition following the NSAC finals in June. For example, creative for the 2014 NSAC sponsor Mary Kay is now eligible for the 2014-2015 Student American Advertising Awards 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.
- 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. If an affiliated competition does not exist in the 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 a student during the 2014 calendar year and the entry meets all other requirements.

Shipment of Entries

Entries and entry fees should be brought to Four Color Press, at 2904 Cullen Street, Fort Worth on December 5 or January 9. (Or, entries may be brought to Near South Studios, 328 Hemphill Street on Friday, January 16.)

All entries become the property of your local club, district, or the AAF and will not be returned. **Do NOT send original artwork.**

Be sure to bring a copy of your Invoice/Manifest form with your entries.

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. The district American Advertising Awards chair will contact you to determine whether you want to forward your silver winners or not.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org website or in this document. Decisions of judges and the National American Advertising Awards Committee (N3AC), including eligibility, qualifications and appropriate category placements, are final.

Entry Fees

Student entry fees are \$45 per entry, regardless of date entered or whether entry is a single piece or campaign.

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.

Invoice 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 with Definitions

Note to entrants: All entries must be submitted in the form in which they **ORIGINALLY** appeared.

Any physical and/or printed entries, such as newspaper or magazine ads, photographs, collateral, product packaging, posters, book and magazine designs, specialty advertising, etc. **MUST** be submitted for judging in their physical form (tear-sheets are not required)— **in addition to being digitally uploaded in the online entry system.** Large format physical pieces such as outdoor advertising etc should be submitted as physical photographs. Digital files **ONLY** are not acceptable.

The exceptions to this rule are entries which originally appeared in digital or electronic form, such as websites, TV and radio spots, multimedia videos etc. For these entries, a physical entry form is still required for official submission.

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

Stationery Package

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

Brochure/Annual Report

3 Brochure/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.

Poster

4A Poster, Single. 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.

4B Poster, Campaign. Two to four posters for the same client, with a common theme.

Publication Design (Magazine or Book)

5A Cover. Layout and design of the exterior of a magazine or book.

5B Editorial Spread or Feature. Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

5C Series. Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

5D Magazine Design. Entire magazine design from cover-to-cover, with advertising.

5E Book Design. Entire book design from cover-to-cover, no advertising.

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.

6 Direct Marketing

OUT-OF-HOME

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, which 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.).

7A Single

7B Campaign

NON-TRADITIONAL ADVERTISING

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 Please

note that some entries entered into this category may fit into a traditional category and will be moved to the appropriate category. Non- traditional entries MUST be accompanied by proof of usage.

Entries in this category may also 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.

8A Single

8B Campaign

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.

9A Single. Fractional page or Full page

9B Campaign. 2–4 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.

10A Ad. Fractional page or Full page.

10B 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.

10C Campaign. (2–4 of the above)

DIGITAL ADVERTISING

11A Websites

11B Social Media. Creative execution of brand advertising, marketing and/or promotion for a social media platform (Facebook, Twitter, etc.).

11C Mobile Apps. To be eligible as an American Advertising Awards entry, apps must advertise a product or service. Apps will be judged using the device for which they were created. So, to be eligible, the entry MUST include a no-cost, password-free method for accessing the app for the purpose of judging. In addition, a digital summary of 90 seconds or less which demonstrates the functionality and design of the app may be provided as part of the entry. This should be included in the entry as a digital (video) upload. In this Student category, apps for web-based browsers, mobile tablets and smartphones are eligible.

11D Online Advertising. This category may include web banners of all kinds, email messages, online newsletters, online magazines, online annual reports, online games, online videos, and podcasts. In all cases, the entry must demonstrate advertising values for a product or service.

11E Multimedia DVD. Entries in this category may include interactive kiosks.

11F Campaign. 2–4 executions from the Digital Advertising division

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.

12A Single

12B Campaign. (2–4 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.

13A Single

13B Campaign. (2–4 commercials, of any length, with the same theme.)

INTEGRATED CAMPAIGNS

An Integrated Campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The Student American Advertising Awards allows entries up to ten executions for judging.

Integrated Campaign entries that contain one or more of these elements: Social Media, Digital Apps, Non-Traditional 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. Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

14A B-to-B

14B Consumer

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.

Copywriting

15 Copywriting

Visual

16A Logo. An icon, symbol, or trademark designed to represent a product, service, or organization.

16B Illustration, Single. Flat or dimensional (any number of colors)

16C Illustration, Campaign

16D Photography, Black & White

16E Photography, Color

16F Photography, 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 does not qualify an image for this category. A sample of the original photo(s) **MUST** be supplied for proper judging.

16G Photography, Campaign

16H Animation or Special Effects

16I Cinematography. Cinematography is defined as the art and process of creating motion picture images, including considerations of lighting, photography, camera movement and angle.

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.

17A Music Only. Any musical score only (no lyrics) for broadcast commercials (pre/post scores) and music created/composed for specific audio/visual sales presentations.

17B 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.

17C 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

18 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, and location technology.

Entry Submission & Identification

You must use an official AAF entry envelope for each entry. (If you do not have an official envelope, please contact David Cleveland at 817-917-8017 or bring 2 copies of each entry, 2 copies of each entry form and your manifest to the entry site. Envelopes will be available there.

Below are the instructions for packaging your entries.

2014-15 AMERICAN ADVERTISING AWARDS® ENTRY GUIDELINES

Tape one of the labels from the bottom of your entry form in the upper right corner of the entry envelope poster.

Even if you have entered many times in the past, please read the instructions. The software has changed, and so have many of the entry instructions.

NOTE: Use a separate envelope for EACH ENTRY.

HOW TO ENTER THE AMERICAN ADVERTISING AWARDS®

- Go to www.Amendment-28.com
Click on the link to Register.
- Complete the entrant information
- Complete the information for each entry
- Print out two copies of each entry form and insert them into the envelope as directed below.
- Print out one copy of your manifest (also called your Invoice) and sign it
- Package your entries as directed below ➤ Prepare or make your payment (cash, checks, accepted when you bring your entries. Discover, MasterCard, VISA and AMEX accepted online). Make sure your membership is current to get best pricing.
- **Bring your entries, packaged according to directions below, along with your manifest/invoice and your payment to Four Color Press (2904 Cullen Street, Fort Worth, TX 76107, Phone 817.336.4300) on one of the following dates:**
First Entry Deadline: Friday, December 5, 2014; 1 - 5 pm

Final Entry Deadline: Friday, January 9, 2015; 1 - 7 pm

Student Only Extended Entry Deadline: Friday, January 16, 2015; 1 - 5 pm at Near South Studios, 368 Hemphill Street in Fort Worth.

If you have questions about categories, please download and reference the Rules and Categories document on the (URL of the AAA website) site. If you still have questions about categories, packaging or software, please contact Susan Cook at 817-313-1411 or suscook@charter.net.

If you need more entry envelopes, please contact David Cleveland at [817-917-8017](tel:817-917-8017) or dcleveland@englanderdzp.com.

PACKAGE PRINT ENTRIES THIS WAY:

(or any entries that can be represented by a still graphic)

- Use one of the plastic envelopes provided for each entry
- After you print out 2 copies of your entry form, cut off the entry labels (these usually print at the bottom of the form)
- This poster insert should remain in the envelope, with an entry label affixed at the top right of this poster where indicated.
- Put two copies of your entry with an entry label affixed to the back of each into the envelope. (Do NOT attach the entire entry form to your entry).
- Enclose two copies of the entry form, placed behind the entry
- Be sure you upload a JPG or PDF of your entry when you complete the entry form online. (these jpg or pdf files will be used only for the winner's book and the winner's presentation. Entries will not be judged from these files.)
- If your entry is a logo, or in another "Elements of Advertising" category, be sure you show it as a stand-alone logo, but also include in your envelope one or two examples of it in use (letterhead, business cards, tear sheet from an ad, screen shot from a web site or similar)
- If your entry is in the Elements of Advertising/digitally enhanced photography, be sure to show both before and after images.

If your entry is a campaign, see instructions below for campaign entries. Also check below to see if your entry fits campaign criteria.

PACKAGE LARGE OR BULKY ENTRIES THIS WAY:

- Affix the entry number to the bottom of the piece
- Select an appropriately sized box or other container to hold the entry
- Package the entry appropriately (remember that if it wins, it will be shipped to district in this packaging, and to national as well, so it should be well protected and relatively easy to access).
- Secure the entry number label to the poster inside the plastic envelope.
- Secure another entry number label to the upper right corner of the top of the box or container.
- Include one copy of the entry form inside the box/container and place the other inside the plastic envelope.
- Place a description of the package inside this plastic envelope, (i.e., 36" long white tube, approximately 6 inches in diameter) so it can be found easily during judging. In addition, if a picture or small printout of the entry is available, please insert this in the envelope as well.
- Be sure to include a JPG or PDF of these entries online.

PACKAGE BROADCAST, AUDIO/VISUAL OR COMPUTER PRESENTATION ENTRIES THIS WAY:

- Use one of the plastic envelopes provided for each entry
- This poster insert should remain in the envelope, with an entry label affixed at the top right corner where indicated.
- Insert two copies of the entry form into the plastic envelope.
- Enclose two copies of the entry form, behind the screenshot printouts.
- You do not need to submit DVDs, CDs or any other medium this year. Upload your files directly into the entry software as directed. (So the only things in the envelope will be the poster with a label affixed and two copies of the entry form.)

If your entry is a campaign, see instructions below for campaign entries. Also check below to see if your entry fits campaign criteria.

PACKAGE INTERACTIVE ENTRIES THIS WAY:

- Use one of the plastic envelopes provided for each entry
- This poster insert should remain in the envelope, with an entry label affixed where indicated at the top right.
- Insert two copies of a printout showing representative screenshots of the entry with an entry label affixed to the back of each. Do NOT attach the entire entry form to these screen shots.
- Enclose two copies of the entry form, behind the screenshot printouts.
- Include two CDs or DVDs with the entry on it (these will be used only if Internet access is, for some reason, unavailable). If your entry is a website that is database driven or cannot be represented on a CD, please note.
- Make sure the link you supply in the software makes it easy for the judges to tell what needs to be judged. Many a great entry has been passed over by the judges because they weren't sure what to judge. This is particularly true when there are several things on a page and you include just a link to that page. If there are other things on the page, it would help to include a description such as, "click on the video window at the bottom right of the screen to see the entry."
- Be sure you upload a jpg of the screenshots to the software.

If your entry is a campaign, see instructions below for campaign entries. Also check below to see if your entry fits campaign criteria.

CAMPAIGN ENTRY NOTES AND PACKAGING INSTRUCTIONS:

A SINGLE MEDIUM campaign consists of no less than two and no more than four total pieces. Each piece should have a label with the entry number and notation "1 of 3," "2 of 3," etc.

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 cannot be more than four pieces per medium or more than nine total pieces in the entry.

- If your entry is a campaign or multi-part entry, you should write on the entry label (affixed to the back of each piece), indicating that it is X of Y pieces in that campaign for example, "3 of 8" - which would indicate that this is the third piece of an 8-piece campaign entry.
- All pieces of a campaign should go in the same envelope. If some of the pieces won't fit, see below for packaging instructions for large/bulky entries.

Why do we ask for two copies of your entry?

If you win a silver or gold ADDY in this competition, one of your entries will be forwarded to the district competition following judging here in Fort Worth. The second copy of your entry will be used to display your work at the American Advertising Awards presentation/gala. If you submit just one entry and it wins gold or silver, we will ship it to district and it will not be displayed in the show. (Regarding forwarding: Gold winners will be forwarded to the district competition at no further cost to you. Silvers are forwarded, but not judged unless you pay the district entry fee. If you win silver, the club will ship your entry to district and district will contact you to see if you want to participate in the next level of the competition. Because there is a different set of judges at the district level, many silver winners at the local level have won gold at district and national, so this can be very rewarding.)