

Student ADDYs – The Future of Advertising

The ADDY? Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY? competitions. The mission of the ADDY? competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local ADDY? Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY? Awards competition. **Entry in your local ADDY? competition is the first step toward winning a national ADDY?.**

Entering the 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 effected by a scoring process in which a panel of judges evaluate all creative dimensions of every entry. In each category, 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 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.

(Please note: all changes for the 2009-2010 ADDYs are marked in red.)

How to Enter

Visit www.addycompetition.com and click on "Enter" to enter the ADDYs. You will be directed to the competition site and 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.

Deadlines

January 13, 2010 – 4:00 pm – 6:00 pm

Trident Technical College – Palmer Campus

66 Columbus Street

Room 182 – Culinary Institute of Charleston's Amphitheater

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

Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

Entry Fees

Student Entry - \$20

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 developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications.
- Work must be created while entrant is a student **not employed in the advertising industry**. Student intern work is eligible.

Student Auto-forwarding

With student ADDYs we will adopt an amended auto-forwarding process where all Gold winning work will be forwarded to the district and national competition at no cost. Silver winning work may advance to the district or national competition by paying the applicable entry fee.

Categories

Please note: These are suggested category starting points for local and district shows. The NAC strongly urges clubs to adapt categories adding local only distinctions to accommodate and reflect the work created within their participating colleges and universities. For definitions refer to mirrored categories in the professional ADDY extended definitions.

SALES PROMOTION

- 1A Packaging**
- 1B Point of Purchase**

COLLATERAL MATERIAL

- 2A Stationery Package**
- 2B Brochure, Annual Report**
- 2C Poster**

3 DIRECT MARKETING

4 OUT-OF-HOME

5 NON-TRADITIONAL ADVERTISING

CONSUMER OR TRADE PUBLICATION

- 6A Single**
- 6B Campaign (2 - 4 ads)**

NEWSPAPER

- 7A Ad**
- 7B Insert**
- 7C NP Ad or Insert Campaign (2 - 4 ads)**

INTERACTIVE MEDIA

- 8A Website
- 8B Interactive CD/DVD
- 8C Online Advertising (Pop-Up/Banner/Email/Other)

EDITORIAL DESIGN

Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

- 9A Cover
- 9B Editorial Spread or Feature (One editorial spread or feature per entry)
- 9C Series (Covers or spreads or features)

10 RADIO

11 TELEVISION

12. CAMPAIGNS (Mixed Media)

ELEMENTS OF ADVERTISING

- 13A Logo
- 14A Illustration
- 14B Digitally Enhanced Illustration
- 15A Photography
- 15B Digitally Enhanced Photography
- 16 Animation

Entry Submission

Black board or foam board mounting of physical entries is no longer accepted. Instead, plastic bags will be provided. The provided bags must be used. Locations for early bag pickup will be posted on adfedcharleston.com and will also be available at Call for Entries drop off location.

Insert the **two copies** of the entry form securely inside the envelope behind the physical entry. The entry should be visible from one side and the entry form on the other. Firmly affix the entry number to the **BACK** of the entry.

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 approved plastic bag. 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.

Entry Identification

Detach the category and entry number labels from the entry form generated when you submitted your entry information online. The entry number must be firmly attached in the back right corner on the back of all entries which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. 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.** 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 ads per medium, with a maximum number of nine total pieces in the entry.