

**2013-2014**  
**American Advertising Awards / The Louies**

**Student Expanded Category List with Definitions**

**SALES PROMOTION**

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

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

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

**COLLATERAL MATERIAL**

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

## NEWSPAPER

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

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

## TELEVISION

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

**13A Single**

**13B Campaign.** (Two – four 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.