

AMERICAN ADVERTISING AWARDS

LOCAL ENTRANTS GUIDE TO ENTERING THE AMERICAN ADVERTISING AWARDS

To begin the process go to
www.enter.americanadvertisingawards.com
and click on
Enter the American Advertising Awards!

MANIFEST: All entrants must **PRINT** out the **MANIFEST**, **SIGN** it, **SCAN** it and **EMAIL** it to the local competition chair.

Rules & Categories - Download the *Rules & Categories* document.

AMERICAN ADVERTISING AWARDS

RULES & CATEGORIES

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win American Advertising Awards—recognition as the very best in their markets. At the second tier, local American Advertising Award winners compete against winners from other local clubs in one of 15 district competitions. District American Advertising Award winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in your local Ad Club competition is the first step toward winning a national American Advertising Award.

Entering the American Advertising Awards supports the entire advertising 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 evaluates all creative dimensions of every entry. A Gold American Advertising Award is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the category. Entries that are also considered outstanding and worthy of recognition receive a Silver 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.

The Student American Advertising Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the professional competition, the Student Awards recognize and reward creative excellence by students. Information on entering the Student American Advertising Awards may be found on www.AmericanAdvertisingAwards.com.

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. You will be directed to the competition site to register 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 American Advertising Awards show.

RULES & CATEGORIES

Printed promotional materials for products and services whose distribution is media. Given the nature of these categories, it is advised that a pocket be that the entry is secured, but can be easily removed.

Set, folder or brochure to sell products or services via a "call for action" and

is... An informational package (folder, binder, envelope, box, etc.), usually not the sale of a product/service and could include: the entire sales kit, self or one or more of the sales sheets, minus the container. If you enter a Brochure category (B, A, B or C). You must choose one or the other, but to make a brochure a sales kit, then it can be entered into both.

Communications device (single or multiple page), including house magazines, tion to a specific audience (usually internal), including news or updated lists, Public Service and Industry Self Promotion should not be entered here.

Shopper, user, etc.

A product.

ing or display unit that attends the product or service at the specific sale

It requires additional support or elevation for proper product or service

that requires no additional support or elevation for proper product or

or interactive—which is developed for use in consumer or trade shows.

Temporary installation that represents a product or brand through the location (does not include trade show exhibits—see 3C)

Categories 1A-3D

ing, promotional and/or marketing message that is conveyed via the ally designed for and directed to specific and/or limited audiences. length.

Things to remember:

Both the District and National judging process will be online only, all entries will be judged online and not in-person.

Your club has decided to judge all entries online only as well. This allows your club to have more judges with diverse backgrounds and possibly higher quality judges who otherwise may not be able to give the time for travel away from their jobs.

Entry Packets - since the judging process will be online only at the local, district and national level there will be **no need** to create entry packets this year only. District Gold winners automatically advance to the National level with the entry fee paid for by the district. District Silver winners will be contacted by district to see if they want to advance to the National competition.

Since all judging will be on-line only please see below on the best way to showcase print entries. Entrants are now able to upload multiple images for print categories.

Uploads - there is no maximum file size for uploads. Upload away!

Uploads for print - entrants are now able to upload up to 5 files for print categories. Print entrants now have the option to create and upload an MP4 video to better highlight folding, pages, textures, etc.

For **Campaign** entries you must enter at least 2 executions but no more than 4 executions.

Integrated Campaigns must contain 2 to 6 media with 1 to 4 executions in each media... 1 to 4... not 5 or 6 or 7... 4. Maximum executions is 10 per campaign. Example: 3 PRINT, 4 BROADCAST, 3 INTERACTIVE.

Not registered... log on to **enter.americanadvertisingawards.com** and click on either *Professional* or *Student*.

AMERICAN
ADVERTISING
AWARDS

MMN Menu

Login to Complete an Entry or to
Access Judging Panel.

Email Address *

Password *

☐ remember me

LOGIN

American Advertising Awards 2014 Online Entry and Judging
software

Don't have an account? Choose an entry category below to begin.

Professional Entries ▶

Student Entries ▶

If you are a returning entrant, [click here](#) to access your past submissions or select a category from above to make an additional entry.

Don't have an account? Please see
information on the right side of the
screen to get started.

AAFF AMERICAN ADVERTISING FEDERATION.
THE UNIFYING VOICE FOR ADVERTISING.

Copyright © 2014 American Advertising Federation. All rights reserved.

Complete the Entrant Information. Indicate if you are a member or non-member.

If you are entering for a company make sure to list an additional contact person as back up. **SAVE** and go to next page.

The screenshot shows the 'Entrant Information' form for the American Advertising Awards. The form is titled 'Welcome to the American Advertising Awards Entry Form.' and includes a sidebar with navigation links. Red arrows highlight the following sections:

- Navigation Links:** Home, My Entries, My Profile, My Company, My Awards, My History, My Settings, My Account, My Contact, My Privacy, My Terms, My Help.
- Entrant Information Section:**
 - Company Name:** Text input field.
 - Company Address:** Text input field.
 - Company City:** Text input field.
 - Company State:** Text input field.
 - Company Zip:** Text input field.
 - Company Phone:** Text input field.
 - Company Fax:** Text input field.
 - Company Email:** Text input field.
 - Company Website:** Text input field.
 - Company Type:** Text input field.
 - Company Industry:** Text input field.
 - Company Size:** Text input field.
 - Company Revenue:** Text input field.
 - Company Employees:** Text input field.
 - Company Founded:** Text input field.
 - Company Description:** Text input field.
 - Company Logo:** Text input field.
 - Company Social Media:** Text input field.
 - Company Contact:** Text input field.
 - Company Backup:** Text input field.
 - Company Other:** Text input field.
- Member Information Section:**
 - Member Status:** Radio button for 'I am a member' and 'I am not a member'.
 - Member Name:** Text input field.
 - Member Email:** Text input field.
 - Member Phone:** Text input field.
 - Member Fax:** Text input field.
 - Member Address:** Text input field.
 - Member City:** Text input field.
 - Member State:** Text input field.
 - Member Zip:** Text input field.
 - Member Country:** Text input field.
 - Member Birthdate:** Text input field.
 - Member Gender:** Text input field.
 - Member Education:** Text input field.
 - Member Occupation:** Text input field.
 - Member Other:** Text input field.
- Save and Next Button:** A red arrow points to the 'SAVE AND NEXT' button at the bottom right of the form.

Entry Information - Select the proper category.

AMERICAN
ADVERTISING
AWARDS

Welcome Marc Eisenberg

- Home
- My Entries
 - In Progress (1)
 - On Hold (1)
- Change Scores Club
- My Award Assignments
- Change Judge Club
- My Profile
- Change Password
- Admin Panel
- Log Out

Home > My Entries > Entry

American Advertising Awards 2018 (Professional)

Recent Submissions > Entry Information > Help > Credits

If you would like to submit this entry to multiple categories, choose your category and then click 'Add Another Category' (see how)

Category *

SALES & MARKETING
(sales promotion, collateral and direct marketing, including public service and self-promotion)

PRINT ADVERTISING
(newspaper & magazine advertising including branded content, public service and self-promotion)

OUT OF HOME & AMBIENT MEDIA
(posters, outdoor, transit, guerrilla marketing, events and installations, including public service and self-promotion)

ONLINE/INTERACTIVE
(All Internet-based entries except online videos, including branded content, public service and self-promotion)

FILM, VIDEO & SOUND
(Radio, TV and film, including online video, as well as branded content, public service and self-promotion)

CROSS PLATFORM
(Integrated campaigns, as well as campaigns for online/interactive, public service and self-promotion)

ELEMENTS OF ADVERTISING
(Individual creative components that make up the craft of advertising.)

Cross Platform

(select)

Sales & Marketing

Print Advertising

Out-Of-Home & Ambient Media

Online/Interactive

Film, Video, & Sound

Cross Platform

Elements of Advertising

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

72 - Integrated Advertising Campaigns

(select)

72 - Integrated Advertising Campaigns

73 - Integrated Brand Identity Campaign - Local or Regional/National

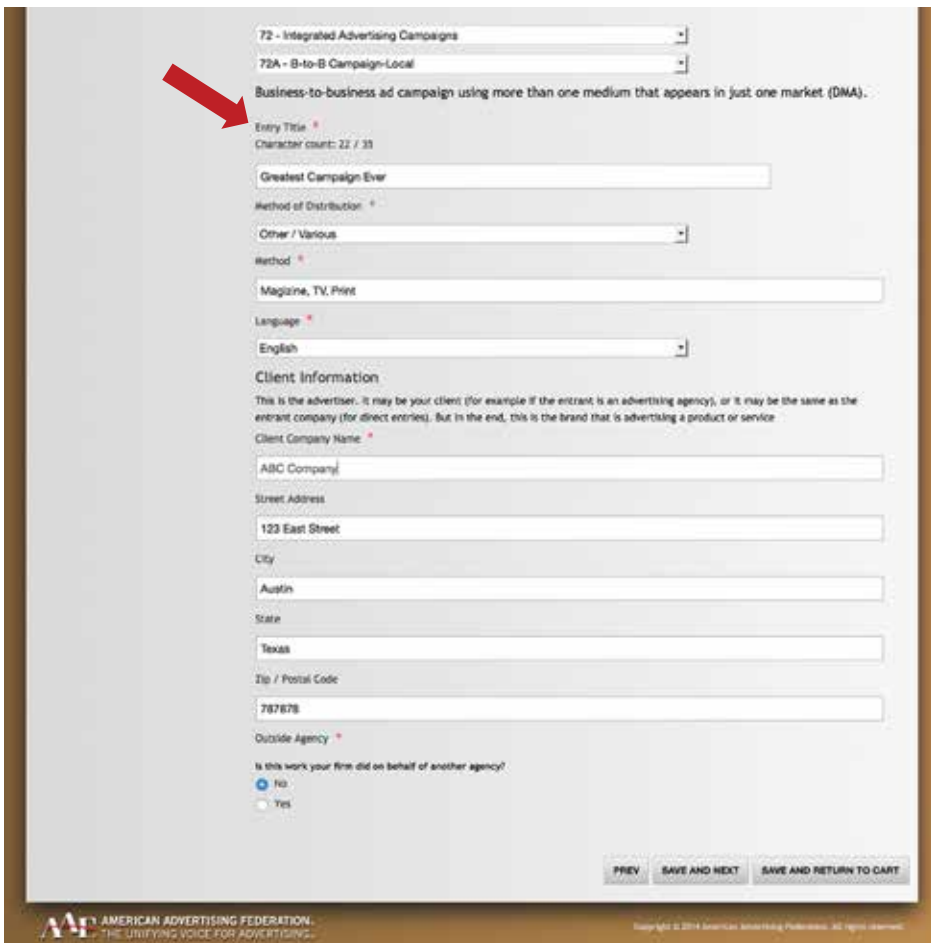
74 - Integrated Branded Content Campaign - Local or Regional/National

Entry Title *

Commercials or executions that utilize in all Integrated Campaign entries may be accompanied by 3 minutes (digital). Digital the entry process.

years in just one market (DMA).

Entry Information - Enter the title and usage of the entry (it is an entry title, not a synopsis). Note, if making multiple entries **DO NOT** use the same title for each entry.



72 - Integrated Advertising Campaigns

72A - B-to-B Campaign-Local

Business-to-business ad campaign using more than one medium that appears in just one market (DMA).

Entry Title *

Character count: 22 / 33

Greatest Campaign Ever

Method of Distribution *

Other / Various

Method *

Magazine, TV, Print

Language *

English

Client Information

This is the advertiser. It may be your client (for example if the entrant is an advertising agency), or it may be the same as the entrant company (for direct entries). But in the end, this is the brand that is advertising a product or service.

Client Company Name *

ABC Company

Street Address

123 East Street

City

Austin

State

Texas

Zip / Postal Code

787678

Outside Agency *

Is this work your firm did on behalf of another agency?

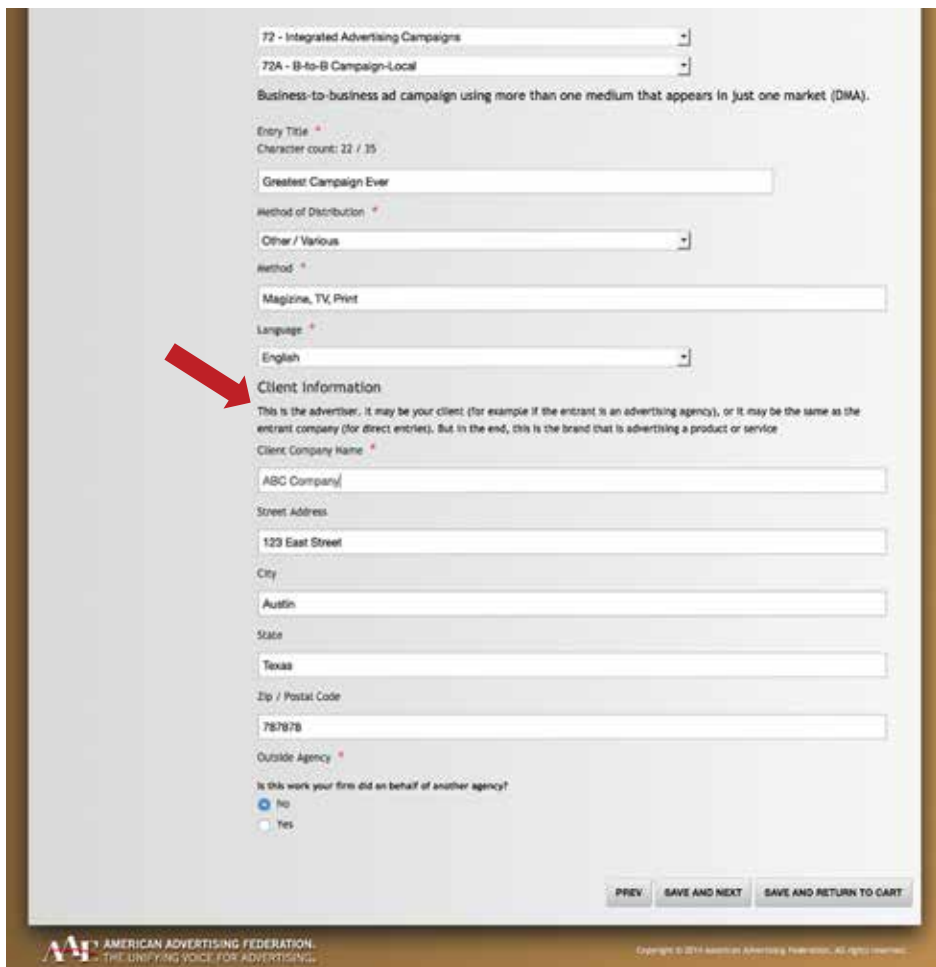
☒ No

☐ Yes

PREV SAVE AND NEXT SAVE AND RETURN TO CART

AAAF AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING

Copyright © 2014 American Advertising Federation. All rights reserved.

Entry Information - Enter the client information.

72 - Integrated Advertising Campaigns ▾
72A - B-to-B Campaign-Local ▾

Business-to-business ad campaign using more than one medium that appears in just one market (DMA).

Entry Title *
Character count: 22 / 35
Greatest Campaign Ever

Method of Distribution *
Other / Various ▾

Method *
Magazine, TV, Print

Language *
English ▾

Client Information

This is the advertiser. It may be your client (for example if the entrant is an advertising agency), or it may be the same as the entrant company (for direct entries). But in the end, this is the brand that is advertising a product or service.

Client Company Name *
ABC Company

Street Address
123 East Street

City
Austin

State
Texas

Zip / Postal Code
787878

Outside Agency *

Is this work your firm did on behalf of another agency?
☒ No
☐ Yes

PREV SAVE AND NEXT SAVE AND RETURN TO CART

AA AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING

Copyright © 2014 American Advertising Federation. All rights reserved.

File Uploads - Files can be uploaded from the computer or drag and dropped for upload. All files need to be uploaded. Once uploaded an image of the file will be visible for verification.

The screenshot shows the user interface for the American Advertising Awards 2018 (Professional). The top navigation bar includes the 'AMERICAN ADVERTISING AWARDS' logo on the left and a dark blue bar with the same logo on the right. Below the navigation bar, the user is logged in as 'Marc Eisenberg'. A sidebar on the left contains a list of links: Home, My Entries, My Programs (1), My C&T (1), Change Entrant Club, My Judging Assignments, Change Judge Club, My Profile, Change Password, Admin Panel, and Log Out. A red arrow points to the 'File Uploads' section in the main content area. The 'File Uploads' section includes a reminder to follow directions when preparing entries, a dropdown menu for 'Do you have Internet or interactive entries to be judged?' (set to 'No'), and a text prompt: 'Please upload a version to be used in our award show/gala. (Discourage mp3 for audio and mp4 for video)'. Below this, there is a link 'What do I submit here? Click here to the FAQ (opens in new window)'. The 'File 1' section shows a thumbnail of an advertisement for McCoy Myers, featuring a large ice arch over a city skyline with the text 'Getting a cold reception from your current core processing vendor?' and 'Warm up to McCoy Myers.'.

File Uploads - For entries that have no physical assets; broadcast, radio, interactive, etc, check the button "No Physical Assets".

American Advertising Awards 2018 (Professional) (Local 2018)

General Questions General Scores Email Status: InCart Scores Winner Forwarding Other Rounds

Enter Information > Entry Information > Media > Uploads

Export PDF As Entrant | PDF As Judge | Generate Zip of All Files


Reminder Please follow all directions when preparing your entry.

Do you have Internet or interactive entries to be judged? * Yes

URL 1 * Be sure to start URLs with http:// or https://
<http://www.fwfw.com>
[Open Link in New Window](#)

File Uploads Please upload a version to be used in our award showings. (Encourage high for audio and high for video)
[What do I upload here? Click here to the FAQ \(opens in new window\)](#)

File 1 * 37A-219232-10-FTW.jpg



This is a low-res preview. Click on the filename above to view the original.

Entry Has No Physical Assets ☒ No Physical Assets

PREV SAVE SAVE AND NEXT NEXT SAVE AND GO TO CART

Integrated Campaigns - For entries in Integrated Campaigns, you must indicate how many executions in each media that are in the campaign. This ensures that all elements are viewed and scored.

You are only allowed a maximum of 10 executions in Integrated Campaign categories.

American Advertising Awards 2018 (Professional) (Local 2018)

General Questions General Scores Email Status: In Cart Scores Winner Forwarding Other Rounds

Expand Information Entry Information Media Details

File 8 Choose File No file chosen

File 9 Choose File No file chosen

File 10 Choose File No file chosen

Online Media Counts Specify the quantity of each media you've uploaded to be judged online. If there are no assets of a particular media type, enter a 0.

TV * 1

Radio * 0

Interactive * 3

Physical Media Counts Specify the quantity of each media that you will turn in to be physically judged. If there are no assets of a particular media type, enter a 0.

Magazine * 0

Newspaper * 0

Outdoor * 2

Collateral * 4

Other * 0

Entry Has No Physical Assets ☐ No Physical Assets

PREV SAVE NEXT

Credits - Add credits for the entry. You can list up to 20 credits. **NOTE:** all credits must be included **BEFORE** finalizing the entry. After finalizing the entry additional credits are not allowed.

PROOF READ!!! - What you type is what will be listed on the award, in the winners book and the show production, like to be cool and only type in lower case... that is how it will appear on your award.

WELCOME Marc Eisenberg

- Home
- My Entries
- in Progress (1)
- in Que (1)
- Change Entries
- My Judging Management
- Change Judge Club
- My Profile
- Change Password
- Admin Panel
- Log Out

Home > My Entries > Entry

American Advertising Awards

Home > My Entries > My Information > Media > Credits

Credits will display in the order you enter them

Credit 1

Name of Credit 1

Marc Eisenberg

Title of Credit 1

Art Director

Email of Credit 1

emarc213@yahoo.com

Do you want to add another credit?

☐ No

☒ Yes

Credit 2

Name of Credit 2

Title of Credit 2

Email of Credit 2

Do you want to add another credit?

☐ No

☐ Yes

Terms and Conditions

By entering, I accept and agree to be bound by the Rules and acknowledge that the AAF and its affiliated clubs and districts may use, reproduce, exhibit and publish my entry in connection with the American Advertising Awards competition and associated events and activities, in all media now known or hereafter devised (including print, broadcast, digital and online media), in perpetuity and throughout the world.

I confirm that this entry first appeared in 2017

Terms and Conditions +

☒ I Agree

Click to add
more credits.

You **MUST**
agree to the
Terms and
Conditions.

Your **Cart** - After adding your first entry to your cart you can **Make Another Entry**. If you have multiple entries for the same client you can Copy Entry and not have to re-enter the client information, just edit the entry information.

Your **Cart** - If you need to make changes to the entry, those need to be made **BEFORE** you checkout. Click **Make Changes** to go back and make any changes.

AMERICAN ADVERTISING AWARDS

Welcome Marc Eisenberg

- Home
- My Entries
 - in Progress (1)
 - in Cart (1)
- Change Entry on Club
- My Justice Assignments
- Change Judge Club
- My Profile
- Change Password
- Admin Panel
- Log Out

Home > Cart > American Advertising Awards

Review and Checkout

Title	Category	Cost	Details	#	Action
Greatest Campaign ...	Cross Platform > Integrated Campaigns > 72 - Integrated Advertising Campaigns > 72A - 8 to 8 Campaign-Local	\$99.00	Member Base Fee - ...	72A-218149-12-TUC	Remove Copy Entry Edit Changes

Total: \$99.00

[MAKE ANOTHER ENTRY](#) [PRINT ALL ENTRIES](#) [CHECKOUT](#)

AAFF AMERICAN ADVERTISING FEDERATION.
THE UNIFYING VOICE FOR ADVERTISING.

Copyright © 2014 American Advertising Federation. All rights reserved.

Your **Cart** - Click **Print All Entries** to print your entry forms.

The screenshot shows the 'Review and Checkout' page of the American Advertising Awards website. The page has a dark blue header with the 'AMERICAN ADVERTISING AWARDS' logo. Below the header, there is a navigation bar with links: Home > **Carts** > American Advertising Awards. The main content area is titled 'Review and Checkout' and contains a table with the following columns: Title, Category, Cost, Details, #, and Action. The table lists a single entry: 'Greatest Campaign' with a cost of \$99.00 and details including 'Member Base Fee', '72A-118149-12-TUC', and 'Campaign-Local'. To the right of the entry, there are links for 'Remove', 'View Entry', and 'Make Changes'. Below the table, the total cost is shown as 'Total: \$99.00'. At the bottom of the page, there are three buttons: 'MAKE ANOTHER ENTRY', 'PRINT ALL ENTRIES', and 'CHECKOUT'. A red arrow points to the 'PRINT ALL ENTRIES' button. The footer of the page includes the American Advertising Federation logo and the text 'AMERICAN ADVERTISING FEDERATION... THE UNIFYING VOICE FOR ADVERTISING...' and 'Copyright © 2014 American Advertising Federation. All rights reserved.'

AMERICAN ADVERTISING AWARDS

Welcome Marc Eisenberg

- Home
- My Entries
 - In Progress (1)
 - in Cart (1)
- Change Entries Club
- My Advertiser Attachments
- Change Advertiser Club
- My Profile
- Change Password
- Admin Panel
- Log Out

Home > **Carts** > American Advertising Awards

Review and Checkout

Title	Category	Cost	Details	#	Action
Greatest Campaign	Cross Platform - Integrated Campaigns > 72 - Integrated Advertising Campaigns > 72A - B-to-B Campaign-Local	\$99.00	Member Base Fee	72A-118149-12-TUC	Remove View Entry Make Changes

Total: \$99.00

[MAKE ANOTHER ENTRY](#) [PRINT ALL ENTRIES](#) [CHECKOUT](#)

AMERICAN ADVERTISING FEDERATION... THE UNIFYING VOICE FOR ADVERTISING...

Copyright © 2014 American Advertising Federation. All rights reserved.

Your **Cart** - Click **checkout** when all entries are complete.

The screenshot shows the 'Review and Checkout' page of the American Advertising Awards website. The page has a dark blue header with the 'AMERICAN ADVERTISING AWARDS' logo. Below the header, there is a navigation bar with links: Home, Cart, and American Advertising Awards. The main content area is titled 'Review and Checkout' and displays a table of items in the cart. A red arrow points to the 'CHECKOUT' button at the bottom of the page.

AMERICAN ADVERTISING AWARDS

Welcome Marc Eisenberg

- Home
- My Entries
 - In Progress (1)
 - In Cart (1)
- Change Entrant Club
- My Pending Assignments
- Change Juror Club
- My Profile
- Change Password
- Admin Panel
- Log Out

Home > Cart > American Advertising Awards

Review and Checkout

Title	Category	Cost	Details	#	Action
Greatest Campaign ...	Cross Platform + M...	\$99.00	Member Base Fee - ...	72A-218149-12-TUC	Remove Copy Entry Make Changes

Total: \$99.00

MAKE ANOTHER ENTRY PRINT ALL ENTRIES **CHECKOUT**

AMERICAN ADVERTISING FEDERATION
THE SWIFTING VOICE FOR ADVERTISING

Copyright © 2014 American Advertising Federation. All rights reserved.

Invoice/Manifest - Here you can print out the manifest which will be your invoice.

AMERICAN ADVERTISING AWARDS

Welcome Marc Eisenberg

- Home
- My Entries
 - In Progress (1)
 - Complete (1)
- Invoices / Manifests
- Change Entries Club
- My Advertiser Assignments
- Change Juror Sign
- My Profile
- Change Password
- Admin Panel
- Log Out

[Home](#) > [Invoices / Manifests](#) > [Invoice / Manifest # 154612](#)

Thank you
We have received your information successfully.

Invoice / Manifest # 154612

[BACK TO LIST](#) [PAY](#) [PRINT INVOICE / MANIFEST](#) [PRINT INVOICE / MANIFEST AND ALL ENTRIES](#)

Payment Status: Not Paid

Date	Details	Amount	Notes	Action
8/24/2017	72A-218149-12-TUC, Cross Platform + Integrated Campaigns + 72 - Integrated Advertising Campaigns + 72A - B-to-B Campaign-Local, Greatest Campaign Ever	\$99.00	Member Base Fee + Campaign	Print View
Total:		\$99.00		

AA AMERICAN ADVERTISING FEDERATION.
THE SIMPLY VOICE FOR ADVERTISING.

Copyright © 2014 American Advertising Federation. All rights reserved.

Once you have all forms printed select **Pay** to finalize your entries.

The screenshot shows the American Advertising Awards website interface. At the top, there is a navigation bar with the 'AMERICAN ADVERTISING AWARDS' logo on the left and a dark blue bar with the same logo on the right. Below the navigation bar, the user is logged in as 'Marc Eisenberg'. A sidebar on the left contains a menu with links: Home, My Entries, In Progress (1), Complete (1), Invoices / Manifests, Change Entries Club, My Advertiser Assignments, Change Jurist Club, My Profile, Change Password, Admin Panel, and Log Out. The main content area shows a breadcrumb trail: Home > Invoices / Manifests > Invoice / Manifest # 154612. Below this, a 'Thank you' message states 'We have received your information successfully.' A red arrow points to the 'PAY' button in a row of four buttons: BACK TO LIST, PAY, PRINT INVOICE / MANIFEST, and PRINT INVOICE / MANIFEST AND ALL ENTRIES. Below the buttons, the 'Payment Status' is 'Not Paid'. A table lists the charges:

Date	Details	Amount	Notes	Action
8/24/2017	72A-218149-12-TUC, Cross Platform + Integrated Campaigns + 72 - Integrated Advertising Campaigns + 72A - B-to-B Campaign-Local, Greatest Campaign Ever	\$99.00	Member Base Fee + Campaign	Print View
Total:		\$99.00		

At the bottom of the page, the American Advertising Federation logo is on the left, and the copyright notice 'Copyright © 2014 American Advertising Federation. All rights reserved.' is on the right.

Print Entries

For online judging of entries it is suggested that the entrant prepare the entry with as much detail as possible for the upload. Print categories now have the option to upload up to 5 images, this now allows the upload of an MP4 video to highlight folding, multiple pages, textures, etc., this is an option if the entrant chooses to create a video.



Sales Kit Example

Print Entries



Brochure Example

[illegible]

Magazine Example

Digital Up-Loads for Packaging

Show as much of the product as possible for the judges to view.



Elements of Advertising

Digitally Enhanced Photography - When entering digitally enhanced photos, the original photo **MUST** be provided so the judges can see what was changed.

Simply color correcting a photo in does not qualify it as a digitally enhanced photo.



ORIGINAL



ENHANCED

Winner's Notification

Clubs notify winners differently so please check with your local club.

If you win a Gold ADDY at the club level it will automatically be forwarded to the district level of competition at no additional cost to you.

If you win a Silver ADDY at the club level you will receive a Silver ADDY Winner Notification Email from your local club. It will contain all you need to advance your silver winner(s) to the district level of competition.

The district entry fee to advance silver winners is \$85. Student silver entry fees at district are \$25.

VERY IMPORTANT: The Silver ADDY Winner Notification Email will be sent to the ENTRANT'S EMAIL that filled out the original entry forms online. This email address should be one that will not change if this individual leaves the company. Many times we receive notice that an agency did not receive the email, don't let this happen to you.

It is very important to provide a Secondary Contact so two people receive all communications from district and national.

It is also important that a physical mailing address be listed, many times awards need to be mailed to the winners.

Entry Tips

Contact Information

Notifications will be sent to the *ENTRANTS* email address. Make sure this email address is a permanent address of the company and will be valid throughout the process. Notifications go out as late as June. If the email address is no longer valid you will not receive the Silver Advancement Notification emails that are sent by district and national.

Entry Titles

This is an entry title... not an entry synopsis... keep it short. Remember it may very well need to be printed on an award.

Multiple Titles

If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when notified that you have won such-and-such you do not have to ask "which category did that win in"?

~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~

The Big Deal - Cinematography
The Big Deal - Music
The Big Deal - Voiceover
The Big Deal - Sound Design
The Big Deal - Copywriting

Entry Forms

Keep in mind that what and *how* you enter information on the entry form matters. All information is pulled from the system. Information typed in all lower case will appear that way on all awards, winners books and in award shows.

Media Counts

It is very important that for campaign categories that you indicate the Media Counts for medium of the campaign. This ensures that all elements of the campaign are scored.

Student Entry Tips

Contact Information

Student Permanent Address - we know students move but we need a physical mailing address where we would mail any awards you may win as late as June.

Title

In Credits - Title, this is what your role was in creating the entry - Art Director, Copywriter, Illustrator, etc. This is the title that will go on your award. We know you are a STUDENT, don't list Student.

Entry Forms

Keep in mind that what and *how* you enter information on the entry form matters. All information is pulled from the system. Information typed in all lower case will appear that way on all awards, winners books and in award shows.

Media Counts

It is very important that for campaign categories that you indicate the Media Counts for medium of the campaign. This ensures that all elements of the campaign are scored.

Multiple Titles

If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when notified that you have won such-and-such you do not have to ask "which category did that win in"?

~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~

The Big Deal - Cinematography
The Big Deal - Music
The Big Deal - Voiceover
The Big Deal - Sound Design
The Big Deal - Copywriting

Questions

If you have any questions please contact your local chair.

Thank you for your support of your local club and the American Advertising Awards.

Good luck!!