



S T U D E N T  
**ADDY**<sup>®</sup>

THE FUTURE OF ADVERTISING

**RULES & CATEGORIES**  
**2012/2013**



AMERICAN ADVERTISING FEDERATION  
THE UNIFYING VOICE FOR ADVERTISING™



# S T U D E N T ADDY®

THE FUTURE OF ADVERTISING

## The American Advertising Federation Student ADDY® Awards

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

Conducted annually by the American Advertising Federation (AAF) and sponsored by National Ad2, the local Student ADDY 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 ADDY Awards competition. **Entry in your local Student ADDY competition is the first step toward winning a national Student ADDY.**

Entering the Student ADDY 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 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. 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.



**All changes  
for the  
2012-2013  
ADDYs are  
marked  
in red.**

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***The National Student  
ADDYs are sponsored by  
the American Advertising  
Federation and***



***The Student “Best of  
Show” winning entrant will  
receive a cash prize of  
\$1,000 from National Ad2.***

***For information go  
to [www.studentaddy.com](http://www.studentaddy.com)  
or [www.ad2.org](http://www.ad2.org)***

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**How to Enter**

Visit [www.addyawards.com](http://www.addyawards.com) and click on “Enter” to enter the ADDYs. You will be directed to the competition site 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 ADDY competition.

**Deadlines**

Local deadline information is available from your local AAF Chapter. 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 ADDY 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 ADDY competition following the NSAC finals in June. For example, creative for the 2012 NSAC sponsor Nissan is now eligible for the 2013 Student ADDY 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 for clubs as a fundraiser 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.

**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 artwork.**



## Student Auto-forwarding

All Gold winning work will be forwarded to the district and national competition at no additional cost to the student entrant. Silver winning work may be advanced by the entrant to the district or national competition by paying the applicable entry fee.

## Judging Procedures

Judging will be conducted in accordance with the guidelines found on the [aaf.org](http://aaf.org) website. Decisions of judges and the National ADDY Committee (NAC), including eligibility, qualifications and appropriate category placements, are final.

## Entry Fees

Local entry fee information is available 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.

## All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a completed and signed manifest 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.

# Category List

## 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

# 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, that 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 ADDY 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 ADDY 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 ADDY 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 and campaigns, online games, online videos, online annual reports 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 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 can be no more than four pieces per medium, with a maximum number of nine total pieces in the entry.

### 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.

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

## Entry Submission & Identification

AAF is trying to make entering the ADDYs easier for the entrants, judges and producers of ADDY shows on all levels of competition. You will no longer be 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 entrants get proper credit.

First, you will need to decide if you are going to invest in clear plastic envelopes or use any number of paper envelopes commercially available.

If you use paper, we suggest you try and find an envelope with clasp closure system, not an adhesive one. Remember, your entry will be opened and closed many times during its judging.

A paper envelope is shown in example B to enter a brochure. Note, the larger label is permanently affixed (we suggest 3M's Supper 77 spray glue) to the exterior of the envelope and the smaller label to the back of the piece itself. An extra, loose copy of the entry form is included in the envelope. This is the "perfect" way to enter a piece in the show with a paper envelope. Use larger or smaller envelopes as needed to secure the piece (or pieces...mixed or single media campaigns) you are entering.

Using a plastic envelope offers many advantages. Since it is translucent there is no need to affix an entry label to the exterior of the envelope. Simply include two loose copies in the envelope. In example A, we show how to properly enter a three dimensional piece. The entrant has wisely provided both a professional color print of the entry in the envelope (with small entry label permanently affixed to the back of the photo) as well as the actual three dimensional piece. Note how the small entry label is also permanently affixed to the top of the jar. This is a great way to handle these items.

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 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 ADDY Entry number in this format: XX-XX-XXXXXX.

All entries containing video and audio 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.

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### Addendum A

