

AMERICAN ADVERTISING AWARDS

STUDENT RULES & CATEGORIES 2014–2015

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 American Advertising Award.**

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 Gold Student American Advertising 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 Silver Student American Advertising Award. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

(Please note: all changes for the 2014-2015 Student American Advertising Awards are marked in red.)

The American Advertising Awards competition honors “The Creative Spirit of Advertising.” It is intended for “original” creative work. Therefore entries derived from or making use of previously created and/or published pieces by anyone other than the entrant are not permitted. 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

Visit www.AmericanAdvertisingAwards.com or your local Ad Club site. 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 American Advertising Awards competition.

Deadlines

Local deadline information is available from your local AAF Club. 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 2014 NSAC sponsor **Mary Kay** is now eligible for the 2014-2015 Student American Advertising Awards competition.

Eligibility Requirements:

- Applicants must be enrolled full or part-time in an accredited US educational institution (or the Caribbean nations which are members of District 4)
- 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 American Advertising 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.
- Recent graduates are eligible to enter as long as the entry was created while a student during the 2014 calendar year and the entry meets all other requirements.

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. 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 website. Decisions of judges and the National American Advertising Awards Committee (N3AC), including eligibility, qualifications and appropriate category placements, are final.

Entry Fees

Local entry fee information is available from your local AAF club. 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.

Entry Requirements

- 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:

- 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.

Category List

Note to entrants: All entries must be submitted in the form in which they **ORIGINALLY** appeared.

Any physical and/or printed entries, such as newspaper or magazine ads, photographs, collateral, product packaging, posters, book and magazine designs, specialty advertising, etc. **MUST** be submitted for judging in their physical form (tear-sheets are not required)—**in addition to being digitally uploaded in the online entry system**. Large format physical pieces such as outdoor advertising etc should be submitted as physical photographs. Digital files **ONLY** are not acceptable.

The exceptions to this rule are entries which originally appeared in digital or electronic form, such as websites, TV and radio spots, multimedia videos etc. For these entries, a physical entry form is still required for official submission.

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

Note to entrants: All entries must be submitted in the form in which they **ORIGINALLY** appeared.

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The exceptions to this rule are entries which originally appeared in digital or electronic form, such as websites, TV and radio spots, multimedia videos etc. For these entries, a physical entry form is still required for official submission.

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. 2–4 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 2-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

5C Series. 2–4 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, which 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 American Advertising Awards 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. 2–4 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 American Advertising 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 category, apps for web-based browsers, mobile tablets and smartphones are eligible.

11D Online Advertising. Online Advertising. This category may include web banners of all kinds, email messages, online newsletters, online magazines, online annual reports, online games, online videos, 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. 2–4 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. (2–4 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. (2–4 commercials, of any length, with the same theme.)

INTEGRATED CAMPAIGNS

An Integrated Campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The Student American Advertising Awards allows entries 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.

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 5 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

Note to entrants: All entries must be submitted in the form in which they **ORIGINALLY** appeared.

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The exceptions to this rule are entries which originally appeared in digital or electronic form, such as websites, TV and radio spots, multimedia videos etc. For these entries, a physical entry form is still required for official submission.

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.

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. 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 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.

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