



The American Advertising Federation ADDY® Awards

Compiled is a list of options to submit different types of entries for the ADDY's

Enter Online

Visit the [ADDY Awards site](#) and select "Click Here to Enter" on the left-hand navigation. You will be directed to the competition site and may login as an entrant. 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 ADDY show. After you have entered all your pieces, print one copy of the manifest and two copies of the entry form. The entry number labels are included on the entry form. If you need more entry number labels for a campaign, print additional entry forms.

Entry Number Labels

Do not submit original or irreplaceable artwork because it will not be returned. Detach the entry number labels from the entry form generated when you submitted your entry information online. The entry number must be firmly affixed in the upper right corner on the back of all entries which are in envelopes. Affix the entry number to the bottom of 3-D entry items. 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.** Using a CD-safe pen, write the entry number on the face of the DVD or CD. Label each component of a Mixed Media 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. 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 can be no more than four pieces per medium, with a maximum number of nine total pieces in the entry.

Broadcast, Audio Visual or Computer Presentation Entries

The only accepted format for video and television entries is DVD. Be sure that submitted DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. When a DVD contains multiple spots, as in a campaign, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play. Entries must be "viewing copy only" and contain no color bars, tones or slates. **Video entry DVDs cannot not contain MOV, MP4, AVI or WMV files. Audio CDs are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV files.**

Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Label each case with the entry number on the front right hand corner of the case. Place entries inside an appropriately sized transparent plastic envelope. Insert two copies of the entry form inside the envelope. Also, write the entry number and title on the CD/DVD face with permanent, CD safe pen. For campaign entries, indicate the number of spots in the campaign. **DO NOT** affix labels to the actual face of the CD or DVD.

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes in length.** Transfer all Sales Presentation entries to DVD.



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Internet/Interactive Media

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. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage and one inside page, pop-up, banner, screensaver, mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only. Place all of the entry into an appropriately sized envelope (or CD sleeve) and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when internet access or unexpected hosting situations make viewing the actual site online impossible. 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. 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.

Here are some samples of how you should package your entry:

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 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.

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 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.

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 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



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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 ADDY Committee (NAC).

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 National ADDY Committee. 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 NAC, including eligibility, qualifications and appropriate category placements, are final.

Geographic Considerations

Entries may be entered into only one local ADDY 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 who 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 NAC defers to the rights of the creator in all cases.}

Mosaic ADDY Award

The National ADDY Committee is committed to recognizing advertising which promotes diversity and issues related to multiculturalism. At the national ADDY level, all Gold and Silver winning pieces will be screened for relevance to these issues. The most exceptional piece(s) will be eligible for selection by judges to receive a special Mosaic ADDY. The NAC strongly encourages local and district ADDY shows to adopt this policy. Special Awards, such as Public Service, Mosaic, copywriting and art direction do NOT have to be Gold ADDY or Silver ADDY winners to be considered for a special award.



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Entry Submission

Black board or foam board mounting of physical entries is no longer accepted. Instead, physical entries must be placed inside an appropriately-sized envelope. The NAC recommends **transparent, plastic envelopes** found in most office supply stores and catalogs. Manila-type envelopes may also be used.

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. Secure the entry number to the top of the box in the upper right hand corner. An entry number label should be affixed to the bottom of the piece for identifying. Spray-mount the entry form to the bottom of the box and place a second 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 a Mixed Media 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 9, 2 of 9, 3 of 9, etc.). Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.



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Frequently Asked Questions

What types of ads can I enter?

- Please refer to [Rules & Categories](#) on the website. There are 12 different categories; Television, Radio, Interactive etc. But do not hesitate to enter work that may not be specifically mentioned in the category list. Often, the club or district may help find a place for it, or even create a category so your work can be judged.
- [Official categories can be viewed here.](#)

Are there sample ads or past winning pieces that I can view?

[Previous winners can be viewed here.](#)

When I send in my entries, how do they need to be submitted?

All work submitted in the Student ADDY Competition is subject to the same rules and guidelines and submission requirements as the professional ADDY Competition. Please refer to the [Rules & Categories](#) page for clear instructions on how to submit your entries.

How do I enter the Student ADDYs?

- Step 1- Go to the [Student ADDY Awards](#) page.
- Step 2- Determine which local club you should submit your entries. If you are not sure, call AAF headquarters at 1-800-999-2231 and ask for help.
- Step 3- [Submit your entries here](#) once you've determined your local club. There are clear instructions on entering your entries.
- Local ADDY Chairs are encouraged to work with their local colleges and universities on entry procedures, such as bulk entries.