

AMERICAN ADVERTISING AWARDS

 GREENVILLE AMERICAN ADVERTISING FEDERATION

2018 - 19 AWARD ENTRY GUIDELINES

Contact AA Awards Chairs to receive free entry envelopes.

WHEN SUBMITTING:

- Use a separate envelope for each entry.
- Package according to "Rules and Categories PDF" for 2018-19.
- Include a signed Manifest/Invoice (printed from Entry Portal)
- Check entries match Manifest/Invoice.
- Pay by Visa, MasterCard, or Discover at Entry Portal or include cash/check with Manifest/Invoice.
- Entries can not be returned.

ENTRY IDENTIFICATION:

- Cut labels (Category/Entry Number) from the entry number form generated when you submit.
- Tape a label on the BACK, TOP RIGHT corner of each piece of the entry.
- Include TWO copies of the entry number form in the envelope.
- If submitting a CAMPAIGN **number each item on the labels** (1 of 10, 2 of 10, 3 of 10, etc.) and put in the same envelope.
- If submitting a 3-D entry, place in the envelope with TWO copies of a photograph showcasing the 3-D entry.

ENTRIES TOO LARGE FOR ENTRY ENVELOPE:

- Submit the envelope with the entry number form.
- Enclose entry in an appropriate box for possible shipping to District.
- Include the SECOND COPY of the entry number form in the appropriate box and write the entry number on the outside of the package.

***With large displays, submit TWO copies of a photograph rather than the actual display.

A SINGLE MEDIUM CAMPAIGN is TWO to FOUR pieces in one entry.

AN INTEGRATED CAMPAIGN is a series that utilizes **more than one medium**. You can submit up to ten executions for judging. Entries that contain one or more of these elements: Social Media, Digital Apps, or Non-Traditional may be accompanied by a written or digital (video) summary of no more than 250 words (written) or 90 seconds (digital). Digital summaries must be submitted by uploading the video through the online entry process.

PROFESSIONAL AND STUDENT CALL FOR ENTRIES

Drop off entries at Endeavor on Friday, January 11, 2019 from 4-6pm
Address: 1 North Main St., Greenville, SC 29601

PROFESSIONAL ENTRY FEES:

MEMBERS: Single Entry \$75, Campaign Entry \$105

NON-MEMBERS: Single Entry \$135, Campaign Entry \$155

STUDENT ENTRY FEES: \$30 per entry

BROADCAST, AUDIO VISUAL, OR PRESENTATION ENTRIES:

- All video and audio entries must be submitted as uploads during the online entry process.
- DVDs and CDs are NO LONGER ACCEPTED.
- This entry process applies for all TV commercials, radio commercials, infomercials, webisodes, Internet commercials, and digital summaries for all non-traditional, mobile app and integrated campaign entries.
- 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.

DIGITAL ENTRIES: (Professional Division)

- 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) 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.
- If submitting a CAMPAIGN with multiple URLs, create a webpage that contains each of the individual links and provide the single URL.
Example: http://www.somedomain.com/addy_entries.html.
- Do not submit a URL that leads directly to a "swf" file.
- URLs should not require passwords (create an independent URL).
- URLs, banners, and menus must not contain references to the entrant.

TO ENTER THE AA AWARDS:

1. Visit: aafgreenville.org/aaawards and select "2017/2018 Entry Portal"
2. Select Professional or Student to login or create an account.
3. Complete Entrant Information
4. Complete Entry Information (Review the Rules & Categories PDF on aafgreenville.org/aaawards)
 - Print **TWO copies** of each entry form.
 - Print out ONE copy of your manifest and sign it.
 - Package your entries according to the rules and guidelines.

AWARDS GALA

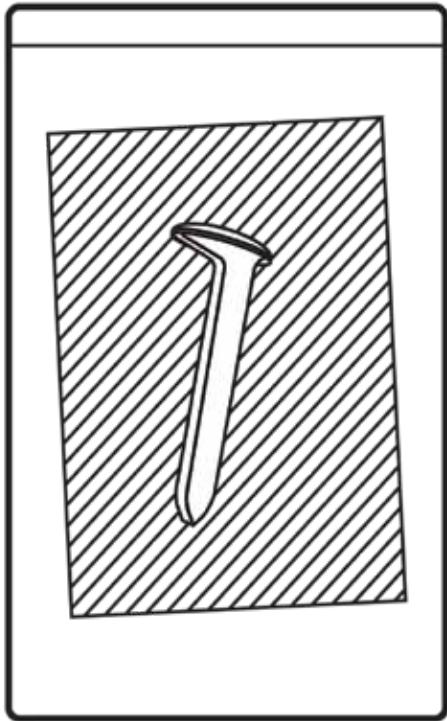
Saturday, February 23rd, 2019 at 6-10pm

Visit aafgreenville.org/aaawards/ for address.

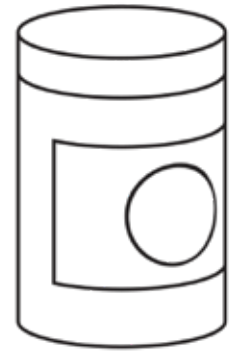
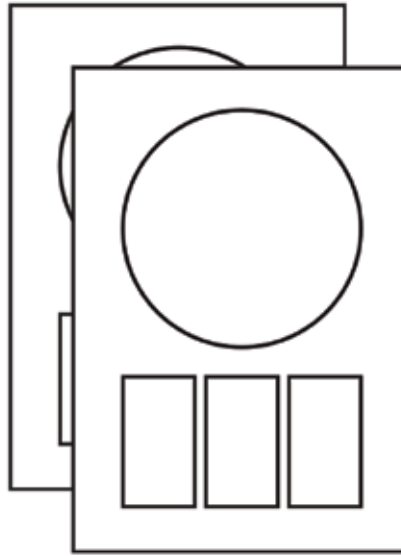
QUESTIONS? CONTACT:

JC Tolentino | jc.tolentino@epandcompany.com

Nicole Massaro | nicole.massaro@epandcompany.com



ENVELOPE



TWO COPIES OF YOUR ENTRY

For 3-D items you may include one 3-D item and then photographs as your second entry

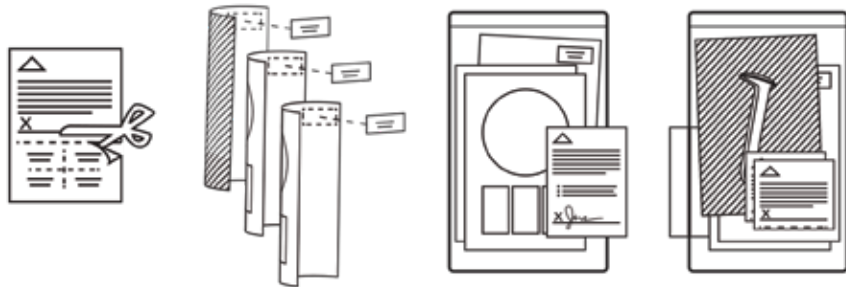


TWO ENTRY FORMS



SIGNED MANIFEST

**ENTRIES THAT FIT
IN THIS ENVELOPE**



**ENTRIES THAT DO NOT
FIT IN THIS ENVELOPE**

