

The Creative Spirit of **A** *vertising*
2006 CALL FOR ENTRIES

ADDY[®]
THE CREATIVE SPIRIT OF ADVERTISING



The ADDY® Awards are the largest and most comprehensive creative competition in the industry, honoring creative excellence in nearly every area of advertising. It is the only major national creative competition with three rigorous levels of judging – at the local, regional and national levels.

Work is entered into the ADDY® competition on the local level through over 210 local Advertising Federations nationwide. Work that is selected as the very best in each local market advances to compete on the regional level, which in the case of the 4th District includes Florida and the Caribbean. Finally, regional winners from the 14 AAF Districts across the country compete in the national level of

competition, making a National ADDY® one of the toughest awards in the industry to win.

For the second year, the American Advertising Federation (AAF) and National Ad 2 are proud to sponsor the three-tier Student ADDY® competition in conjunction with the professional competition. The Student ADDY® Awards spotlight the up and coming talent, recognizing and honoring outstanding creative work done by students in an accredited U.S. educational institution.

Celebrate the Creative Spirit of Advertising –
Enter the ADDYs.

Celebrate the Creative Spirit of Advertising

ADDY®
THE CREATIVE SPIRIT OF ADVERTISING



AAF
AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™

How to Enter

Visit www.addycompetition.com, click on Enter the ADDYs and login as an entrant. Review the club listing to find your local competition, and follow the simple drop down menus to enter your information. It is the responsibility of the entrant to make sure all information is correctly entered into the system, and the appropriate people are credited. Submission of entries acknowledges the right of the AAF to use them for marketing of the ADDY show.

All entries become the property of your local club, District, or the AAF and will not be returned. Do NOT send original or irreplaceable artwork. It will not be returned.

Deadlines

Entry deadline and drop-off information is available from your local chapter. Entry forms must be completed through the online entry software. Physical entries, printed entry forms and manifests, along with payment must be dropped off at your local Advertising Federation's Entry Day location – *before the deadline*. You must enter the ADDY competition at the local level to be eligible for District and National levels of competition.

Eligibility

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2005. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion categories, work entered must have been the

result of paid creative services and media placement in the normal course of business – excluding student entries.

Entry Fees

Single Entry: Member \$57
Non-Member \$112
Campaign Entry: Member \$72
Non-Member \$142

Local clubs may add a surcharge for entries not completed online or for late entries. Please check with your local club for their rules. Checks should be made payable to your local club. Entry fees must accompany entries. Entries received without payment will not be accepted. Since there is a substantial savings in entry fees for members, you should consider joining your local organization.

Geographic Considerations

Entries may be entered into only one local ADDY competition which should be determined by the location of the agency where the work was created. The piece must be entered in the MSA of the entrant. The entrant, if other than the agency/creative team, may choose to enter the work on their behalf (examples include, but are not limited to: printers, production companies or client). In this case, their 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 in only one competition. Should a conflict arise the ADDY competition defers to the rights of the creator in all cases.

Forwarding of Winners

Only work that has won a Gold or

Silver ADDY at an ADDY competition will be eligible into the next level of the competition.

Auto-Forwarding

If your entry wins a Gold ADDY at the local show, it will be automatically forwarded to the Fourth District competition with fees paid by the local Ad Federation. Should the entry win Gold at District level, it will be forwarded to the National competition with fees paid by the Fourth 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. Make sure you check the "auto-forward" box during your online registration, indicating that you wish to be billed for the corresponding forwarding entry fees.

"Real" Advertising

The expressed intent of the ADDY Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. All entries, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business.

"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 this instance an ad with a previously used illustration does not qualify. If questionable, the final decision rests with your local ADDY Committee, the Fourth District ADDY Chair, and ultimately the National ADDY Committee.

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. Failure to do so can be grounds for disqualification without refund of entry fees.

Please be advised that copyright infringement and plagiarism (whether 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.

Decisions of judges and the various ADDY Chairs and committees – including eligibility, qualifications and appropriate category placements – are final.

Mosaic ADDY® Award

The Fourth District and the American Advertising Federation is committed to recognizing advertising which promotes diversity and issues related to multiculturalism. At all levels of competition, Gold and Silver winning pieces will be screened for relevance to these issues. The most exceptional piece or pieces will be eligible for selection by judges to receive a special Mosaic ADDY®.

IMPORTANT CHANGES

Entry Submission and Identification

Mounting entries on black board or foam board is no longer required.

Instead, physical entries must be placed inside an appropriately-sized envelope. Transparent, plastic envelopes found in most office supply stores and catalogs are recommended. Manila or white envelopes may also be used.

If a transparent envelope is used, insert two copies of the entry form securely inside the envelope behind the physical entry so the entry is all that is seen. Firmly affix the entry number to the BACK of the piece.

If a manila-type envelope is used, the entry number label should be attached to the back of the piece. Spray-mount the entire entry form on the front of the envelope and insert a copy of the entry form inside.

If a 3-D item is small enough, place it inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope.

(If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

When a 3-D item is too large to fit inside an envelope, place 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. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside.

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 a Mixed Media 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 front of the envelope and place an additional entry form inside.

No information identifying the entrant should appear on the face of an entry.

Campaign Entries

A Single Medium campaign is no less than two and no more than four total pieces in the entry. A Mixed/ Multiple Media campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There can be no more than four ads per medium, with a maximum number of nine total pieces in the entry.

Broadcast, Audio Visual or Computer Presentation Entries

The only accepted format for video and television entries is DVD. Be sure that submitted DVDs will play on a consumer DVD player or it may be subject to disqualification. When a DVD contains

multiple spots as a campaign entry, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play. Entries must be "viewing copy only" and contain no color bars, tones or slates. Audio CDs are the only accepted audio format. *(No AIFF, MP3, WMV or Wave files.)*

Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Label each case with the entry number on the front right hand corner of the case. Place entries inside an appropriately sized transparent plastic envelope. Insert two copies of the entry form inside the envelope. Write the entry number and title on the CD/DVD face with permanent, CD safe pen. For campaign entries, indicate the number of spots in the campaign. DO NOT affix labels to the actual face of the CD/DVD.

Video sales presentations and infomercial entries must submit an edited representative content up to NO MORE THAN FIVE MINUTES in length. Transfer Sales Presentation entries to DVD.

Internet / Interactive Media

For Website and online entries, submit the URL addresses. In addition, you must submit a printed, 8.5" x 11" color screenshot and a CD (Mac OS or PC compatible) of the site/entry. Designate on the entry which OS is used. Affix the entry number on the front of the CD case and place all of the entry into an appropriately sized envelope. Insert two copies of the entry form inside. Judging will be done online, using the URL whenever

possible, the CD is to be used only in emergency situations. URLs should not require a username or password. In the event that a site is database driven, please indicate this on the entry as explanation for lack of CD. For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a complete and signed entry form.
- Conform to defined submission requirements.
- Conform to all copyright laws.

Expanded rules & regulations and category list with definitions available online at: www.addycompetition.com

If you have questions, please contact your local or 4th District ADDY chair.

The rules, divisions and categories defined here serve as the official policy for the AAF ADDY competition and replace all others from previous competitions. The name ADDY Awards, ADDY and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation.

SALES PROMOTION

Product or Service Sales Presentation

- 1A. Catalog
- 1B. Sales Kit or Product Info Sheets
- 1C. Printed Newsletter
- 1D. Menu

Packaging

- 2A. Single Unit
- 2B. CD, DVD, VHS or Cassette
- 2C. Campaign

Point-of-Purchase (POP)

- 3A. Counter Top, or Attached
- 3B. Free-Standing
- 3C. Trade Show Exhibit
- 4. Audio/Visual Sales Presentation

COLLATERAL MATERIAL

Stationery Package

- 5A. Flat Printed
- 5B. Multiple Process

Annual Report

- 6A. Less than four-color
- 6B. Four-color

Brochure

- 7A. Less than four-color
- 7B. Four-color
- 7C. Campaign

Publication Design (Magazine or Book)

- 8A. Cover
- 8B. Editorial Spread
(1 editorial spread per entry)
- 8C. Series (Covers or spreads)

Poster

- 9A. Single
- 9B. Campaign

Special Event Material

- 10A. Card
- 10B. Invitation
- 10C. Announcement
- 10D. Campaign

DIRECT MARKETING

Business-to-Business Single

- 11A. Flat
- 11B. 3-D

B-to-B Campaign

- 12A. Flat
- 12B. 3-D/Mixed

Consumer, Single

- 13A. Flat
- 13B. 3-D

Consumer, Campaign

- 14A. Flat
- 14B. 3-D/Mixed

Specialty Advertising

- 15A. Apparel
- 15B. Other Merchandise

OUT-OF-HOME

Outdoor Board

- 16A. Flat
- 16B. Extension/Dimensional
- 16C. Other (Electronic, Digital,
Moving, Animated and or
Super-sized, etc.)

Vehicle Graphic

- 17A. Company Identification
- 17B. Wrap

Mass Transit

- 18A. Interior
- 18B. Exterior
- 18C. Shelter

Site

- 19A. Interior
- 19B. Exterior

Campaign

- 20. Out-of-Home Campaign
- 21. Out-of-Home, Self-promotion

TRADE PUBLICATION

Fractional Page

- 22A. Less than four-color
- 22B. Four-color

Full Page

- 23A. Less than four-color
- 23B. Four-color

Spread, Multiple Page or Insert

- 24A. Less than four-color
- 24B. Four-color

Campaign

- 25A. Less than four-color
- 25B. Four-color

CONSUMER MAGAZINE

Fractional Page

- 26A. Less than four-color
- 26B. Four-color

Full Page

- 27A. Less than four-color
- 27B. Four-color

Spread, Multiple Page or Insert

- 28A. Less than four-color
- 28B. Four-color

Campaign

- 29A. Less than four-color
- 29B. Four-color

Magazine Self-Promotion (Trade & Consumer Publications)

- 30A. Single
- 30B. Campaign

NEWSPAPER

Fractional Page

- 31A. Black and white (B/W)
- 31B. Color (any color besides black)

Full Page

- 32A. Black and white (B/W)
- 32B. Color (any color besides black)

Spread or Multiple Page

- 33A. Black and white (B/W)
- 33B. Color (any color besides black)

Newspaper Specialty Advertising

- 34A. Single Insert (of any type)
- 34B. Poly Bag/Wrapper

Campaign

- 35A. Black and white (B/W)
- 35B. Color (any color besides black)

Newspaper Self-Promotion

- 36A. Single
- 36B. Insert
- 36C. Campaign

INTERACTIVE MEDIA

Web Sites, B-to-B

- 37A. Flash-Based
- 37B. HTML/Other

Web Sites, Consumer

- 38A. Flash-Based
- 38B. HTML/Other

Online

- 39A. Banners
- 39B. Pop-Ups
- 39C. Email / E-Cards
- 39D. Micro or Mini Site
- 39E. Online Games
- 39F. Online Newsletter
- 40. Web/Online Campaign
(2-4 of the above)

Interactive Multimedia (CD/DVD)

- 41A. B-to-B
- 41B. Consumer
- 41C. Interactive Multimedia Campaign

RADIO

Local (one metro)

- 42A. :30
- 42B. :60 or more
- 43. Campaign

Regional/National

- 44A. :30
- 44B. :60 or more
- 45. Regional/National Campaign

Radio Self-Promotion

- 46A. Single
- 46B. Campaign

TELEVISION (TV)

Local (one DMA)

- 47A. :15 or less
- 47B. :30
- 47C. :60 or more
- 48. Campaign

TV Self-Promotion

- 49A. Single
- 49B. Campaign

Regional/National TV, Single Spots Consumer Products

- 50A. Automotive (vehicles only)
- 50B. Apparel & Jewelry
- 50C. Health & Beauty
- 50D. Food
- 50E. Alcoholic Beverages
- 50F. Non-Alcoholic Beverages
- 50G. Retail Products

Consumer Outlets

- 50H. Retail Stores
- 50I. Restaurants
- 50J. Supermarkets/Food

Stores/Convenience Stores

- 50K. Retail Dealers
- 50L. Online Retail Sites

Consumer Services

- 50M. Media
- 50N. Travel / Tourism
- 50O. Entertainment / Lotteries
- 50P. Retail
- 50Q. Communications
- 50R. Professional Services
- 50S. Healthcare Services
- 50T. Corporate/Institutional
- 50U. Energy/Utilities
- 50V. Advocacy

Regional/National TV Campaign

- 51A. Consumer Products
(50A – 50G)
- 51B. Consumer Outlets
(50H – 50L)
- 51C. Consumer Services
(50M – 50V)
- 52. Infomercials

Cinema Advertising

- 53A. Movie Trailers
- 53B. In-theatre Commercials

MIXED MEDIA CAMPAIGN

(Cross Platform)

- 54. B-to-B, Local
- 55. B-to-B, Regional / National
- 56. Consumer, Local
- 57. Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

- 58A. Stationery Package
- 58B. Annual Report
- 58C. Brochure
- 58D. Poster
- 58E. Newsletter
- 58F. Cards and Invitations

Print

- 59A. Magazine
- 59B. Newspaper

Broadcast/Electronic

- 60A. TV
- 60B. Radio
- 60C. Audio/Visual
- 60D. Interactive
- 61. Out-of-Home
- 62. Direct Marketing, Specialty

Campaign

- 63A. Single Medium Campaign
(for categories 58-62)
- 63B. Mixed Media Campaign
(for categories 58-62)

PUBLIC SERVICE

Collateral

- 64A. Stationery Package
- 64B. Annual Report
- 64C. Brochure
- 64D. Poster
- 64E. Newsletter
- 64F. Cards/Invitations

Print

- 65A. Magazine
- 65B. Newspaper

Broadcast/Electronic

- 66A. TV
- 66B. Radio
- 66C. Audio/Visual
- 66D. Interactive
- 67. Out-of-Home
- 68. Direct Marketing, Specialty

Campaign

- 69A. Single Medium Campaign
(for categories 64-68)
- 69B. Mixed Media Campaign
(for categories 64-68)

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services & Industry Suppliers
(Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer, Paper Companies, Printers, Advertising Specialty Companies, Color Separation Houses, Photographers, Video/Film and Audio Production Houses, etc.)

- 70A. Collateral (brochures, posters, etc.)
- 70B. Stationery Package
- 70C. Print
- 70D. Newsletter
- 70E. Broadcast
- 70F. Interactive
- 70G. Out-of-Home
- 70H. Direct Marketing/Specialty
- 70I. Cards/Invitations
- 71. Ad or Marketing Club
- 72A. Single Medium Campaign
(for categories 70 & 71)
- 72B. Mixed Media Campaign
(for categories 70 & 71)

ELEMENTS OF ADVERTISING

- 73. Logo

Illustration

- 74A. Single
- 74B. Illustration Campaign

Photography

- 75A. Black and white (B/W)
- 75B. Color
- 75C. Digitally Enhanced
- 75D. Photo Campaign
- 76A. Animation or Special Effects (Video, Film)
- 76B. Animation or Special Effects (Internet)

Sound

- 77A. Music Only
- 77B. Music with Lyrics
- 77C. Sound Design
- 78. Cinematography