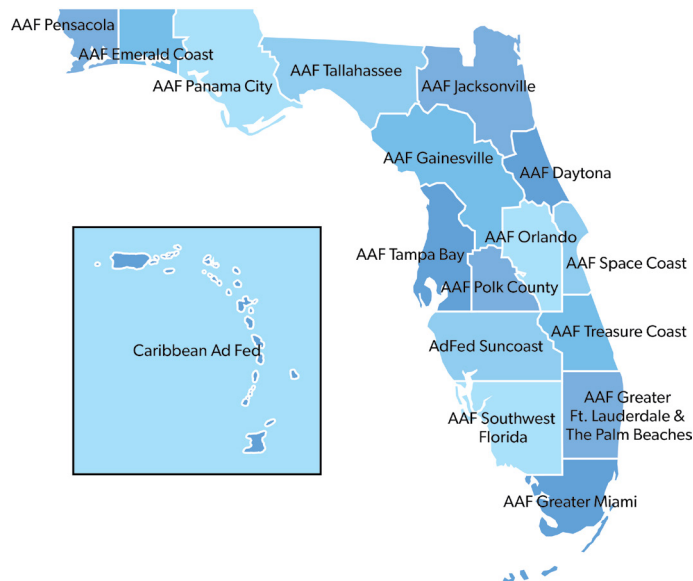


HOW TO ENTER

1. Review the category list and decide what work you want to enter.
2. Visit **4AAF.com** and click your location on the AAF Fourth District affiliate map.



3. When your competition page opens, register as an entrant (Professional or Student) or log in if you entered previously.
4. Select the entry division and use the simple drop-down menus to enter your information.
5. Submit digital and physical entries in the manner each category requires.
6. Print the manifest listing all of your entries and payment options.
7. If you are entering categories with print or physical entries, take them—and payment if paying by check—to the designated local drop-off site on the deadline day.

ENTRY FEES/DEADLINES

Your local entry fee, deadline information, and drop-off location will be found on the entry site and from your local AAF club.

ELIGIBILITY REQUIREMENTS

All work entered must have first appeared between January 1 and December 31, 2020.

With the exceptions of Pro Bono Public Service, Advertising Industry Self-Promotion, and student entries, the work must have been the result of paid creative services in the normal course of business.

The entry content must be “New” creative. For example, the same headline from a previous year with different body copy does not qualify.

Entries may be entered into just one ADDY competition and must be submitted in the competition nearest geographically to where the work was created. Select your club on the entry map.

ENTRY SUBMISSION

DIGITAL ENTRIES (electronic media and online entries) only require uploading through the entry portal.

ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. URLs must not require any username or password for access.

PRINT/PHYSICAL ENTRIES

All entries in non-digital mediums require the submission of physical examples of the work. PLEASE NOTE: Also upload a PDF of the ENTIRE document to facilitate virtual judging if it is necessary. All entries become the property of your local Ad Club, District, or the AAF and will not be returned.

THE LARGE ENTRY CARD AND BAG USED IN PREVIOUS YEARS IS NO LONGER REQUIRED

We recommend 10" X 12" transparent plastic booklet envelopes found in most office supply stores and catalogs. Clasp envelopes may also be used.

IF A TRANSPARENT PLASTIC ENVELOPE IS USED, insert

two copies of the entry form inside the envelope behind the physical entry. The entry (creative work) should be facing or readable from one side and the entry form facing or readable from the other. Remove the entry numbers from the bottom of the form and firmly affix one to the BACK of every piece in the entry.



IF A CLASP ENVELOPE IS USED, spray-mount the entry form and attach to the front of the envelope, and insert a second copy of the entry form inside with the entry. Remove the entry numbers from the bottom of the form and firmly affix one to the **BACK** of every piece in the entry.



THREE-DIMENSIONAL (3D) ITEMS should be placed inside an envelope or box with an entry form attached to the outside. The entry number label should be securely attached to the bottom of the entry.

CAMPAIGN ENTRIES are handled in the same manner as 3D entries, placing the campaign inside an appropriately sized package. Affix the entry number to every piece in the entry (use removable entry number tabs from the bottom of printable entry form). Indicate on each label "1 of 2" or "2 of 2," etc.

INTEGRATED CAMPAIGN (MULTIPLE MEDIUM) ENTRIES may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process. A summary is strongly recommended.

INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form listing all of your entries. This form states that by signing below you:

1. Verify that the 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.

DOCUMENTATION

The complete unabridged national rules and category descriptions can be found at 4AAF.com/ADDYs.

FOR STUDENT ELIGIBILITY REQUIREMENTS refer to the American Advertising Awards Student Division Rules and Categories at AmericanAdvertisingAwards.com.

ENTER NOW AT 4AAF.COM

SALES & MARKETING

SALES PROMOTION

PRODUCT OR SERVICE SALES PROMOTION

- 01A Catalog
- 01B Sales Kit or Product Information Sheets
- 01C Menu
- 01D Campaign (categories 01A–01C)

PACKAGING

- 02A Single Unit
- 02B Campaign

POINT OF PURCHASE

- 03A Counter Top
- 03B Free Standing

COLLATERAL MATERIAL

- 04 Stationery Package—Single or Multiple Pieces
- 05 Printed Annual Report

PRINTED NEWSLETTER

- 06A Single Newsletter
- 06B Campaign

BROCHURE

- 07A Single Unit
- 07B Campaign

PUBLICATION DESIGN

- 08A Cover
- 08B Editorial Spread or Feature
- 08C Cover/Editorial Spread or Feature—Series
- 08D Magazine Design
- 08E Book Design

SPECIAL EVENT MATERIAL

- 09A Card, Invitation, Announcement
- 09B Campaign

DIRECT MARKETING

DIRECT MAIL

- 10A Flat—Single Unit
- 10B Flat—Campaign
- 10C 3D/Mixed—Single Unit
- 10D 3D/Mixed—Campaign

SPECIALTY ADVERTISING

- 11A Apparel
- 11B Other Merchandise
- 11C Campaign

ADVERTISING INDUSTRY SELF-PROMOTION COLLATERAL

- 12 Brand Elements
- 13 Direct Marketing & Specialty Advertising (printed or digital)
- 14 Special Event Materials (printed or digital)

PRINT ADVERTISING

MAGAZINE ADVERTISING

- 15A Full Page or Less
- 15B Spread, Multiple Page or Insert
- 15C Campaign

MAGAZINE SELF-PROMOTION

- 16A Single Unit—Any Size
- 16B Campaign

NEWSPAPER ADVERTISING

- 17A Fractional Page
- 17B Full Page
- 17C Spread or Multiple Page
- 17D Specialty Advertising
- 17E Campaign

NEWSPAPER SELF-PROMOTION

- 18A Single Unit—Any Size
- 18B Campaign

BRANDED CONTENT & ENTERTAINMENT

- 19 Branded Content & Entertainment—Any Print Medium

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

Entries in categories 20–22B should be accompanied by a written or video summary.

- 20 Guerrilla Marketing

INSTALLATIONS

- 21A Single Installation
- 21B Multiple Installations

EVENTS

- 22A Single Event
- 22B Multiple Events

OUT-OF-HOME

POSTER

- 23A Poster—Single Unit
- 23B Poster Campaign

OUTDOOR BOARD

- 24A** Flat—Single Unit
- 24B** Super-sized, Extension/Dimensional, Digital or Animated—Single Unit

MASS TRANSIT/AIRLINES

- 25A** Interior—Single
- 25B** Exterior—Single

SITE (SIGNAGE, INCLUDING MURALS)

- 26A** Interior or Exterior—Single
- 26B** Large Venue—Single
- 27** Out-Of-Home Campaign (categories 28A–30)

OUT-OF-HOME SELF-PROMOTION

- 28A** Single Unit
- 28B** Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 29** Advertising Industry Self-Promotion Out-Of-Home
- 30** Advertising Industry Self-Promotion Ambient Media

ONLINE/INTERACTIVE

WEBSITES

- 31A** Consumer
- 31B** B-to-B
- 31C** Microsites

SOCIAL MEDIA

- 32A** Single Execution
- 32B** Campaign

APPS, GAMES & VIRTUAL REALITY

Apps and Virtual Reality entries will be judged using a video summary of 3 minutes or less, which must be uploaded by the entrant (not via URL).

- 33A** Mobile App
- 33B** Website Based App
- 33C** Games
- 33D** Tools & Utilities
- 33E** Virtual Reality—Single

ADVERTISING & PROMOTION

- 34** Web Banner Ad or Website Takeover
- 35** Campaign
- 36** Email

BLOGS & DIGITAL PUBLICATIONS

- 37** Blogs
- 38A** Digital Publication—Single
- 38B** Digital Publication—Campaign

BRANDED CONTENT & ENTERTAINMENT

- 39** Branded Content & Entertainment for Online/Interactive

ADVERTISING INDUSTRY SELF-PROMOTION

- 40** Advertising Industry Self-Promotion Online/Interactive

FILM, VIDEO & SOUND

AUDIO/RADIO

AUDIO/RADIO ADVERTISING—LOCAL

- 41A** Single Spot :30 seconds or less
- 41B** Single Spot more than :30 seconds
- 41C** Campaign

AUDIO/RADIO ADVERTISING—REGIONAL/NATIONAL (2 OR MORE MARKETS)

- 42A** Single Spot :30 seconds or less
- 42B** Single Spot more than :30 seconds
- 42C** Campaign

AUDIO/RADIO SELF-PROMOTION

- 43A** Single Spot—Any Length
- 43B** Campaign

TELEVISION

TELEVISION ADVERTISING—LOCAL (ONE DMA)

- 44A** Single Spot :15 or less
- 44B** Single Spot :30 seconds
- 44C** Single Spot :60 seconds or more
- 44D** Campaign

TELEVISION ADVERTISING—REGIONAL/NATIONAL (MORE THAN ONE DMA)

- 45A** Single Spot—Up to 2:00
- 45B** Campaign

TELEVISION SELF-PROMOTION—LOCAL

- 46A** Single Spot—Any Length
- 46B** Campaign

TELEVISION SELF-PROMOTION—REGIONAL/NATIONAL

- 47A** Single Spot—Any Length
- 47B** Campaign

INTERNET COMMERCIAL

- 48A** Single Spot—Any Length
- 48B** Campaign

PODCAST

- 49A** Single Podcast
- 49B** Series

WEBSISODES

- 50A Single Webisode
- 50B Series

BRANDED CONTENT & ENTERTAINMENT

- 51A Online—Single :60 or less
- 51B Online—Single more than :60
- 52 Television
- 53 Non-Broadcast
- 54 Campaign (categories 51A–53)

CINEMA ADVERTISING

- 55 Movie Trailer
- 56 In-Theatre Commercials or Slides

SALES PROMOTION

- 57 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 58 Music Video

ADVERTISING INDUSTRY SELF-PROMOTION

- 59 Advertising Industry Self-Promotion
Film, Video & Sound

CROSS PLATFORM

INTEGRATED CAMPAIGNS— MULTIPLE MEDIUMS

- 60A B-to-B Campaign—Local
- 60B B-to-B Campaign—Regional/National
- 60C Consumer Campaign—Local
- 60D Consumer Campaign—Regional/National
- 61 Integrated Brand Identity Campaign—
Local or Regional/National
- 62 Integrated Branded Content Campaign—
Local or Regional/National

ONLINE/INTERACTIVE

- 63 Online/Interactive Campaign

PUBLIC SERVICE

CORPORATE SOCIAL RESPONSIBILITY

(See the CSR guidelines under PUBLIC SERVICE)

- 64 Integrated Media Corporate Social Responsibility
Campaign

PRO BONO (NON-PROFIT ORGANIZATIONS)

- 65 Integrated Media Pro Bono Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 66 Ad Club or Marketing Club

ADVERTISING INDUSTRY SELF-PROMOTION CAMPAIGNS

- 67A Single-Medium Campaign
- 67B Integrated Media Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

- 68 Copywriting

VISUAL

- 69 Logo Design
- 70 Infographic

ILLUSTRATION

- 71A Illustration—Single
- 71B Illustration—Series

STILL PHOTOGRAPHY

- 72A Black & White—Single
- 72B Color—Single
- 72C Digitally Enhanced—Single
- 72D Campaign (categories 72A–72C)

ART DIRECTION

- 73A Art Direction—Single
- 73B Art Direction—Campaign

FILM & VIDEO

- 74A Cinematography—Single
- 74B Cinematography—Campaign
- 75A Animation, Special Effects or Motion Graphics
- 75B Computer Generated Imagery (CGI)
- 76 Video Editing

SOUND

- 77A Music Without Lyrics—Single
- 77B Music With Lyrics—Single
- 77C Music With/Without Lyrics—Campaign
- 78 Voiceover Talent
- 79A Sound Design—Single
- 79B Sound Design—Campaign

DIGITAL CREATIVE TECHNOLOGY

- 80 Interface & Navigation
- 81 Responsive Design
- 82 GPS & Location Technology
- 83 Augmented Reality
- 84 Mobile Interaction
- 85 User Experience
- 86 Data Driven Media
- 87 Innovative Use of Interactive/Technology

PUBLIC SERVICE

NOTE: All Public Service work is also eligible for entry in The Angel Award competition recognizing excellence in Public Service advertising. Visit TheAngelAward.com for more information.

CORPORATE SOCIAL RESPONSIBILITY (CSR) ADVERTISING has a goal of raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

PRO BONO ADVERTISING is work done for non-profit organizations or causes and has as its goal the improvement of the public's health, education, and/or welfare. Charitable organizations are nonprofits whose goal is to benefit the general public. (See the complete definitions at 4AAF.com/ADDYs)

CSR COLLATERAL

- 88A Brand Elements
- 88B Annual Report (printed or digital)
- 88C Brochure/Sales Kit

CSR DIRECT MARKETING & SPECIALTY ADVERTISING

- 89A Single Unit
- 89B Campaign

PRO BONO COLLATERAL

- 90A Brand Elements
- 90B Annual Report (printed or digital)
- 90C Brochure/Sales Kit

PRO BONO DIRECT MARKETING & SPECIALTY ADVERTISING

- 91A Single Unit
- 91B Campaign

CSR PRINT ADVERTISING

- 92A Single Unit—Any Size
- 92B Campaign

PRO BONO PRINT ADVERTISING

- 93A Single Unit—Any Size
- 93B Campaign

CSR OUT-OF-HOME

- 94A Poster
- 94B Out-Of-Home
- 94C Campaign

CSR AMBIENT MEDIA

- 95A Single Occurrence
- 95B Campaign

PRO BONO OUT-OF-HOME

- 96A Poster
- 96B Out-Of-Home
- 96C Campaign

PRO BONO AMBIENT MEDIA

- 97A Single Occurrence
- 97B Campaign

CSR ONLINE/INTERACTIVE

- 98A Single
- 98B Campaign

PRO BONO ONLINE/INTERACTIVE

- 99A Single
- 99B Campaign

FILM, VIDEO & SOUND

- 100 CSR Television
- 101 CSR Radio
- 102 CSR Online Film, Video & Sound
- 103 CSR Non-Broadcast Audio/Visual
- 104 CSR Campaign (categories 100–103)
- 105 Pro Bono Television
- 106 Pro Bono Radio
- 107 Pro Bono Online Film, Video & Sound
- 108 Pro Bono Non-Broadcast Audio/Visual
- 109 Pro Bono Campaign (categories 105–108)

POLITICAL ADVERTISING

Political Advertising is advertising used for advocating, fundraising, endorsement of or opposition to a candidate, political issue, referendum, ballot proposition, constitutional amendment, or political party.

- 110 Political Print Collateral Material
- 111 Political Print Advertising
- 112 Political Out-of-Home & Ambient Media
- 113 Political Online/Interactive
- 114 Political Broadcast Television
- 115 Political Audio/Radio
- 116 Political Non-Broadcast & Online Video
- 117 Political Campaign
- 118 Political Integrated Campaign