

The American Advertising Awards
AAF-Louisville / Louie Awards 2013-2014
PROFESSIONAL ENTRY RULES & GUIDELINES
December 12, 2013 – Log-Ins Deadline

(Please Note: All rule changes for 2013-2014 are marked in RED)

WELCOME

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all 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 against winners from other local clubs 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 your local Ad Club competition is the first step toward winning a national ADDY.

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

The Student American Advertising Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the professional competition, the Student Awards recognize and reward creative excellence by students. Information on entering the local Student American Advertising Awards may also be found on AAF-Louisville's website.

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/LOG-INS

Visit the AAF-Louisville Louies page at <http://www.louisvilleadfed.org/TheLouies>
All the rules, category codes with definitions, and entry information is stored here. Your first step will be to create an account in the new AAF ADDY software. Review the category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards.

Deadline

Thursday, December 12, 2013

9:00 a.m. – 5:00 p.m.

Interactive Media Lab

124 North First Street

Louisville, KY 40202

After preparing your entries in the manner outlined in this guide, deliver your entries, before the deadline, to the location indicated. Since you must enter your local ADDY® competition to be eligible for district competition, it is important that you do not miss this deadline.

Log-Ins Checklist

Remember: You must bring the following items with you on the day of Log-Ins.

- Two copies of the entry, submitted with the envelope submission requirements, with the two entry forms
- The Manifest Packet (see All Entrants Must section below)
- Payment for all entries

Entry Fees

AAF-Louisville Member Single \$66 Campaign \$86

Non-Member Single \$85 Campaign \$110

Since there is often a substantial savings in entry fees for AAF members, you should consider joining AAF-Louisville if entering multiple pieces. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

All Entrants Must:

1. Register all entries online at <http://www.louisvilleadfed.org/The-Louies.aspx>.
2. Generate Manifest Form Packet during online registration. The Manifest Form Packet includes: Manifest Form – a list of all entries submitted
3. Copy of Each Entry Form
4. Signed Fifth District Forwarding Form (found on the AAF-Louisville site in the Louies section.)
5. Signed National Forwarding Form (found on the AAF-Louisville site in the Louies section.)
6. Physically deliver all entries to Interactive Media Lab (124 North First Street) on Thursday, December 12 between 9:00 a.m. and 5:00 p.m.

7. Bring payment with entries.

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a completed and signed entry form.
- Conform to defined submission requirements.
- Conform to all copyright laws.

Eligibility

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2013. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self-Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). 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). In the event that there are entrants located in markets not served by a local ADDY 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 7.

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:

- Verify that the above information is accurate.
- Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
- Agree to submit documentation deemed necessary for review.
- Release the entry for Internet, broadcast and/or print (allow reuse of material).
- Verify that the entry was created within the local MSA of the competition.

ENTRY SUBMISSION

Physical entries must be placed inside an appropriately-sized envelope. The N3AC recommends, and AAF-Louisville prefers, transparent, plastic envelopes found in most office supply stores and catalogs. Manila-type envelopes may also be used.

To encourage the use of clear envelopes, AAF-Louisville is supplying clear, resealable 14"x20" envelopes upon request. Simply contact the AAF-Louisville office to make arrangements for pick-up. We only ask that any unused envelopes are returned after the December 12 deadline. If a transparent, plastic envelope is used, insert the two copies of the entry form securely inside the envelope behind the physical entry. The entry should be facing or readable from one side and the entry form facing or readable from the other. Firmly affix the entry number to the BACK of the entry.

If a manila-type envelope is used, the entry number label should be attached to the BACK of the entry. Spray-mount the entire entry form and attach to the front of the

envelope. Insert a copy of the entry form inside the envelope.

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope. (If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

When a three-dimensional (3-D) item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box or tube. However you are now required to turn in an envelope as well with a copy of the entry form and a description of the package inside the envelope (i.e. 36" long white tube, approximately 6" in diameter) so it can be found easily during judging. A picture or small printout of the entry should be inserted in the envelope as well. An entry number label should be affixed to the bottom of the piece for identification. Mount the entry form to the box or tube and place another copy of the entry form inside the box.

Campaign entries may be handled in the same manner as above, placing the campaign inside an appropriately sized envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. Include an extra copy of the entry form inside the envelope.

All components of an Integrated campaign must be entered together in an appropriately sized envelope. Label each component with an entry number and include the total components for each campaign, (1 of 10, 2 of 10, 3 of 10, etc.) Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.

Entry Identification

Cut the category and entry number labels from the entry form generated when you submitted your entry information online. The entry number must be firmly attached in the back right corner on the back of all entries which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. In the case of entries that require DVDs or CDs, affix the label on the container or sleeve. DO NOT affix labels to the actual face of the CD or DVD. Label each component of an Integrated Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® show.

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 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.

Broadcast, Audio Visual or Computer Presentation Entries

All video and audio assets for ADDY Awards entries must be submitted as digital uploads via the online ADDY software. DVDs and CDs are NO LONGER ACCEPTED (except in Categories 41 A, B & C), and will not be judged.

This entry procedure applies for all TV commercials, radio commercials, infomercials, webisodes, Internet commercials, digital summaries for non-traditional, mobile app and integrated campaign categories.

In every case, the digital filename MUST include the entire ADDY Entry number in this new format: **XX-XXX-XXXXX**.

All entries containing video and audio assets must also submit an entry form HARD COPY by the December 12 log-in deadline to ensure eligibility. Physically delivering an entry form and envelope for each entry adds an extra check-point to ensure all entries are complete and ready for judging. Follow the online entry directions to print and submit your entry forms after uploading is complete.

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes in length**. The edited entry must be uploaded as a digital video file.

Digital Advertising

For website and all online entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e.- http://www.somedomain.com/addy_entries.html. Do not submit a URL that leads directly to a "swf" file.

Judging will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local club, district, or the AAF and will not be returned. **Do NOT send original or irreplaceable artwork. It will NOT be returned.**

Forwarding of Winners

Only work that has won a Gold ADDY or a Silver ADDY in a local competition will be eligible for entry into the District competitions. 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 competition, it will be automatically forwarded to the district competition with fees paid by the local AAF Chapter. Should the entry win Gold again at district level, it will be forwarded to the national competition with fees paid by the district.

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

For Louie Silvers you wish to send forward to the district level, a signed request, called the "Fifth District Competition Forwarding Form", which can be found on the AAF-Louisville Louies page, MUST accompany each entry that the entrant wishes to forward to the district competition. Fees are \$70 for members and \$85 for non-members and will be billed to the party designated on the form.

If your entry is awarded a Silver ADDY at the district level, you may choose to send it forward to the national level at a fee of \$100 per entry. A signed request, called "National Competition Forwarding Form" can be found on the AAF-Louisville Louies page of the website and MUST accompany each entry that the entrant wishes to forward to the national competition.

The rules, divisions and categories defined here serve as the official policy for the AAF ADDY® competition and replace all others from previous competitions. The name ADDY® 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 ADDY® Awards competition name should be used at all levels of the competition.

"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. This type of work is not accepted. All entries, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business.

“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 Advertising Awards Committee (N3AC).

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 N3AC. Failure to do so can be grounds for disqualification without refund of entry fees.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org 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 at which the work was created. 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 Industry Self-Promotion or Public Service Categories 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 public service advertising.