

The Student American Advertising Awards AAF-Louisville 2013-2014

Welcome, How to Enter/Log-Ins, Entry Submission, Categories **December 12, 2013** – Log-Ins Deadline

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

WELCOME

The mission of the Student American Advertising Awards competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF) and sponsored by Ad2 National, the local Student American Advertising Awards is the first of a three-tier, national competition. Concurrently, all across the country, local student entrants vie for recognition as the very best in their markets. At the second tier, local student winners compete against other student winners in one of 15 district competitions. District student winners are then forwarded to the third tier, the national Student American Advertising Awards competition. **Entry in your local Student competition is the first step toward winning a national Student ADDY.**

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

Selection of the most creative entry in each category is affected by a scoring process in which a panel of judges evaluate all creative dimensions of every entry. A Student GOLD ADDY Award is recognition of the highest level of creative excellence and is judged to be superior to all other student entries in the category. Student entries that are also considered outstanding and worthy of recognition receive a Student SILVER ADDY Award. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

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 <http://www.louisvilleadfed.org/The-Louies.aspx> and login as a student entrant. Review the student 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 Student American Advertising Awards competition.

Deadlines

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 Student American Advertising Awards competition to be eligible for district competition, it is important that you do not miss this deadline.

Please note: Comps, original photographs, illustrations, etc. all become the property of the AAF **and will not be returned.**

Any work created for the NSAC competition will be eligible for the next Student American Advertising Awards competition following the NSAC finals in June. For example, creative for the 2013 NSAC sponsor Glidden is now eligible for the 2013-2014 Student American Advertising Awards competition.

Students/Schools can arrange a special time prior to the date below if they'd like.

Thursday, December 12, 2013

9:00 a.m. – 5:00 p.m.

Interactive Media Lab

124 N. First St.

Louisville, KY 40202

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

Students \$25 per entry

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.

Manifest Form

After filling out the entry forms, you will be required to sign a manifest form, listing all of your entries. This form states that by signing below you:

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

Eligibility requirements

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work must be created while entrant is a student not employed in the advertising industry. Student intern work is eligible if it is not used by or paid for by a client. Work developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications.
- Entries may be entered into only one local Student ADDY Awards competition, which is determined by the location of the school at which the work was created. If an affiliated competition does not exist in the CBSA, DMA or MSA, the district will direct the entrant to the nearest affiliated competition.

Entry Submission & Identification

AAF is trying to make entering the Student American Advertising Awards competition easier for the entrants, judges and producers of the show on all levels of competition. You are not required to mount your entries to black board. However, there are still steps required to make sure your work is kept in good shape, properly labeled, judged properly, and your entries get proper credit.

Physical entries must be placed inside an appropriately-sized envelope. The national American Advertising Awards Committee (N3AC) recommends **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 every piece in 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.

All video and audio assets for the Student American Advertising Awards entries must be submitted as digital upload via the online software. DVDs and CDs are NO LONGER ACCEPTED (except in Category 11E), and will not be judged. Acceptable digital formats for video are, .mov, .mpg, .mp4, .wmv and audio files are .mp3, .wav, .wma. File uploads are limited to 100mb for video and 5mb for audio.

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

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

All entries containing video, audio and digital assets must also submit an entry form HARD COPY prior to your club's published ADDY deadline to ensure eligibility. Follow the online entry directions to print and submit your entry forms after uploading is complete.

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

All Gold winning work will be automatically forwarded to the district competition with fees paid by AAF-Louisville. 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 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 local Silvers you wish to send forward to the district level, a signed request, called the Student Fifth District Competition Forwarding Form, which can be found on the AAF-Louisville Web site (www.louisvilleadfed.org) MUST accompany each entry that the entrant wishes to forward to the district competition. Fees are \$25 for students and will be billed to the party designated on the form.

If your entry is awarded a Silver at the district level, you may choose to send it forward to that national level at a fee of \$25 per entry. Make sure you check the "auto-forward" box during your online registration, indicating that you wish to be billed for the corresponding forwarding entry fees. This will ensure your Silver entries are automatically forwarded to the next level of competition. Also, a signed request, called the Student National Competition Forwarding Form, which can be found on the AAF-Louisville web site (www.louisvilleadfed.org) MUST accompany each entry that the entrant wishes to forward to the national competition if it wins a Silver on the district level.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org website. Decisions of judges and the NAC, including eligibility, qualifications and appropriate category placements, are final.

Student Category List

(definitions provided in separate document available online)

SALES PROMOTION

- 1A Packaging
- 1B Point of Purchase

COLLATERAL MATERIAL

Stationery Package

- 2 Stationery Package

Brochure / Annual Report

- 3 Brochure or Annual Report

Poster

- 4A Poster, Single
- 4B Poster, Campaign

Publication Design (Magazine or Book)

- 5A Cover
- 5B Editorial Spread or Feature (One editorial spread or feature per entry)
- 5C Series (Covers or spreads or features)
- 5D Magazine Design (Entire Magazine)
- 5E Book Design (Entire Book)

DIRECT MARKETING

- 6 Direct Marketing

OUT-OF-HOME

- 7A Single
- 7B Campaign

NON-TRADITIONAL ADVERTISING

- 8A Single
- 8B Campaign

CONSUMER or TRADE PUBLICATION

- 9A Single, Fractional page or Full page
- 9B Campaign

NEWSPAPER

- 10A Ad – Fractional page or Full page
- 10B Insert
- 10C Campaign

DIGITAL ADVERTISING

- 11A Website
- 11B Social Media
- 11C Mobile Apps
- 11D Online Advertising
- 11E Multimedia DVD
- 11F Campaign

RADIO

- 12A Single
- 12B Campaign

TELEVISION

- 13A Single
- 13B Campaign

INTEGRATED CAMPAIGNS

- 14A B-to-B
- 14B Consumer

ELEMENTS OF ADVERTISING

Copywriting

- 15 Copywriting

Visual

- 16A Logo
- 16B Illustration, Single
- 16C Illustration, Campaign
- 16D Photography, Black & White
- 16E Photography, Color
- 16F Photography, Digitally Enhanced
- 16G Photography, Campaign
- 16H Animation or Special Effects
- 16I Cinematography

Sound

- 17A Music Only
- 17B Music with Lyrics
- 17C Sound Design

Digital Creative Technology

- 18 Digital Creative Technology