

Tape one of the labels from the bottom of your entry form right here.

# The 2012 ADDY® Awards

Conducted annually by the American Advertising Federation (AAF), the local ADDY Awards is the first of a three-tier, national competition. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising. Founded in Florida in 1960, the ADDY Awards is the advertising industry's largest and most representative creative competition and attracts over 50,000 entries every year.

All across the country, local entrants vie for recognition for creating the very best advertising in their markets. Local winners then compete in one of 15 district competitions. District winners are then forwarded to the national ADDY Awards competition. Entry in your local ADDY competition is the first step toward winning a national ADDY.

The ADDY competition supports our entire profession, because the AAF, its local and district affiliates use the proceeds to enhance advertising through public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entries in each category is done by a panel of experienced judges who evaluate 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 competition. 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 the category in your market.

## How to Enter

Visit [www.ADDYcompetition.com](http://www.ADDYcompetition.com) and click on "Enter". You will be directed to your local competition site for registration and to log in as an entrant. Review the 2012 ADDY Categories 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 on your awards, 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 ADDY show.

Detailed entry preparation information can be found below.

## Deadlines

Local deadline information is available from your local AAF Chapter and appears after you log in online. 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 the district and national competition, it is important that you do not miss this deadline.**

## Eligibility

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2011. Entries must be "new" creative. That is, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Entries must be submitted in the CBSA, DMA or MSA of the entrant 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.

## "Real" Advertising

The expressed intent of the ADDY 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 be the product of paid creative services and media placement in the normal course of business.

Copyright infringement and/or plagiarism, intentional or unintentional, will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation with entry fees 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 local, district and ultimately the National ADDY Committee (NAC). Failure to do so can be grounds for disqualification without refund of entry fees.

## Entry Fees

Local entry fee information is available on the [ADDYcompetition.com](http://ADDYcompetition.com) website, or from your local AAF Chapter. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local organization. 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.

## How to Win a National ADDY

Only work that has won a Gold ADDY or a Silver ADDY in a local ADDY 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 ADDY competition will be eligible for entry into the National ADDY competition.

**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 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, entry fees, due dates and how to submit payment.

## How to Submit and Prepare Entries

**1)** Go to [www.ADDYcompetition.com](http://www.ADDYcompetition.com) and "Click Here to Enter" to register for your local competition or log in.

**2)** Click the "Add Entry" box and complete the online entry information for the work you wish to submit.

**NOTE: YOU MAY LOG IN AND ADD OR REVISE ENTRIES AT ANY TIME UNTIL THE ENTRY DEADLINE.**

**3)** Print out entry forms for each piece. You will find a unique category and entry number label on the form that you will use for identification of each entry.

**4)** Prepare your entries as follows:

- Attach a category and entry number label from the entry form to the back of each corresponding entry.  
(If a campaign or multi-part entry, label the back of each piece "1 of 2" or "2 of 2" etc.)
- Prepare a CD with a JPG or PDF of each entry. Name the file with the category and entry number.
- Attach an entry number where indicated on the upper right hand corner of this insert or on the upper right corner of a clear plastic entry envelope. **USE THE ENVELOPE PROVIDED HERE OR YOU MAY ALSO PROVIDE YOUR OWN. COPIES OF THIS INSERT ARE PREFERRED BUT NOT REQUIRED.**
- Put the entry, entry form, image CD and this insert in the envelope with the entry visible on the side with the entry number and entry form visible on the opposite side.

## WHEN ENTERING 3D OBJECTS

- If your entry is an object small enough to easily fit in the envelope, (usually a printed piece) attach the entry number to the bottom or back of the entry and one on the top right of the envelope or insert
- If the item is too large for the plastic envelope:**
- Affix the entry number to the bottom of the piece
  - Package the entry for shipment and affix your entry form to the outside of the box

## BROADCAST, AUDIO VISUAL OR COMPUTER PRESENTATION ENTRIES

- DVDs are the only accepted format for video and television entries. Be sure submitted DVDs will play on a consumer DVD player. Do not send MOV, MPEG, or WMV files.
- Audio CDs that work on a consumer player are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV files.
- When submitting DVDs or CDs, write the complete entry number assigned on the entry form on the face of the disc with a marking pen. Do not put labels on the disc!
- Submit the disc in a plastic envelope with your entry form.

## ONLINE OR INTERACTIVE ENTRIES

- Include a printed screen grab of the opening screen.
- Submit a CD or DVD of the entry. These will be used only if the entry can not be accessed online for some reason.
- Sites that are password protected or require downloads will be disqualified. Make sure that the link provided in your entry form works ON JUDGING DAY.

## CAMPAIGN ENTRIES

A SINGLE MEDIUM campaign consists of no less than two and no more than four total pieces.

A MIXED/MULTIPLE MEDIA campaign has two or more executions spread over two or more media.

There must be a minimum of two media used, but no more than six.

**There cannot be more than four pieces per medium or more than nine total pieces in the entry.** When possible, package all pieces together.

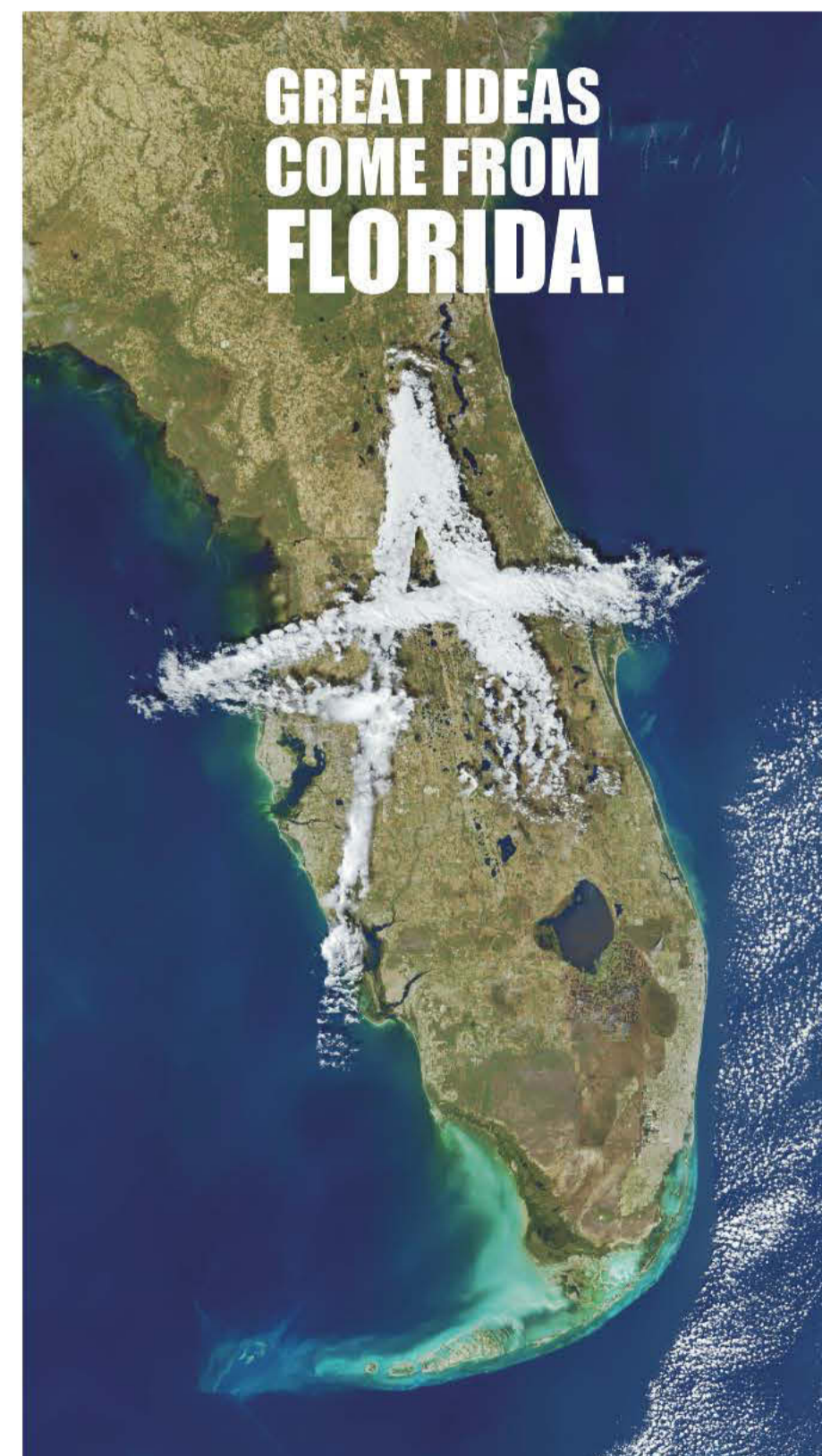
- Label each component of your Campaigns "1 of 2" or "2 of 2" etc.

## IF YOUR ENTRY IS TOO LARGE TO SHIP (Trade Show Exhibits and POP displays)

- Submit photos of your entry
- Include a CD with the JPEG images

**5)** When you have finished entering all of your work into the competition, click "View Manifest". Print and sign the entry manifest listing all of your entries.

**6)** Verify that your entries match your entry manifest. Take your entries, your signed entry manifest and entry fees to the local entry drop-off site on the entry day. To qualify for the member entry rate, your dues must be current.



# 2012 ADDY Categories

## SALES PROMOTION

### Product or Service Sales Presentation

- 1A Catalog
- 1B Sales Kit or Product Info Sheets (See definition for clarification)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

### Packaging

- 2A Single Unit
- 2B CD, DVD, or VHS
- 2C Campaign

### Point-of-Purchase (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2 - 4 of categories 1A-3C)

### Audio/Visual

- 4 Audio/Visual Sales Presentation

## COLLATERAL MATERIAL

### Stationery Package

- 5A Flat Printed
- 5B Multiple Process

### Annual Report

- 6A Less than four-color
- 6B Four-color

### Brochure (See definition for clarification)

- 7A Less than four-color
- 7B Four-color
- 7C Campaign

### Publication Design (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C Series (Covers or spreads or features)
- 8D Magazine Design (Entire Magazine)
- 8E Book Design (Entire Book)

### Poster

- 9A Single
- 9B Campaign

### Special Event Material

- 10A Card
- 10B Invitation
- 10C Announcement
- 10D Campaign

## DIRECT MARKETING

Proof of mailing must accompany the entry. Self-mailer, indicia, envelope, etc. must be included as proof of usage.

### Single (Either B2B or Consumer)

- 11A Flat
- 11B 3-D

### Campaign

- 12A Flat
- 12B 3-D/Mixed

### Specialty Advertising

- 13A Apparel
- 13B Other Merchandise

## OUT-OF-HOME

### Outdoor Board

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized
- 15 Vehicle Graphic Advertising

### Mass Transit/Public Transit/Airlines

- 16A Interior (Inside a mass transit vehicle)
- 16B Exterior (Outside/on a mass transit vehicle)

### Site

- 17A Interior Animated (with motion)
- 17B Interior Still or Static
- 17C Exterior Animated (with motion)
- 17D Exterior Still or Static

### Campaign

- 18 Out-of-Home Campaign

### Out-of-Home Self-Promotion

- 19A Single
- 19B Campaign

## NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements)

- 20A Single
- 20B Campaign

## CONSUMER OR TRADE PUBLICATION

### Fractional Page

- 21A Less than four-color
- 21B Four-color

### Full Page

- 22A Less than four-color
- 22B Four-color

### Spread, Multiple Page or Insert

- 23A Less than four-color
- 23B Four-color

### Campaign

- 24A Less than four-color
- 24B Four-color

### Magazine Self-Promotion

- 25A Single
- 25B Campaign

## NEWSPAPER

### Fractional Page

- 26A Black and White
- 26B Color (any color besides black)

### Full Page

- 27A Black and White
- 27B Color (any color besides black)

### Spread or Multiple Page

- 28A Black and White
- 28B Color (any color besides black)

### Newspaper Specialty Advertising

- 29A Single Insert (of any type)
- 29B Poly Bag/Wrapper

### Campaign

- 30A Black and White
- 30B Color (any color besides black)

### Newspaper Self-Promotion

- 31A Single
- 31B Insert
- 31C Campaign

## INTERACTIVE MEDIA

(See extended definitions for each category.)

### Websites, B-to-B Flash

- 32A Products
- 32B Outlets
- 32C Services

### Websites, B-to-B HTML/Other

- 33A Products
- 33B Outlets
- 33C Services

### Websites, Consumer Flash

- 34A Products
- 34B Outlets
- 34C Services

### Websites, Consumer HTML/Other

- 35A Products
- 35B Outlets
- 35C Services

### Online Advertising

- 36A Banners/Pop-Ups/Screensavers
- 36B Email/Ecards
- 36C Micro or Mini Site
- 36D Online Games
- 36E Online Newsletter
- 36F Online Annual Report

### Mobile Marketing

- 36G Mobile Websites
- 36H Mobile Apps
- 36I Podcasts
- 36J Internet Commercials (Run on the Internet)
- 36K Webisodes
- 37 Web/Online Campaign (for categories 32-36)

### Interactive Multimedia (CD/DVD)

- 38A B-to-B
- 38B Consumer
- 38C Interactive Multimedia Campaign

## RADIO

### Local (one metro)

- 39A :30
- 39B :60 or more
- 40 Local Campaign

### Regional/National

- 41A :30
- 41B :60 or more
- 42 Regional/National Campaign

### Radio Self-Promotion

- 43A Single
- 43B Campaign

## TELEVISION (TV)

### Local (one DMA)

- 44A :15 or less
- 44B :30
- 44C :60 or more
- 45 Campaign

### TV Self-Promotion, Local (one DMA)

- 46A Single
- 46B Campaign

### Regional/National TV, Single Spots

(See extended definitions for each category)

- 47A Consumer Products
- 47B Consumer Outlets
- 47C Consumer Services

### Regional/National TV Campaign

(See extended definitions for each category)

- 48A Consumer Products
- 48B Consumer Outlets
- 48C Consumer Services
- 49 Infomercials

### Cinema Advertising

- 50A Movie Trailers
- 50B In-theatre Commercials or Slides

## MIXED MEDIA

### (Cross Platform) Campaign

(These categories also include integrated branding campaigns.)

- 51 B-to-B, Local
- 52 B-to-B, Regional/National
- 53 Consumer, Local
- 54 Consumer, Regional/National

## ADVERTISING FOR THE ARTS & SCIENCES

### Collateral

- 55A Stationery Package
- 55B Annual Report
- 55C Brochure/Sales Kit
- 55D POP or POS Materials (Other than Poster)
- 55E Poster
- 55F Newsletter
- 55G Cards, Invitations or Announcements (Special Event Material)

### Print

- 56A Magazine
- 56B Newspaper

### Broadcast/Electronic

- 57A TV
- 57B Radio
- 57C Audio/Visual
- 57D Interactive
- 58 Out-of-Home
- 59 Non-traditional (See definition for clarification)
- 60 Direct Marketing, Specialty Items

### Campaign

- 61A Single Medium Campaign (for categories 55-60)
- 61B Mixed/Multiple Media Campaign (for categories 55-60)

## PUBLIC SERVICE

### Collateral

- 62A Stationery Package
- 62B Annual Report
- 62C Brochure/Sales Kit
- 62D POP or POPS Material (Other than Posters)
- 62E Poster
- 62F Newsletter
- 62G Cards, Invitations or Announcements

### Print

- 63A Magazine
- 63B Newspaper

### Broadcast/Electronic

- 64A TV
- 64B Radio
- 64C Audio/Visual
- 64D Interactive
- 65 Out-of-Home
- 66 Non-traditional (See definition for clarification)
- 67 Direct Marketing, Specialty Items

### Campaign

- 68A Single Medium Campaign (for categories 62-67)
- 68B Mixed/Multiple Media Campaign (for categories 62-67)

## ADVERTISING INDUSTRY SELF-PROMOTION

### Creative Services and Industry Suppliers

(agency, design studio, freelancer, graphic designer, interactive developer, paper companies, printers, advertising specialty companies, color separation houses, photographers, video/film and audio production houses, etc.)

- 69A Collateral (brochures, posters, etc.)
- 69B Stationery Package
- 69C Print
- 69D Newsletter, Printed
- 69E Newsletter, Online
- 69F Broadcast (Demo Reels go in this category)
- 69G Interactive
- 69H Out-of-Home
- 69I Non-traditional (See definition for clarification)
- 69J Direct Marketing/Specialty Items
- 69K Cards, Invitations or Announcements (Special Event Material)
- 70 Ad Club or Marketing Club

### Campaign

- 71A Single Medium Campaign (for categories 69-70)
- 71B Mixed/Multiple Media Campaign (for categories 69-70)

## ELEMENTS OF ADVERTISING

### 72 Logo

### Illustration

- 73A Single
- 73B Illustration Campaign

### Photography

- 74A Black and White
- 74B Color
- 74C Digitally Enhanced
- 74D Photo Campaign
- 75A Animation or Special Effects (Video, Film)
- 75B Animation or Special Effects (Internet)

### Sound

- 76A Music Only
- 76B Music with Lyrics
- 76C Sound Design

### Cinematography

- 77 Cinematography

Expanded definitions of all categories can be found at [www.ADDYcompetition.com](http://www.ADDYcompetition.com) or by scanning the QR code below



Questions? Contact your local AAF Chapter