

rules & categories

2021-2022
San Diego competition

The rules, divisions and categories defined here serve as the official policy for the American Advertising Awards competition and replace all others from previous competitions. The name American Advertising Awards, ADDY and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation. The AAF competition rules, category format and the American Advertising Awards competition name should be used at all levels of the competition.

The American Advertising Awards is owned and operated by the American Advertising Federation. All rules and guidelines must be followed entirely by any AAF chapter or district hosting the preliminary stages of the competition. AMERICAN ADVERTISING AWARDS®, ADDY® and NATIONAL ADDY AWARDS® are service marks of the American Advertising Federation, registered with the US Trademark Office. All rights reserved.

the american advertising awards san diego competition

AMERICAN
ADVERTISING
AWARDS

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting nearly 30,000 entries every year in local AAF Club competitions. The mission of the American Advertising Awards competition is to recognize and reward the creativespirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the San Diego phase is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to win ADDY Awards—recognition as the very best in their markets. At the second tier, local ADDY winners compete with winners from other local competitions in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in the San Diego competition is the first step toward winning a national ADDY.

Entering the San Diego American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, professional development, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entries is conducted through a scoring process in which a panel of judges—comprised of accomplished advertising creative professionals—evaluates all creativedimensions of every entry. A Gold ADDY is recognition of the highest level of creative excellence and is judged to be superior. Entries that are also considered outstanding and worthy of recognition receive a Silver or a Bronze ADDY. The number of awards given in each category is determined bythe judges, based on the relative quality of work in that category.

The American Advertising Awards Student Division is also a three-tier national competition, which is sponsored by the AAF. Occurring in conjunction with the professional competition, the Student Awards recognize and reward creative excellence by students. Information on entering the American Advertising Awards Student Division may be found at SanDiegoAddys.com.

aaf

about the competition

How to Enter

Visit SanDiegoAddys.com. You will be directed to the competition site to register as an entrant. Review the category list in this document 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. *Trophies and certificates are personalized based on information submitted at time of entry.*

Please make sure all fields are accurate.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

Deadlines

Deadline to submit entries online is January 28, 2022. There will be a late deadline February 4, 2022, however a late fee may be charged for entries submitted after January 28.

Entry Submission

Due to the uncertainty of the Pandemic, all entries this year must be submitted online only. Physical entries will not be accepted. Please be certain that entries that have multiple pages, that all pages are included in a single PDF. Please provide sufficient photos of entries, when appropriate, that will allow the judges to full grasp the entry.

Entry Fees

Professional Individual Entry: \$125
Professional Campaign Entry: \$135
Student Individual Entry: \$45
Student Campaign Entry: \$55

Eligibility Requirements

- All work entered in the American Advertising Awards competition must have first appeared between January 1, and December 31, 2021.
- With the exceptions of Pro Bono Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and/or media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple Ad Clubs are in the same CBSA, DMA or MSA the Ad Club located nearest to the entrant geographically will be the entry site.

- In the event there are entrants located in markets not served by a local American Advertising Awards-affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the district in which the entrant is located. Additional geographic considerations are covered on page 6.
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at SanDiegoAddys.com.

“Real” Advertising

The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure, as if the entry was created solely for the purpose of winning an award **or an account**. This type of work is not

accepted. **Eligible entries must consist of placed media created in the aforementioned timeframe.**

“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 American Advertising Awards Committee (N3AC).

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.

Documentation

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 National American Advertising Awards Committee (N3AC). Failure to do so can be grounds for disqualification without refund of entry fees. Decisions on eligibility made by the N3AC are final.

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, you will be required to sign an Invoice/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.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Corporate Social Responsibility category.

Public Service

Public Service Advertising has as its goal the improvement of the public's health, education, and/or welfare. This work may be paid or pro bono.

All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into Elements of Advertising categories. Please note: Pro bono work and elements are not eligible for Best of Show consideration.

Advertising Industry Self-Promotion

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories. *Please note: Advertising Industry Self-Promotion work is NOT eligible for Best of Show Consideration.*

Campaign Entries

A "Single-Medium Campaign" is no less than two and no more than four total pieces in the entry.

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 ten 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 (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 noncompliant entry to be removed from judging.

Online/Interactive Advertising

For Websites and all Online/Interactive 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.

Judging of online entries 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. URLs, banners and menus must not contain any references to the entrant.

Forwarding of Winners

Only work that has won a Gold ADDY or a Silver ADDY in a local Ad Club competition will be eligible for entry into the District competition. Only work that has won a Gold ADDY or a Silver ADDY in a district competition will be eligible for entry into the National American Advertising Awards competition.

Auto-Forwarding

If your entry wins a Gold ADDY at the local Club competition, it will be automatically forwarded to the district competition with fees paid by the local Club. Should the entry win Gold again at the 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. You will be contacted with information regarding your entries that qualify to be forwarded to the next level of competition, including entry fees, due dates and how to submit payment. **Bronze awarded work is not eligible to be forwarded to the next level of competition.**

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Judging Procedures

Judging will be conducted in accordance with the guidelines found on the [AAF website](#). Decisions of judges and the N3AC, including eligibility, qualifications and appropriate category placements, are final.

Geographic Considerations

Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the agency or company that created the work. In addition, the piece **MUST** be entered under the Geographic Considerations of the entrant. In Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created by the original creator of the work, not the agency or company that commissioned the work. 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

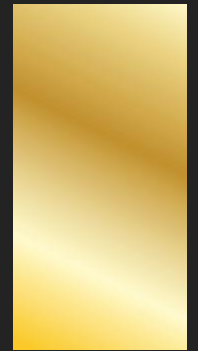
behalf of the creator (examples include, but are not limited to: photographers, illustrators, printers, production companies or clients). In this case, the entrant's address will determine into which local show the work is entered. It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the N3AC defers to the rights of the creator in all cases.}

Special Awards

Work entered in the Advertising Industry Self-Promotion or work done pro bono is not eligible for Best of Show consideration. The N3AC suggests the creation of local, district and national Special Judges Awards to recognize outstanding achievement in pro bono advertising.

category list

AMERICAN
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AWARDS



aaf

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. 3-5 digital images and one optional video upload. Requirement of physical entry submissions is at the discretion of the local AAF Club.

Sales Promotion

Product or Service Sales Promotion

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

001A Catalog

A printed piece—usually a booklet, folder, or brochure to sell products or services via a “call for action” and a procedure for ordering and/or buying.

001B Sales Kit or Product Information Sheets An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container, and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you

enter a piece in this category, you may not enter it in the Brochure category (07A or B). If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

001C Menu

A list of options available to a diner, shopper, etc.

001D Campaign

2–4 pieces may be submitted from work that qualifies in categories 001A, 001B and/or 001C.

Packaging

All product packaging.

002A Single Unit 002B Campaign

2–4 pieces may be submitted from work that qualifies in category 002A.

Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location.

003A Counter Top

A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags.

003B Free Standing

Self-contained unit or device that requires no additional support or elevation for proper product or service presentation.

003C Point of Purchase Campaign

2–4 pieces may be submitted from work that qualifies in category 003A or 003B.

Collateral Material

04 Stationery Package—Single or Multiple Pieces

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

05 Printed Annual Report

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. Digital annual reports should be entered in category 030—Digital Publications.

Printed Newsletter

006A Single Newsletter

A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Public Service and Industry Self-Promotion should not be entered here, but into their respective categories. Digital newsletters should be entered in Category 030—Digital Publications.

006B Campaign

2–4 pieces may be submitted from work that qualifies in category 06A. Editions submitted must all be distributed to the same audience.

Digital newsletters should be entered in Category 030–Digital Publications.

Brochure

007A Single Unit

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. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. Digital brochures should be entered in Category 030–Digital Publications.

007B Campaign

2–4 brochures may be entered for the same product, service and/or brand. Digital brochures should be entered in Category 030–Digital Publications.

Publication Design

Layout and design of the interior and/or exterior of a magazine or book

008A Cover

Layout & design of the front exterior of a magazine or book

008B Editorial Spread or Feature

One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Entire publications should be entered into the Magazine Design (008D) or Book Design (008E) categories.

008C Cover/Editorial Spread or Feature—Series

2–4 pieces may be submitted from work that qualifies in categories 008A and/or 008B.

008D Magazine Design

Entire magazine design from cover-to-cover.

008E Book Design

Entire book design from cover-to-cover

Special Event Material

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. This category does not include Advertising Industry Self-Promotion or Public Service. They must be entered in their respective categories.

009A Card, Invitation, Announcement—Single Unit
009B Card, Invitation, Announcement—Campaign

2–4 pieces may be submitted from work that qualifies in category 009A.

Direct Marketing

Anything that is 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 in the appropriate direct marketing categories.

Direct Mail

Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

010A Flat—Single Unit

Any printed sheet or sheets, flat, folded or bound printed material that has been

mailed as part of an advertising or promotional effort. The method of shipment (box, envelope, etc.), MUST be evident and included with the entry.

010B Flat—Campaign

2–4 pieces may be submitted from work that qualifies in category 010A.

010C 3D / Mixed—Single Unit

Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat but take on dimension in their final forms. Entries typically 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. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

010D 3D / Mixed—Campaign

2–4 pieces may be submitted from work that qualifies in category 010C.

Specialty Advertising

011A Apparel

Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

011B Other Merchandise

Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a

company, corporate image, brand or event.

011C Campaign

2-4 pieces may be submitted from work that qualifies in categories 011A and/or 011.

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. Categories 015A-017 are allowed 3-5 digital images and one optional video upload. Requirement of physical entry submissions is at the discretion of the local AAF Club.

Magazine Advertising

Advertising that appears in periodic (annually, bi-annually, quarterly, monthly, weekly, etc.) publications. Circulation/ distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

Magazine Advertising

012A Full Page or Less—Single Unit 012B Spread, Multiple Page or Insert 012C Campaign

2–4 pieces may be submitted from work that qualifies in categories 012A and/or 012B.

Newspaper Advertising

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.

Newspaper Advertising

013A Fractional Page—Single Unit

Newspaper ad that fills less than a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.).

013B Full Page—Single Unit

Ad that fills an entire page regardless of newspaper size/format (tabloid, broadsheet, etc.).

013C Spread or Multiple Page—Single Unit

Newspaper advertising sections, etc.

013D Specialty Advertising—Single Unit

Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, “post-it” promotions, calendars, flat sample packs, poly bags and wrappers.

013E Campaign

2–4 pieces may be submitted from work that qualifies in categories 013A, 013B, 013C and/or 013D.

Branded Content & Entertainment

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand's value without being a direct promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

14 Branded Content & Entertainment—Any Print Medium

Any branded content and/or branded entertainment placed or appearing in print media

out-of-home & ambient media

NOTE: All entries in the Out-of-Home & Ambient Media 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. Categories 018-025 are allowed 3-5 digital images and one optional video upload. Requirement of physical entry submissions is at the discretion of the local AAF Club.

Ambient Media

15 Guerrilla Marketing

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. 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.

Installations

Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail

store. Entries in this category may 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.

016A Single Installation 016B

Multiple Installations

2–4 pieces may be submitted from work that qualifies in category 016A.

Events

Event execution (not architecture—see Installation).

Entries in this category may 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.

017A Single Event 017B

Multiple Events

2–4 pieces may be submitted from work that qualifies in category 017A.

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.

018A Poster—Single Unit

018B Poster—Campaign

2–4 pieces may be submitted from work that qualifies in category 018A.

Outdoor Board

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.

019A Flat—Single Unit

019B Super-sized, Extension/Dimensional, Digital, or Animated—Single Unit

Mass Transit/Airlines

020A Interior—Single

Advertising placed inside any public transit vehicle.

020B Exterior—Single

Advertising placed on the 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.

Site

Interior or exterior signage that is restricted to public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas, etc. Does not include posters described in category 018, or signage in the outdoor or transit categories but would include murals.

021A Interior or Exterior—Single

Interior or Exterior signage animated, or static placed in airports, malls, transit stations, places of business.

021B Large Venue—Single

Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage, etc.

022 Out-Of-Home Campaign

2–4 pieces may be submitted from work that qualifies in categories 021A–021B.

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 or by JPEG screenshots during the online entry process.

Websites

Websites

023A Consumer

Any website created primarily for consumer use.

023B B-to-B

Any website created primarily for business-to-business commerce.

023C Microsites

Any web page or series of pages that are a part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. Does not include animated movies or intros, which should be entered in Elements of Advertising. When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

Social Media

Social Media

024A Single Execution

Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

024B Campaign

Creative executions of brand advertising, marketing and/or promotion across social media. The campaign may have appeared on one or multiple platforms. 2-4 pieces may be submitted from work that qualifies in category 024A.

Apps, Games, Virtual Reality

Apps, Games, Virtual Reality

Apps must advertise a product or service. Apps and Virtual Reality entries will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This summary should describe and demonstrate the design and functionality of the entry as well as the most important user benefits and attributes of the entry. Judges will not be given access to the app itself or headsets for virtual judging.

025A Mobile App

Interactive mobile apps for tablets, smartphones, and wearable devices.

025B Website Based App

Interactive apps for desktop and laptop-based web browsers.

025C Games

Online/interactive games.

025D Tools & Utilities

Interactive applications regardless of the

device or interface such as screensavers, widgets, etc.

025E Virtual Reality—Single

The computer-generated simulation of a three-dimension image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

Advertising & Promotion

026 Web Banner Ad or Website Takeover Campaign

2–4 pieces may be submitted from work that qualifies in category 026.

28 Email

Single or multiple (campaign) email occurrences.

Blogs & Digital Publications

29 Blogs

Eligible blog content must support a brand or advertise a product or service.

030A Digital Publication—Single

Online publication in support of a brand, such as annual reports, magazines, newsletters, or books.

030B Digital Publication—Campaign

2–4 pieces may be submitted from work that qualifies in category 030A.

Branded Content & Entertainment

031 Branded Content & Entertainment for Online/Interactive

Original content that may or may not directly promote the brand or product but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 039.

film, video & sound

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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.

Audio/Radio Advertising

Audio/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 mass media transmission. Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the audio/radio category, commercials aired on stations in more than one market or “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. 2–4 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/Radio Advertising—Local

A local audio/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.”

032A Single Spot :30 seconds or less 032B Single Spot more than :30 seconds 032C Campaign

2–4 pieces may be submitted from work that qualifies in categories 032A and/or 032B.

Audio/Radio Advertising—Regional/National

A single audio/radio commercial that is broadcast in two or more markets (metros), or on national radio networks or streaming outlets.

033A Single Spot :30 seconds or less 033B Single spot more than :30 seconds 033C Campaign

2–4 pieces may be submitted from work that qualifies in categories 033A and/or 033B.

Television Advertising

Television Advertising—Local (One DMA)

A single 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.” If no competition exists in a DMA, the District will direct entrants of correct entry procedure.

034A Single Spot :15 or less

TV Commercial that consumes :15 seconds or less of airtime.

034B Single Spot :30 seconds

TV Commercial that consumes between :16 and :30 seconds or airtime.

034C Single Spot :60 seconds or more

TV commercials longer than :30 seconds should be entered here. Includes all TV “direct marketing” commercials that are longer than one minute but does not include “Infomercials” which should be entered in the Branded Content and Entertainment for Television category 107.

034D Campaign

2–4 pieces may be submitted from work that qualifies in categories 034A, 034B and/or 034C.

Television Advertising—Regional/National TV

commercials which have aired on national broadcast, cable, streaming services, or satellite networks or in more than one local market (DMA).

035A Single Spot—Up to 2:00 035B Campaign

2–4 pieces may be submitted from work that qualifies in category 035.

Online Film, Video And Sound

Internet Commercial

Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category unless there is a change in content (see “New Creative” under “Eligibility” above). Entry must be submitted as an online video using its URL, not as a digital upload.

**036A Single Spot—Any Length036B
Campaign**

2–4 pieces may be submitted from work that qualifies in category 036A.

Podcast

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

**037A Single Podcast037B
Campaign**

2–4 pieces may be submitted from work that qualifies in category 037A.

Webisode(s)

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entry must be submitted as an online video using its URL(s), not as a digital upload.

**038A Single Webisode038B
Series**

2–4 pieces may be submitted from work that qualifies in category 038A.

Branded Content & Entertainment

**Branded Content & Entertainment for
Online Film, Video & Sound**

Original content that may or may not directly promote the brand or product but is created on behalf of the brand. All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

**039A Single Entry—:60 seconds or less 039B Single
Entry—more than :60 seconds040 Branded
Content & Entertainment**

for Television

All forms of audio/visual branded content and/or branded entertainment created for and distributed via broadcast, cable, or satellite television. This category is for executions of any length and may include

infomercials. Long-form entries must be edited to five minutes or less for judging purposes. Single entry—any length.

41 Branded Content & Entertainment—Non-Broadcast

All forms of audio/visual branded content and/or branded entertainment created for and distributed via methods other than the Internet or television, such as theatrical films and presentation videos. Single entry—short or feature length. Entries in this category must be edited to five minutes or less for judging purposes.

42 Branded Content & Entertainment Campaign 2–4 pieces may be submitted from work that qualifies in categories 039A-041.

Cinema Advertising

43 Movie Trailer

Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films.

44 In-Theatre Commercials or Slides

In-theatre commercials and slides for any product or service other than theatrical films.

Sales Promotion

45 Audio/Visual Sales Presentation

Any advertising, promotional and/or marketing message that is conveyed via audio and/or video method usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length for judging purposes.

Music Videos

46 Music Video

A short film integrating a song and imagery created for the purpose of promoting, marketing and/or advertising the music, performance, or artist. Must be edited to a maximum length of 5 minutes.

cross platform

NOTE: All entries in the Cross Platform division (excluding Category 63 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. Requirement of physical entry submissions is at the discretion of the local AAF Club.

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 ten 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 (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 noncompliant entry to be removed from judging.

Integrated Advertising Campaigns 047A

B-to-B Campaign—Local

Business-to-business ad campaign using more than one medium that appears in just one market (DMA).

047B B-to-B Campaign—Regional/National Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).

047C Consumer Campaign—Local

Consumer ad campaign using more than one medium that appears in just one market (DMA).

047D Consumer Campaign—Regional/National Consumer ad campaign using more than one medium that appears in more than one market (DMA).

48 Integrated Brand Identity Campaign—Local or Regional/National

An Integrated Brand Identity Campaign is defined as a series of mixed elements created to support a brand. Examples might include logo designs, stationery package components, signage, jingles, logo animations, etc. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

49 Integrated Branded Content Campaign—Local or Regional/National

Original content that may or may not directly promote the brand or product but is created on behalf of the brand. An Integrated Branded Content Campaign is defined as a series of executions representing branded content and/or branded entertainment efforts across more than one medium in support of a single brand and theme (campaign). Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

Online/Interactive Campaign

50 Online/Interactive Campaign

Up to 10 pieces may be submitted from work that qualifies in categories 023–031 and/or 036–038.

elements of advertising

NOTE: All entries in Elements of Advertising categories 051–056 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 only for categories 057–062 can be uploaded and do not require a physical entry. Categories 054–059 are allowed 3–5 digital images and one optional video upload. Requirement of physical entry submissions is at the discretion of the local AAF Club.

Copywriting

51 Copywriting

Copywriting for any advertising medium.

Visual

52 Logo Design

An icon, symbol, typeface 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. Proof of usage is required.

53 Infographic

A representation of information in a graphic format designed to make the data easily understandable. Proof of usage is required.

Illustration

Flat, dimensional, or animated illustration, any number of colors.

054A Illustration—Single

Illustration—Series

2–4 pieces may be submitted from work that qualifies in category 071A.

Still Photography

055A Black & White—Single

Color—Single

055C 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.

055D Black & White/Color/ Digitally Enhanced—Campaign
2–4 pieces may be submitted from work that qualifies in category 055A–055C.

Art Direction

Art direction for any advertising medium.

056A Art Direction—Single 056B Art Direction—Campaign
2–4 pieces may be submitted from work that qualifies in category 056A

Film & Video

057A Cinematography—Single 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.

057B Cinematography—Campaign
2–4 pieces may be submitted from work that qualifies in category 057A.

058A Animation, Special Effects or Motion Graphics
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.

058B Computer Generated Imagery (CGI) Computer graphics to create or contribute to images in art, printed media, video games, films, television programs, shorts, commercials, videos, and simulators.

059 Video Editing
Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

Sound

060A Music Without Lyrics—Single

Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.

060B Music with Lyrics—Single

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.

060C Music with/without Lyrics—Campaign

2–4 pieces may be submitted from work that qualifies in category 060A or 060B.

061 Voiceover Talent

Audio performance by a narrator, announcer, or voice actor in the execution of an advertising message regardless of the audio or visual medium.

062A Sound Design—Single

Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radiocommercial to enhance the mood and/or message.

062B Sound Design—Campaign

2–4 pieces may be submitted from work that qualifies in category 062A.

Digital Creative Technology

63 Interface & Navigation

The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.

64 Responsive Design

Entries will be judged on overall site design and the quality of the user’s experience when viewed using different devices (browsers, tablets, smart phones, etc.)

65 GPS & Location Technology

Creative use of location technology to advance or improve the principal purpose of site or app.

66 Augmented Reality

Creative use of augmented reality technology in the execution of a website or app.

67 Mobile Interaction

Creative integration of mobile technology with other media (such as print, outdoor, etc.) in the execution of an advertising message or campaign.

68 User Experience

The totality of elements that make up the interface of an advertisement, brand message or campaign—including layout, visual design, text, brand, sound, and interaction. Learnability, usability, usefulness, and aesthetic appeal are key factors in users' experience.

69 Data Driven Media

Innovative use of data-driven digital media that delivers a personalized experience to each user.

70 Innovative Use of Interactive / Technology Creative, novel, and ground-breaking uses of digital technology in the design, development and execution of an advertisement, brand message or campaign.

corporate social responsibility

Corporate Social Responsibility (CSR) advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging but note there is no specific Corporate Social Responsibility category.

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. **Requirement of physical entry submissions is at the discretion of the local AAF Club.***

Corporate Social Responsibility Collateral

071A Brand Elements

Stationery, logo, invitations, POS materials, newsletters, etc.

071B Annual Report (printed or digital)

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.

071C Brochure/Sales Kit

All CSR sales kits, information sheets and brochures.

Corporate Social Responsibility Marketing & Specialty Advertising

072A Single Unit

CSR direct marketing, direct mail, or specialty advertising.

072B Campaign

2–4 pieces may be submitted from work that qualifies in category 072A

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. Requirement of physical entry submissions is at the discretion of the local AAF Club.

Corporate Social Responsibility Print Advertising

CSR advertisement placed in any print medium.

073A Single Unit—Any Size 073B

Campaign

2–4 pieces may be submitted from work that qualifies in category 073A.

out-of-home & ambient media

NOTE: All entries in the Out-of-Home & Ambient Media 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. Requirement of physical entry submissions is at the discretion of the local aaf Club.

Corporate Social Responsibility Out-Of-Home

074A Poster

Any CSR poster.

074B Out-Of-Home

Any CSR out-of-home advertising.

074C Campaign

2–4 pieces may be submitted from work that qualifies in categories 074A or 074B.

Corporate Social Responsibility Ambient Media

075A Single Occurrence

Any CSR ambient media, including guerrilla marketing, installations, and events.

075B Campaign

2–4 pieces may be submitted from work that qualifies in category 075A.

Social Responsibility

Corporate Social Responsibility Campaigns 076

Integrated Media Corporate Social

Responsibility Campaign

A CSR advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (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.

online/interactive

AMERICAN
ADVERTISING
AWARDS

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 or by JPEG screenshots during the online entry process.

**077A Corporate Social Responsibility
Online/Interactive**

Single CSR entries for Online/Interactive—
excluding Corporate Social Responsibility Online
Film, Video & Sound which should be entered in
category 080.

**077B Corporate Social Responsibility
Online/Interactive Campaign**

2–4 pieces may be submitted from work that
qualifies in category 077A.

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.

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>78 Corporate Social Responsibility Television
Any CSR TV advertising. Single spot—any length.</p> | <p>81 Corporate Social Responsibility Non-Broadcast Audio/Visual
CSR advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.</p> |
| <p>79 Corporate Social Responsibility Radio Any CSR radio advertising. Single spot—any length.</p> | <p>82 Corporate Social Responsibility Campaign Campaign consisting of 2–4 executions of categories 078–081.</p> |
| <p>80 Corporate Social Responsibility Film, Video & Sound
CSR advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.</p> | |

public service

Public Service advertising has as its goal the improvement of the public's health, education and/or welfare. This work may be paid or pro bono.

All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into the Elements of Advertising categories. Please Note: Pro bonowork and elements are not eligible for Best of Show.

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. **Requirement of physical entry submissions is at the discretion of the local AAF Club.***

Public Service Collateral

083A Brand Elements

Stationery, logo, invitations, POS materials, newsletters, etc.

083B Annual Report (printed or digital)

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.

083C Brochure/Sales Kit

All public service sales kits, information sheets and brochures.

Public Service Marketing & Specialty Advertising

084A Single Unit

Public service direct marketing, direct mail or specialty advertising.

084B Campaign

2–4 pieces may be submitted from work that qualifies in category 084A.

print

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.

Public Service Print Advertising

Public service advertisement placed in any print medium.

085A Single Unit—Any Size **085B Campaign**

2–4 pieces may be submitted from work that qualifies in category 085A.

out-of-home & ambient media

NOTE: All entries in the Out-of-Home & Ambient Media 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.

Public Service Out-Of-Home

086A Poster

Any public service poster.

086B Out-Of-Home

Any public service out of home advertising.

086C Campaign

2–4 pieces may be submitted from work that qualifies in categories 086A or 086B.

Public Service Ambient Media

087A Single Occurrence

Any public service ambient media, including guerrilla marketing, installations, and events.

087B Campaign

2–4 pieces may be submitted from work that qualifies in category 087A.

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 or by JPEG screenshots during the online entry process.

088A Public Service Online/Interactive Single Public Service entries for Online/Interactive—excluding Public Service Online Film, Video & Sound which should be entered in category 097.

088B Public Service Online/Interactive Campaign
2–4 pieces may be submitted from work that qualifies in category 088A.

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.

- 89 Public Service Television**
Any public service TV advertising. Single spot—any length.
- 90 Public Service Radio**
Any public service radio advertising. Single spot—any length.
- 91 Public Service Online Film, Video & Sound** Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.
- 92 Public Service Non-Broadcast Audio/Visual** Public service advertising content that is not created for television, radio, or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.

- 93 Public Service Campaign**
Campaign consisting of 2–4 executions of 089–092.

Public Service Campaigns

- 94 Integrated Media Public Service Campaign** A public service advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (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.

advertising industry self-promotion

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, 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 elements of advertising categories. Please note: Advertising Industry Self-Promotion work is NOT eligible for Best of Show consideration.

Collateral

- 95 **Brand Elements**
Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures, etc.
- 96 **Direct Marketing & Specialty Advertising (printed or digital)**
Advertising industry self-promotion direct marketing, direct mail, and specialty advertising.
- 97 **Special Event Materials (printed or digital)**
Advertising industry self-promotion special event materials, including cards, invitations, or announcements.

Magazine Self-Promotion

Any advertisement which appears in a magazine, promoting that magazine.

098A Single Unit—Any Size 098B Campaign

2–4 pieces may be submitted from work that qualifies in category 098A.

Newspaper Self-Promotion

Any advertisement which appears in a newspaper, promoting that newspaper.

099A Single Unit—Any Size 099B Campaign

2–4 pieces may be submitted from work that qualifies in category 099A.

Out-Of-Home Self-Promotion

Advertising for an out of home company appearing on that company's out of home media.

100A Single Unit

100B Campaign

2–4 pieces may be submitted from work that qualifies in category 100A

Out-of-Home Self-Promotion

101 Advertising Industry Self-Promotion Out-Of-Home

Any advertising industry self-promotion out-of-home advertising, including outdoor boards, transit advertising and posters.

Ambient Media Self-Promotion

102 Advertising Industry Self-Promotion Ambient Media

Any advertising industry self-promotion ambient media, including guerrilla marketing, installations, and events.

Online/Interactive Self-Promotion

103 Advertising Industry Self-Promotion Online/Interactive

Single Advertising Industry Self-Promotion entries for Online/Interactive—excluding Online Film, Video & Sound, which should be entered in Category 107.

Audio/Radio Self-Promotion

Any advertisement which appears on a audio/radio station or outlet, promoting that station.

104A Single Spot—Any Length 104B Campaign

2–4 pieces may be submitted from work that qualifies in category 104A.

Television Self-Promotion

Television Self-Promotion—Local

Any advertisement which appears on a local TV station, promoting that TV station.

105A Single Spot—Any Length105B Campaign

2–4 pieces may be submitted from work that qualifies in category 105A

Television Self-Promotion—Regional or National Any advertisement which appears on a regional or national TV outlet or network, promoting that TV outlet or network.

106A Single Spot—Any Length106B Campaign

2–4 pieces may be submitted from work that qualifies in category 106A.

Film, Video & Sound

107 Advertising Industry Self-Promotion Film, Video & Sound

Any film, video or sound content created as self-promotion material by a member of the advertising industry, regardless of the intended medium. Includes online video, television, radio, and demo reels. Single occurrence—any length.

Ad Club or Marketing Club

108 Ad Club or Marketing Club

Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category. Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering American Advertising Awards-related materials, all campaign elements should be entered in the competition year *following the year they promote*, regardless of usage date.

Campaigns

Advertising Industry Self-Promotion Campaigns109A

Single-Medium Campaign

2–4 executions from a single medium from any advertising industry self-promotion campaign.

109B Integrated Media Campaign

An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging.

Integrated Advertising Campaign entries should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (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.

NOTE: Additional Local Only Categories may be added at the discretion of the local or district organization.