



WHO'S HUNGRY?

Call for Entries

and 2018 Competition Rules & Guidelines



sponsors 2018
Philadelphia

AMERICAN ADVERTISING
ADDY[®]
AWARDS

PHILLY

SHOW US YOUR BEST



DEADLINE: MONDAY, JANUARY 8, 2018 AT 5PM

(any entries received after that time will be charged an addition \$25 per entry up until the final close of competition at 5PM on Tuesday, January 16, 2018). No deadline extensions will be granted beyond that time.

Entries to be submitted c/o iHeartMedia – 111
Presidential Boulevard, Suite 100, Bala Cynwyd, PA 19004
– attention: Pamela Gilmore-Washington.

Drop Off Instructions: If you are physically dropping off entries, come to the East Lobby (right side of the building). Parking is available adjacent to this lobby entrance. Enter the East Lobby and go up to the first floor (by stairs or elevator). The iHeartMedia office will be directly ahead. Please ask for Pamela Gilmore-Washington (for questions call 215-477-1993).

The Philly Ad Club will pay no freight charges. All entries become the property of the Philly Ad Club and will not be returned, unless the club has made other arrangements.

FINAL DROP– All entries that require a physical submission must be delivered to iHeartMedia by no later than 5:00PM on Wednesday, January 17, 2018 to be included with your entry.

Get Ready for the 2018 Philadelphia



The only awards contest with a prestigious local, regional, and national recognition!

The goal of the American Advertising Federation ADDY AWARDS is to recognize and reward creative excellence in the art of advertising!

TITLE SPONSOR



CORPORATE SPONSORS



ALOYSIUS
BUTLER
& CLARK

AMOBEE

ANNUAL EVENT SPONSORS



GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



2018 ADDY Awards CHECKLIST

Use this simple checklist to be sure you have properly submitted your entries and have all the items that must be included in a complete American Advertising ADDY Awards entry:

- ☐ **PLEASE READ** the 2018 ADDY Awards Competition Rules and Guidelines below within this document. All entry requirements are detailed in this section.

- ☐ **ALL ENTRIES** must be *digitally uploaded in the online entry system* as found at www.phillyadclub.com.

- ☐ **ALL Physical or Printed ENTRIES** must also be submitted for judging in the form in which they ORIGINALLY appeared. This includes newspaper or magazine ads, photographs, collateral, product packaging, sales kits, newsletters, posters, menus, book and magazine designs, specialty advertising, etc. (tear-sheets are not required). Large format physical pieces such as outdoor advertising etc. should be submitted as physical photographs. Digital files ONLY are not acceptable.

- ☐ **Manifest form** – at the completion of your entries, you will be directed to the manifest form. Entrants must submit one signed copy of this manifest form (both pages) along with payment information – payments for multiple entries can be made with one check or credit card. **Credit card information does not need to be included on the manifest from as payment should have been made online. Failure to follow this online payment requirement could result in disqualification.**

- ☐ **Payment** – must be received with your entries. Payment can be made online using a credit card or by check made payable to the Philly Ad Club.



- ☐ **Physical entry** – Each entry item must have a label on the back of it for identification purposes. The labels can be printed and cut from each entry form from the portal after your entries are submitted and glued or taped.

- ☐ **Large Envelope** (clear plastic or manila with string or clasp closure) – LABELED on front upper right hand corner with provided label.

- ☐ **Two copies of the entry form** – ONE inside the envelope with the entry & ONE mounted to the back of the envelope. Failure to follow this entry form requirement could result in disqualification.

- ☐ **An English translation** – 7 copies for the judges to read is to be provided for non-English entries.

- ☐ **Name of Entrant** - Other than the appropriate places on the forms noted above, the name of the entrant **cannot** appear on the physical entry that will be used for judging or electronic platform, except those used for self-promotion. Failure to follow this name placement requirement could result in disqualification.

- ☐ **Order of Uploaded Images** - **When Uploading Images make sure the primary image, the one you would want to be shown if the entry wins, is in the first position ... as this image will be used in the Winners Book and Awards Show.**

- ☐ **Entries are due by 5:00 PM, Monday, January 8, 2018** (any entries received after that time will be charged an additional \$25 per entry up until the final close of competition at 5PM on Tuesday, January 16, 2018). **Ship, courier or drop off your entries:** c/o iHeartMedia – 111 Presidential Boulevard, Suite 100, Bala Cynwyd, PA 19004.



**PHILADELPHIA
AMERICAN ADVERTISING
ADDY® AWARDS SHOW**

**HOLD THE DATE
THURSDAY, MARCH 8, 2018**

**BALLROOM AT THE BEN,
834 CHESTNUT STREET**

**6:30 to 8:00 PM
Cocktails and
Dinner Hors d'oeuvres**

**8:00 to 9:15 PM
Awards Presentations**

**9:15 to 10:30 PM
Post Party & ADDY Awards Pick-up**

CATEGORIES EXPANDED FOR 2018!

Continually, more in digital advertising

Multi-cultural targeted advertising

*Plus, spec and pitch radio spots . . . and
TV spots by budget*

TWO GREAT TROPHIES TO DISPLAY WITH PRIDE!

*Gold and Silver American Advertising
ADDY Awards*

*All winners receive attractive American
Advertising ADDY Awards trophies*

*PLEASE NOTE: trophies are awarded
at the discretion of the judges and not
necessarily in all categories*

2018 Philadelphia American Advertising ADDY® Awards

CALL FOR ENTRIES

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, you:

1. Verify that the above 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 CBSA, DMA or MSA of the competition.

For complete details on submitting, labeling, etc., please see Entry Submissions & Identification in the 2018 ADDY Awards Competition Rules & Guidelines below within this document.

Entry Deadline

Monday, January 8, 2018 at 5PM (any entries received after that time will be charged an additional \$25 per entry up until the final close of competition at 5PM on Tuesday, January 16, 2018).

The mission of the American Advertising ADDY Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted 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 ADDY Awards - recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards.

AMERICAN ADVERTISING ADDY AWARDS ENTRY CATEGORIES (QUICK REFERENCE):

PLEASE NOTE: Make sure you read through all category divisions below and see the complete "Category List with Expanded Definitions" in the last section of this Call for Entries!

ALSO: Campaign is defined as 2-4 items within the respective category. **Items noted in Red indicate categories added for 2018.**

SALES & MARKETING

All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

SALES PROMOTION

01. Product or Service Sales Presentation

- A. Catalog
- B. Sales Kit or Product Information Sheets
- C. Menu
- D. Campaign

02. Packaging

- A. Single Unit
- B. Campaign

03. Point of Purchase (POP)

- A. Counter Top
- B. Free Standing

COLLATERAL MATERIAL

04. Stationery Package (Single or Multiple pieces)

05. Printed Annual Report

06. Printed Newsletter

- A. Single Newsletter
- B. Campaign

07. Brochure

- A. Single Unit
- B. Campaign

08. Publication Design (Magazine or Book)

- A. Cover
- B. Editorial Spread or Feature
- C. Cover/Editorial Spread or Feature – Series
- D. Magazine Design (Entire Magazine)
- E. Book Design (Entire Book)

09. Special Event Material

- A. Card, Invitation, Announcement – Single Unit
- B. Card, Invitation, Announcement – Campaign

DIRECT MARKETING

10. Direct Mail

- A. Flat – Single Unit
- B. Flat – Campaign
- C. 3D/Mixed – Single Unit
- D. 3D/Mixed – Campaign

11. Specialty Advertising

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

PUBLIC SERVICE

12. Public Service Collateral

- A. Brand Elements
- B. Annual Report (Printed or Digital)
- C. Brochure/Sales Kit

13. Public Service Direct marketing & Specialty Advertising

- A. Single Unit
- B. Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

Collateral

14. Brand Elements

15. Direct Marketing & Specialty Advertising (Printed or digital)

16. Special Event Materials (Printed or digital)

PRINT ADVERTISING

All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.



MAGAZINE ADVERTISING

17. Magazine Advertising

- A. Full Page or Less – Single Unit
- B. Spread, Multiple Page or Insert – Single Unit
- C. Campaign

MAGAZINE SELF-PROMOTION

18. Magazine Self-Promotion

- A. Single Unit – Any Size
- B. Campaign

NEWSPAPER ADVERTISING

19. Newspaper Advertising

- A. Fractional Page – Single Unit
- B. Full Page – Single Unit
- C. Spread or Multiple Page – Single Unit
- D. Specialty Advertising – Single Unit
- E. Campaign

NEWSPAPER SELF-PROMOTION

20. Newspaper Self-Promotion

- A. Single Unit – Any Size
- B. Campaign

BRANDED CONTENT & ENTERTAINMENT

21. Any Print Medium

PUBLIC SERVICE

22. Print Advertising

- A. Single Unit – Any Size
- B. Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

23. Print Advertising

OUT-OF-HOME & AMBIENT MEDIA

All entries in the Out-of-Home & Ambient Media division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

AMBIENT MEDIA

24. Guerrilla Marketing

- A. Single Occurrence
- B. Campaign

25. Installations

- A. Single Installation
- B. Multiple Installations (campaign)

26. Events

- A. Single Event
- B. Multiple Events

OUT-OF-HOME

27. Poster

- A. Single Unit
- B. Campaign

28. Outdoor Boards

- A. Flat – Single Unit
- B. Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

29. Mass Transit/Airlines

- A. Interior – Single
- B. Exterior – Single

30. Site

- A. Interior – Single
- B. Large Venue – Single

31. Out-Of-Home Campaign (categories 28A – 30B)

32. Out-Of-Home Self-Promotion

- A. Single Unit
- B. Campaign

PUBLIC SERVICE

33. Out-of-Home

- A. Poster
- B. Out-of-Home
- C. Campaign

34. Ambient Media

- A. Single Occurrence
- B. Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

35. Out-of-Home

36. Ambient Media



WHO'S HUNGRY?

ONLINE/INTERACTIVE

Entries for categories within the Online/Interactive division do not require physical submission. Judging of these entries will be done online, using the digital content provided via URL during the online entry process.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

37. WEBSITES

- A. Consumer
- B. Business-to-Business
- C. Microsites

38. SOCIAL MEDIA

- A. Single Execution
- B. Campaign

39. APPS

- A. Mobile App
- B. Website Based App
- C. Games
- D. Tools and Utilities
- E. Virtual Reality - Single

ADVERTISING & PROMOTION

40. Web Banner Ads or Website Takeovers

41. Campaign

42. Email

BLOGS & DIGITAL PUBLICATIONS

43. Blogs

44. Digital Publications

BRANDED CONTENT & ENTERTAINMENT

45. Online/Interactive

PUBLIC SERVICE

46. Online/Interactive

- A. Single Entry
- B. Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

47. Online/Interactive

FILM, VIDEO & SOUND

Entries for categories within the Film/Video & Sound division do not require physical submission. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

RADIO ADVERTISING

48. Local

- A. Single Spot :30 or less
- B. Single Spot more than :30
- C. Campaign

49. Regional/National

- A. Single Spot :30 or less
- B. Single Spot more than :30
- C. Campaign

50. Self-Promotion

- A. Single Spot – any length
- B. Campaign

TELEVISION ADVERTISING

51. Local (One DMA)

- A. Single Spot :15 or less
- B. Single Spot :30
- C. Single Spot :60 or more
- D. Campaign

52. Regional/National

- A. Single Spot – Up to 2:00
- B. Campaign

TELEVISION SELF-PROMOTION

53. Local

- A. Single Spot – Any Length
- B. Campaign

54. Regional/National

- A. Single Spot – Any Length
- B. Campaign

ONLINE FILM, VIDEO AND SOUND

55. Internet Commercial

- A. Single Spot – Any Length
- B. Campaign

56. Podcast

- A. Single
- B. Campaign



57. Webisode(s)

- A. Single
- B. Series

BRANDED CONTENT & ENTERTAINMENT

58. Online, Film, Video & Sound

- A. Single entry :60 or less
- B. Single entry - more than :60

59. Television

60. Non-Broadcast

61. Campaign

CINEMA ADVERTISING

62. Movie Trailer

63. In-Theatre Commercials or Slides

SALES PROMOTION

64. Audio/Visual Sales Presentation

MUSIC VIDEOS

65. Music Video

PUBLIC SERVICE

66. Television

67. Radio

68. Online Film, Video & Sound

69. Non-Broadcast Audio/Visual

70. Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

71. Film, Video & Sound

CROSS PLATFORM

All entries in the Cross Platform division (excluding Category 75) must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

INTEGRATED CAMPAIGNS

72. Integrated Advertising Campaigns

- A. Business-to-Business – Local
- B. Business-to-Business – Regional/National
- C. Consumer Campaign – Local
- D. Consumer Campaign – Regional/National

73. Integrated Brand Identity Campaign – Local or Regional/National

74. Integrated Branded Content Campaign – Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

75. Online/Interactive Campaign

PUBLIC SERVICE CAMPAIGNS

76. Integrated Media

ADVERTISING INDUSTRY SELF-PROMOTION

77. Ad Club or Marketing Club

78. Campaigns

- A. Single Medium
- B. Integrated Medium

ELEMENTS OF ADVERTISING

All entries in Elements of Advertising categories 79 - 84 must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Digital entries do not require a physical submission, but must be uploaded.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

COPYWRITING

79. Copywriting



WHO'S HUNGRY?

VISUAL

- 80. Logo Design**
- 81. Infographic**
- 82. Illustration**
 - A. Single
 - B. Series (campaign)
- 83. Still Photography**
 - A. Black & White – Single
 - B. Color – Single
 - C. Digitally Enhanced – Single
 - D. Campaign
- 84. Art Direction**
 - A. Single
 - B. Campaign

FILM & VIDEO

- 85. Cinematography**
- 86. Animation, Special Effects or Motion Graphics**
 - A. 2D or 3D Visual Effects
 - B. Computer Generated Imagery (CGI)
- 87. Video Editing**

SOUND

- 88A. Music Without Lyrics**
- 88B. Music With Lyrics**
- 89. Voiceover Talent**
- 90. Sound Design**

DIGITAL CREATIVE TECHNOLOGY

- 91. Interface & Navigation**
- 92. Responsive Design**
- 93. GPS & Location Technology**
- 94. Augmented Reality**
- 95. Mobile Interaction**
- 96. User Experience**
- 97. Data Driven Media**
- 98. Innovative Use of Interactive/Technology**

SPECIAL LOCAL CATEGORIES

The Philly Ad Club provides these following categories for special local entries as desired ... with select rollup of winners to the regional judging.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

SPECIAL RADIO AND TELEVISION CATEGORIES

99. Radio Spots Produced, Not Aired – Spec and Pitch Work (local only)

100. TV Spots by Budget (based on total production cost)

(PLEASE INDICATE on each entry category 100 A-C, the TV Category from 51-54, in which the spot fits. This is for roll-up purposes if the entry wins.)

- A. Less than \$25,000
- B. \$25,000-75,000
- C. Greater than \$75,000

MULTI-CULTURAL CATEGORIES (CULTURALLY TARGETED ADVERTISING)

Multi-Cultural Categories are local categories and all winners will roll-up to District ADDY Awards for the respective category. (PLEASE INDICATE on each Multi-Cultural entry the Standard Category, from this Call for Entries, that the entry would fit into if using the standard - non Multi-Cultural - categories. This is for roll-up purposes if the entry wins.)

- 101.**
 - A. Sales & Marketing
 - B. Print Advertising
 - C. Out-of-Home & Ambient Media
 - D. Online/Interactive
 - E. Film, Video & Sound
 - F. Cross Platform
 - G. Elements of Advertising

NOTE: When entering, see Entry Submissions & Identification in the 2018 ADDY Awards Competition Rules & Guidelines below within this document.

The Philadelphia American Advertising ADDY® Awards Competition is the first of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). The American Advertising ADDY® Awards Competition is the industry's largest and most representative competition for creative excellence. Entry into the American Advertising ADDY® Awards supports our entire industry, because 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.



2018 AMERICAN ADVERTISING ADDY AWARDS COMPETITION RULES & GUIDELINES:

ELIGIBILITY

The Philadelphia American Advertising ADDY® Awards Competition is open to any individual, company or organization engaged in the creation of advertising. There is no limit to the number of entries a person or organization can enter. Entries in the Philadelphia ADDY® Awards Competition may not be entered in any other local ADDY® Awards Competition and must have been created within the Philadelphia CBSA, DMA or MSA (as defined by Arbitron or Nielsen). All entries must have first appeared in the media between January 1 and December 31, 2016.

The expressed intent of the American Advertising ADDY® Awards Competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising “real” advertising, for “real” clients, with “real” marketing objectives, in or on “real” media. Occasionally, an entry is submitted which appears to have been created outside the conventional agency-to-client-to-media marketing structure. The appearance given by such an entry, to other entrants and to the judges, is that the entry was created solely for the purpose of winning an award, rather than satisfying a legitimate paying client’s needs. The AAF and the ADDY® Awards Competition shall not accept any such “unreal” entries.

All entries submitted in the competition, with the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion, must have been the result of paid creative services and media placement in the normal course of business. Entries that meet the criteria of Public Service Advertising, Advertising for the Arts or Industry Self Promotion can only be entered in those categories.

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the manifest form to furnish the necessary documentation for review by the American Advertising ADDY® Awards committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification without reimbursement of entry or other required fees.

DEFINITION OF PUBLIC SERVICE

Categories for public service entries are located within the divisions that define the creative work performed (for instance Online/Interactive or Print Advertising).

Public service advertising has as its goal the improvement of the public’s health, education and/or welfare. Advertising work done for non-profit social organizations or causes, charities or NGOs should be entered in a Public Service category. Other Public Service submissions include work done for local, state and national governmental bodies, public safety, environmental, diversity, religious and education.

All Public Service advertising, regardless of whether the agency creative and media placement were paid, must be entered in these categories and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories. Please Note: Public Service entries are not eligible for Best of Show consideration.

Advertising work done for arts and sciences organizations such as museums, science centers, zoos, orchestras, film & music festivals etc. should NOT be submitted in the Public Service categories but rather must be submitted in the appropriate general advertising categories.

ADVERTISING INDUSTRY SELF-PROMOTION

All advertising and special event materials and creative work performed for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Creative Services and advertising supplier/vendor ads created by, or for, an agency that advances the agency’s or supplier/vendor’s cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.).

Includes, but is not limited to: agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/film and audio production companies.

Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the Elements of Advertising categories. Please Note: Advertising Industry Self-Promotion entries are NOT eligible for Best of Show consideration.



WHO'S HUNGRY?

NON-ENGLISH ENTRIES

Entries in languages other than English will be accepted; however, the entry must indicate the language used.

All Entries Must Accomplish the Following:

1. Be accompanied by an English translation for the judges to read, (should include 7 copies)
2. Meet all eligibility requirements,
3. Be correctly identified and submitted in the correct category,
4. Include a completed and signed entry form,
5. Conform to defined submission requirements, and
6. Conform to all applicable copyright laws.

Entries not conforming to the above requirements may be subject to disqualification.

AWARDS

Gold and Silver American Advertising ADDY® Awards may be awarded in each category of competition at the discretion of the judges.

All Gold ADDY® Award winners, at the local level, will be automatically forwarded to the District 2 ADDY® Awards Competition. All Silver ADDY® Awards winners can be forwarded at the discretion of the entrant.

Should the entry win Gold at the district level, it will be forwarded to the national competition with fees paid by the district.

ENTRY SUBMISSIONS & IDENTIFICATION:

(It is extremely important that all aspects are followed.)

All entries must be submitted on line through the Philly Ad Club Website - www.Phillyadclub.com - **and have a physical entry form submitted in a manila or clear plastic envelope ... with the exception of Online/Interactive categories (#37-47 and 75); Film, Video & Sound categories (#48-71); and Select Elements of Advertising categories (#85-98).**

On the home page – click on the designated “ADDY” slider – to enter the ADDY Entry Area. Once there, create a password for your company and follow the directions. Once you have entered your company information and password you are ready to input your entries. Simply click the “Add Entry” button and complete the entry form. Once you have fully completed the form - including the credits box - hit the submit button. Then, in your list of entries, be sure to print two copies of the completed entry form (for each entry), which includes the entry number labels.



WHO'S HUNGRY?

When you have finished adding all of your entries and have printed out all entry forms, click on the “View Manifest” button. Review all entries, entrant information, and costs.

PLEASE NOTE, REGARDING TYPOS: *If your entry wins and moves on to the following rounds, grammatical or typo edits to any of the entry information will not be able to be made. This will also affect trophy copy. Trophies will not be re-ordered due to grammatical or typographical errors. Please proof read all information you are submitting.*

Complete payment portion and print out the form. Be sure to sign and date the manifest form. If you are paying by check paperclip the check to the manifest form. It is important that your manifest form be delivered with your entries.

ENTRY FORMAT FOR PRINT, COLLATERAL, 3-D ENTRIES

(PLEASE NOTE CAREFULLY)

Black board or foam board mounting of physical entries is not accepted. Instead, physical entries must be placed inside appropriately sized, transparent-plastic or manila-type envelopes.

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. (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. Attach 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 9, 2 of 9, 3 of 9, etc.). Firmly affix an entry form to the back of the envelope and place an additional entry form inside the envelope.



BROADCAST, AUDIO VISUAL OR COMPUTER PRESENTATION ENTRIES

All video and audio assets for ADDY Awards entries must be submitted as digital uploads via the online ADDY software. DVDs and CDs are NO LONGER ACCEPTED and will not be judged.

This entry procedure applies for all TV commercials, radio commercials, infomercials, webisodes, Internet commercials, digital summaries for non-traditional, mobile app and integrated campaign categories.

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes in length**. The edited entry must be uploaded as a digital video file.

SUBMISSION OF DIGITAL ENTRIES

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories (#37 – 47 and 75)
- Entries in all Film, Video & Sound categories (#48 – 71)
- Entries in select Elements of Advertising categories (#85 – 98)

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process FOR THESE CATEGORIES ONLY requires only the online portion of the process – no physical work samples or entry forms are required for submission. However, for ALL OTHER CATEGORIES, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry.

ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive 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.

Judging of online entries 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. URLs, banners and menus must not contain any references to the entrant.

NOTE: Make sure name of entrant does not appear in any URL (unless self promotion).

INTEGRATED CAMPAIGNS

Integrated Campaigns must use at least two, but no more than six media. The maximum number of components per medium is four, and the total number of components for the Integrated Campaign entry must not exceed nine.

All components of the campaign must be entered together in a large enough envelope. Label each component with the number of the total for each campaign, (1 of 6, 2 of 6, 3 of 6, etc.). On the outside of the envelope, follow identification rules above and indicate the total number of pieces in the entry.

Note: Refer to the appropriate medium/category entry format for instructions on submission requirements.

Please remember:

1. Do not submit more than four ads or commercials in any single medium campaign category.
2. Do not submit more than nine total ads or commercials in any Integrated Campaign.

ENTRY FEES

Philly Ad Club members - \$130 for single entries and \$185 for campaigns. Non-members, entry fees are \$185 for single entries and \$265 for campaigns. Make check payable to the "Philly Ad Club." You may also charge your entry to MasterCard, Visa or American Express. Entry fees must accompany entries. Entries received without payment will not be accepted.

ALL ENTRIES RECEIVED AFTER THE DEADLINE OF JANUARY 8, 2018 AT 5PM WILL BE SUBJECT TO A \$25 PER ENTRY SURCHARGE. THE COMPETITION WILL CLOSE ON JANUARY 16, 2018 AT 5PM AND NO ENTRIES WILL BE ACCEPTED AFTER CLOSE OF THE COMPETITION.



For more information contact the Philly Ad Club:

T: 215-477-1993, office@phillyadclub.com, www.phillyadclub.com

ALL ENTRY SUBMISSIONS, IDENTIFICATIONS, AND ENTRY FORMAT REQUIREMENTS MUST BE FOLLOWED OR ENTRY WILL BE DISQUALIFIED.

ADDITIONAL RULES & GUIDELINES:

CAMPAIGN ENTRIES

A **SINGLE MEDIUM** campaign is no less than two and no more than four total pieces in the entry. An **INTEGRATED 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.

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 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 American Advertising ADDY® Awards competition and replace all others from previous competitions. The names American Advertising Awards, 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.

“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 American Advertising Awards Committee (N3AC).

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.

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 N3AC. Failure to do so can be grounds for disqualification without refund of entry fees. Decisions on eligibility made by the National American Advertising Awards Committee (N3AC) 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.}

CATEGORY LIST WITH EXPANDED DEFINITIONS:

SALES & MARKETING

NOTE: All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

SALES PROMOTION

Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

01A Catalog

A printed piece - usually a booklet, folder or brochure to sell products or services via a “call for action” and a procedure for ordering and/or buying.

01B Sales Kit or Product Information Sheets

An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (7 A or B). If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

01C Menu

A list of options available to a diner, shopper, etc.

01D Campaign

2-4 pieces may be submitted from work that qualifies in categories 01 A, B and/or C.

Packaging

All product packaging

02A Single Unit

02B Campaign

2-4 pieces may be submitted from work that qualifies in category 02A.

Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location.

03A Counter Top

A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags.

03B Free Standing

Self-contained unit or device that requires no additional support or elevation for proper product or service presentation.

COLLATERAL MATERIAL

04 Stationery Package – Single or Multiple Pieces

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

05 Printed Annual Report

Yearly communications piece, 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. Digital annual reports should be entered in category 44—Digital Publications.

Printed Newsletter

06A Single Newsletter

A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Public Service and Industry Self Promotion should not be entered here, but into their respective categories. Digital newsletters should be entered in Category 44—Digital Publications.



06B Campaign

2-4 pieces may be submitted from work that qualifies in category 06A. Editions submitted must all be distributed to the same audience. Digital newsletters should be entered in Category 44-Digital Publications.

Brochure

07A Single Unit

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. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. Digital brochures should be entered in Category 44-Digital Publications.

07B Campaign

2-4 brochures may be entered for the same product, service and/or brand. Digital brochures should be entered in Category 44-Digital Publications.

Publication Design

Layout and design of the interior and/or exterior of a magazine or book.

08A Cover

Layout & design of the front exterior of a magazine or book.

08B Editorial Spread or Feature

One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Entire publications should be entered into the Magazine Design (08D) or Book Design (08E) categories.

08C Cover/Editorial Spread or Feature – Series

2-4 pieces may be submitted from work that qualifies in categories 08A and/or 08B. Please mark spreads to be judged.

08D Magazine Design

Entire magazine design from cover-to-cover.

08E Book Design

Entire book design from cover-to-cover.

Special Event Material

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.

This category does not include Advertising Industry Self Promotion or Public Service. They must be entered in their respective categories.

09A Card, Invitation, Announcement – Single Unit

09B Card, Invitation, Announcement – Campaign

2-4 pieces may be submitted from work that qualifies in category 09A.

DIRECT MARKETING

Anything that is 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 in the appropriate direct marketing categories. Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

Direct Mail

10A Flat - Single

Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertising or promotional effort. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

10B Flat – Campaign

2-4 pieces may be submitted from work that qualifies in category 10A.

10C 3D / Mixed – Single

Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat, but take on dimension in their final forms. Entries typically 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. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

10D 3D / Mixed – Campaign

2-4 pieces may be submitted from work that qualifies in category 10C.



Specialty Advertising

11A Apparel

Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

11B Other Merchandise

Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paperweights, etc. that are created to promote a company, corporate image, brand or event.

11C Campaign

2-4 pieces may be submitted from work that qualifies in categories 11A and/or 11B.

PUBLIC SERVICE

(See public service advertising guidelines above)

Public Service Collateral

12A Brand Elements

Stationery, logo, invitations, POS materials, newsletters etc.

12B Annual Report (printed or digital)

Yearly communications piece, 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.

12C Brochure/Sales Kit

All public service sales kits, information sheets and brochures

Public Service Direct Marketing & Specialty Advertising

13A Single Unit

Public Service direct marketing, direct mail or specialty advertising

13B Campaign

2-4 pieces may be submitted from work that qualifies in category 13A.

ADVERTISING INDUSTRY SELF-PROMOTION

Collateral

14 Brand Elements

Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures etc.

15 Direct Marketing & Specialty Advertising

Advertising industry self-promotion direct marketing, direct mail and specialty advertising.

16 Special Event Materials (printed or digital)

Advertising industry self-promotion special event materials, including cards, invitations or announcements.

PRINT ADVERTISING

NOTE: All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

MAGAZINE ADVERTISING

Advertising that appears in periodic (annually, bi-annually, quarterly, monthly, weekly etc.) publications. Circulation/distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

Magazine Advertising

17A Full Page Or Less – Single Unit

17B Spread, Multiple Page or Insert

17C Campaign

2-4 pieces may be submitted from work that qualifies in categories 17A and/or 17B.

MAGAZINE SELF-PROMOTION

Any advertisement, which appears in a magazine, promoting that magazine.

Magazine Self-Promotion

18A Single Unit – Any Size



18B Campaign

2-4 pieces may be submitted from work that qualifies in category 18A.

NEWSPAPER ADVERTISING

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.

Newspaper Advertising

19A Fractional Page – Single Unit

Newspaper ad that fills less than a full page, regardless of newspaper size/format (tabloid, broadsheet etc.)

19B Full Page – Single Unit

Ad that fills an entire page regardless of newspaper size/format (tabloid, broadsheet etc.)

19C Spread or Multiple Page – Single Unit

Newspaper advertising sections, etc.

19D Specialty Advertising – Single Unit

Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, “post-it” promotions, calendars, flat sample packs, poly bags & wrappers.

19E Campaign

2-4 pieces may be submitted from work that qualifies in categories 19A, 19B, 19C and/or 19D.

NEWSPAPER SELF-PROMOTION

Any advertisement, which appears in a newspaper, promoting that newspaper.

20A Single Unit - Any Size

20B Campaign

2-4 pieces may be submitted from work that qualifies in category 20A.

BRANDED CONTENT & ENTERTAINMENT

Original content that may or may not directly promote the brand or product, but is created

on behalf of the brand. Any branded content and/or branded entertainment placed or

appearing in print media.

21 Branded Content & Entertainment – Any print medium

Any branded content and/or branded entertainment placed or appearing in print media.

PUBLIC SERVICE

See public service advertising guidelines above.

Public service advertisement placed in any print medium.

22A Public Service Print Advertising – Single Unit

22B Public Service Print Advertising – Campaign

2-4 pieces may be submitted from work that qualifies in category 22A

ADVERTISING INDUSTRY SELF-PROMOTION

23 Advertising Industry Self-Promotion – Print Advertising

Self-Promotion Advertising created by an advertising industry entity for any print medium.

OUT-OF-HOME & AMBIENT MEDIA

NOTE: All entries in the Out-of-Home & Ambient Media division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

AMBIENT MEDIA

Guerrilla Marketing

Formerly known as a form of “non-traditional advertising” guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital



(video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

24A Single Occurrence

24B Campaign

2-4 pieces may be submitted from work that qualifies in category 24A.

Installations

Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

25A Single Installation

25B Multiple Installations

2-4 pieces may be submitted from work that qualifies in category 25A.

Events

Event execution (not architecture - see Installation). Entries in this category may 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.

26A Single Event

26B Multiple Events

2-4 of the above pieces may be submitted from work that qualifies in category 26A.

OUT-OF-HOME

Poster

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, nor any outdoor signage.

27A Poster - Single Unit

27B Poster - Campaign

2-4 of the above pieces may be submitted from work that qualifies in category 27A.

Outdoor Board

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

28A Flat - Single Unit

28B Super-sized, Extension/Dimensional, Digital or Animated - Single Unit

Mass Transit/Airlines

29A Interior - Single

Advertising placed inside any public transit vehicle.

29B Exterior - Single

Advertising placed on the exterior surface of any vehicle, including public transit, corporate vehicles etc. Bus wraps, and all other exterior vehicle signage, as well as bus shelter ads should be entered here.

Site

Interior or exterior signage that is restricted to public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas etc. Does not include posters described in category #27, or signage in the outdoor or transit categories.

30A Interior - Single

Interior signage, animated or static placed in airports, malls, transit stations, places of business.

30B Large Venue - Single

Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage etc.

31 Out-Of-Home Campaign

2-4 pieces may be submitted from work that qualifies in categories 28A-30B.



Out-Of-Home Self-Promotion

Advertising for an out of home company appearing on that company's out of home media.

32A Single Unit

32B Campaign

2-4 pieces may be submitted from work that qualifies in category 32A.

PUBLIC SERVICE

See public service advertising guidelines above.

Public Service Out-Of-Home

33A Poster

Any public service poster.

33B Out-Of-Home

Any public service out of home advertising.

33C Campaign

2-4 pieces may be submitted from work that qualifies in categories 33A or 33B.

Public Service Ambient Media

34A Single Occurrence

Any public service ambient media, including guerrilla marketing, installations and events.

34B Campaign

2-4 pieces may be submitted from work that qualifies in category 34A.

ADVERTISING INDUSTRY SELF-PROMOTION

35 Advertising Industry Self-Promotion Out-Of-Home

Any public service out of home advertising, including outdoor boards, transit advertising and posters.

36 Advertising Industry Self-Promotion Ambient Media

Any advertising industry self-promotion ambient media, including guerrilla marketing, installations and events.

ONLINE/INTERACTIVE

NOTE: Entries for categories within the Online/Interactive division do not require physical submission. Judging of these entries will be done online, using the digital content provided via URL during the online entry process.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

WEBSITES

Websites

37A Consumer

Any website created primarily for consumer use

37B B-to-B

Any website created primarily for business-to-business commerce

37C Microsites

Any web page or series of pages that are a part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. Does not include animated movies or intros, which should be entered in Elements of Advertising. When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

SOCIAL MEDIA

Social Media

38A Single Execution

Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms, but only one entry is required.

38B Campaign

Creative executions of brand advertising, marketing and/or promotion across social media. The campaign may have appeared on one or multiple platforms. 2-4 pieces may be submitted from work that qualifies in category 38A.



APPS, GAMES AND VIRTUAL REALITY

Apps, Games and Virtual reality

Apps must advertise a product or service. Apps will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This summary should describe and demonstrate the design and functionality of the app as well as the most important user benefits and attributes of the app. Judges will not be given access to the app itself.

39A Mobile App

Interactive mobile apps for tablets, smartphones and wearable devices.

39B Website Based App

Interactive apps for desktop and laptop-based web browsers.

39C Games

Online/Interactive games

39D Tools & Utilities

Interactive applications regardless of the device or interface such as screensavers, widgets etc.

39E Virtual Reality – Single

The computer-generated simulation of a three-dimension image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

ADVERTISING & PROMOTION

40 Web Banner Ads or Website Takeover

41 Campaign

2-4 pieces may be submitted from work that qualifies in category 40.

42 Email

Single or multiple (campaign) email occurrences

BLOGS & DIGITAL PUBLICATIONS

43 Blogs

Eligible blog content must support a brand or advertise a product or service.

44 Digital Publications

Online publication (single or multiple occurrence) in support of a brand, such as magazines, newsletters or books.

BRANDED CONTENT & ENTERTAINMENT

45 Branded Content & Entertainment for Online/Interactive

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 58A or 58B.

PUBLIC SERVICE

See public service advertising guidelines above.

46A Public Service Online/Interactive

Single public service entries for Online/Interactive - excluding Public Service Online Film, Video & Sound which should be entered in category 68.

46B Public Service Online/Interactive Campaign

2-4 pieces may be submitted from work that qualifies in category 46A.

ADVERTISING INDUSTRY SELF-PROMOTION

47 Advertising Industry Self-Promotion Online/Interactive

Single Advertising Industry Self-Promotion entries for Online/Interactive - excluding Online Film, Video & Sound, which should be entered in Category 71.

FILM, VIDEO & SOUND

NOTE: Entries for categories within the Film/Video & Sound division do not require physical submission. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Make sure name of entrant does not appear in any URL (unless self promotion).



WHO'S HUNGRY?

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

RADIO ADVERTISING

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 mass media transmission. Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the radio category, commercials aired on stations in more than one market or “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.” Any time a commercial extends past one “metro” (two or more), it is defined as regional/national and must be entered accordingly. Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one “metro”) are considered a campaign. If placed in two different markets, they do not qualify as a local campaign.

Radio Advertising / Local

A local radio commercial is one that is broadcast on the station(s) of one market (no more than one “metro”). Radio commercials broadcast on stations in more than one “metro”

(even if placed on only one station in each of two “metros”) do not qualify as “local.”

48A Single Spot :30 seconds or less

48B Single Spot more than :30 seconds

48C Campaign

2-4 pieces may be submitted from work that qualifies in categories 48A and/or 48B.

Radio Advertising – Regional/National

A single radio commercial that is broadcast in two or more markets (metros), or on national radio networks or streaming outlets.

49A Single Spot :30 seconds or less

49B Single spot more than :30 seconds

49C Campaign

2-4 pieces may be submitted from work that qualifies in categories 49A and/or 49B.

RADIO SELF-PROMOTION

Radio Self-Promotion

Any advertisement which appears on a radio station or outlet, promoting that station.

50A Single Spot – Any Length

50B Campaign

2-4 pieces may be submitted from work that qualifies in category 50A.

TELEVISION ADVERTISING

Television Advertising – Local (One DMA)

A single TV commercial that is broadcast on the station(s) of one market (no more than

one DMA). TV commercials broadcast on stations in more than one DMA (even if placed

on only one station in each of two DMAs) do not qualify as “local.” If no competition

exists in a DMA, the District will direct entrants of correct entry procedure.

51A Single Spot :15 or less

TV Commercial that consumes :15 seconds or less of airtime.

51B Single Spot :30 seconds

TV Commercial that consumes between :16 and :30 seconds or airtime.

51C Single Spot :60 seconds or more

TV commercials longer than :30 seconds should be entered here. Includes all TV “direct marketing” commercials that are longer than one minute, but does not include “Infomercials” which should be entered in the Branded Content and Entertainment For Television category #59.

51D Campaign

2-4 pieces may be submitted from work that qualifies in categories 51A, 51B and/or 51C.



Television Advertising – Regional/National

TV commercials which have aired on national broadcast, cable or satellite networks or in more than one local market (DMA).

52A Single Spot – Up to 2:00

52B Campaign

2-4 pieces may be submitted from work that qualifies in category 52A.

TELEVISION SELF-PROMOTION

Television Self Promotion - Local

Any advertisement which appears on a local TV station, promoting that TV station.

53A Single Spot – Any Length

53B Campaign

2-4 pieces may be submitted from work that qualifies in category 53A.

Television Self-Promotion – Regional or National

Any advertisement which appears on a regional or national TV outlet or network, promoting that TV outlet or network.

54A Single Spot – Any Length

54B Campaign

2-4 pieces may be submitted from work that qualifies in category 54A.

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category, unless there is a change in content

(see "New Creative" under "Eligibility" above). Entry must be submitted as an online video using its URL, not as a digital upload.

55A Single Spot – Any Length

55B Campaign

2-4 pieces may be submitted from work that qualifies in category 55A.

Podcast

A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for playback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

56A Single Podcast

56B Campaign

2-4 pieces may be submitted from work that qualifies in category 56A.

Webisode(s)

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category can be up to four webisodes which must advertise a product or service. Entry must be submitted as an online video using its URL(s), not as a digital upload.

57A Single Webisode

57B Series

2-4 pieces may be submitted from work that qualifies in category 57A.

BRANDED CONTENT & ENTERTAINMENT

Branded Content & Entertainment For Online Film, Video & Sound

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

58A Single entry :60 seconds or less

58B Single entry – more than :60 seconds

59 Branded Content & Entertainment For Television

All forms of audio/visual branded content and/or branded entertainment created for and distributed via broadcast, cable or satellite television. This category is for executions of



any length and may include infomercials. Long-form entries must be edited to five minutes or less for judging purposes.
Single Entry – Any Length

60 Branded Content & Entertainment – Non-Broadcast

All forms of audio/visual branded content and/or branded entertainment created for and distributed via methods other than the Internet or television, such as theatrical films and presentation videos. Single entry – short or feature length. Entries in this category must be edited to five minutes or less for judging purposes.

61 Branded Content & Entertainment Campaign

2–4 pieces may be submitted from work that qualifies in categories 58A–60.

CINEMA ADVERTISING

62 Movie Trailer

Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films.

63 In-Theatre Commercials or Slides

In-theatre commercials and slides for any product or service other than theatrical films.

SALES PROMOTION

64 Audio/Visual Sales Presentation

Any advertising, promotional and/or marketing message that is conveyed via audio and/or video method usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length for judging purposes.

MUSIC VIDEOS

65 Music Video

A short film integrating a song and imagery created for the purpose of promoting, marketing and/or advertising the music, performance or artist. Must be edited to a maximum length of 5 minutes.

PUBLIC SERVICE

See public service advertising guidelines above.

66 Public Service Television

Any public service TV advertising. Single spot – any length

67 Public Service Radio

Any public service radio advertising. Single spot – any length

68 Public Service Online Film, Video & Sound

Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence – any length.

69 Public Service Non-Broadcast Audio/Visual

Public service advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence – any length.

70 Public Service Campaign

Campaign consisting of 2–4 executions of 66, 67, 68 or 69.

ADVERTISING INDUSTRY SELF-PROMOTION

71 Advertising Industry Self-Promotion Film, Video & Sound

Any film, video or sound content created as self-promotion material by a member of the advertising industry, regardless of the intended medium. Includes online video, television, radio and demo reels. Single occurrence – any length.

CROSS PLATFORM

NOTE: All entries in the Cross Platform division (excluding Category 75) must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.



INTEGRATED CAMPAIGNS

An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging.

Integrated Campaign entries 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 noncompliant entry to be removed from judging.

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).

72B B-to-B Campaign – Regional/National

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

72C Consumer Campaign – Local

Consumer ad campaign using more than one medium that appears in just one market (DMA)

72D Consumer Campaign – Regional/National

Consumer ad campaign using more than one medium that appears in more than one market (DMA)

73 Integrated Brand Identity Campaign – Local or Regional/National

An Integrated Brand Identity Campaign is defined as a series of mixed elements created to support a brand. Examples might include logo designs, stationery package components, signage, jingles, logo animations, etc. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

74 Integrated Branded Content Campaign – Local or Regional/National

An Integrated Branded Content Campaign is defined as a series of executions representing branded content and/or branded entertainment efforts across more than one

medium in support of a single brand and theme (campaign). Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

ONLINE/INTERACTIVE CAMPAIGN

75 Online/Interactive Campaign

Up to 10 pieces may be submitted from work that qualifies in categories 37A-47 and/or 55A-57B.

PUBLIC SERVICE

See public service advertising guidelines above.

Public Service Campaigns

76 Integrated Media Public Service Campaign

A public service advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign 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.

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

ADVERTISING INDUSTRY SELF-PROMOTION

77 Ad Club or Marketing Club

Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category. Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering American Advertising Awards-related materials, all campaign elements should be entered in the competition year FOLLOWING THE YEAR THEY PROMOTE, regardless of usage date.

Advertising Industry Self-Promotion Campaigns

78A Single Medium Campaign



2-4 executions from a single medium from any advertising industry self-promotion campaign.

78B Integrated Media Campaign

An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Advertising Campaign entries should 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.

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

ELEMENTS OF ADVERTISING

NOTE: All entries in Elements of Advertising categories 79 - 84 must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING – and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

Digital entries do not require a physical submission, but must be uploaded.

Make sure name of entrant does not appear in any URL (unless self promotion).

Please see 2018 ADDY Awards Checklist on page 2 to ensure your entry is complete.

COPYWRITING

79 Copywriting

Copywriting for any advertising medium.

VISUAL

80 Logo Design

An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective. Proof of usage is required.

81 Infographic

A representation of information in a graphic format designed to make the data easily understandable. Proof of usage is required.

Illustration

Flat, dimensional or animated illustration, any number of colors

82A Illustration – Single

82B Illustration – Series

2-4 pieces may be submitted from work that qualifies in category 82A.

Still Photography

83A Black & White, Single

83B Color, Single

83C Digitally Enhanced, Single

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.

83D Campaign

2-4 pieces may be submitted from work that qualifies in category 83A-C.

84A Art Direction – Single

84B Art Direction – Campaign

Art direction for any advertising medium. Single execution or campaign.

FILM & VIDEO

85 Cinematography

Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.



WHO'S HUNGRY?

86A Animation or Special Effects

2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

86B Computer Generated Imagery (CGI)

Computer graphics to create or contribute to images in art, printed media, video games, films, television programs, shorts, commercials, videos and simulators.

87 Video Editing

Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

SOUND

88A Music Without Lyrics

Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.

88B Music With Lyrics

Any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry.

89 Voiceover Talent

Audio performance by a narrator, announcer or voice actor in the execution of an advertising message regardless of the audio or visual medium.

90 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

91 Interface & Navigation

The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.

92 Responsive Design

Entries will be judged on overall site design and the quality of the user’s experience when viewed using different devices (browsers, tablets smart phones, etc.)

93 GPS & Location Technology

Creative use of location technology to advance or improve the principal purpose of site or app.

94 Augmented Reality

Creative use of augmented reality technology in the execution of a website or app.

95 Mobile Interaction

Creative integration of mobile technology with other media (such as print, outdoor etc.) in the execution of an advertising message or campaign.

96 User Experience

The totality of elements that make up the interface of an advertisement, brand message or campaign - including layout, visual design, text, brand, sound, and interaction. Learnability, usability, usefulness, and aesthetic appeal are key factors in users’ experience.

97 Data Driven Media

Innovative use of data-driven digital media that delivers a personalized experience to each user.

98 Innovative Use of Interactive / Technology

Creative, novel and ground-breaking uses of digital technology in the design, development and execution of an advertisement, brand message or campaign.

ALSO see Categories 99, 100, and 101 above for the Philadelphia American Advertising ADDY Awards Competition “Local Only” Categories.