

AMERICAN ADVERTISING AWARDS

The American Advertising Awards (AA Awards) is the advertising industry's largest and most representative competition. Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

ELIGIBLE WORK CRITERIA

Work done from January 1ST – December 31ST 2018.

CBSA, DMA, or MSA where work was created

(See Arbitorn or Nielson for market)

Entries range from single copywriting to fully integrated campaigns.

AWARD CATEGORIES

For category descriptions visit AAFGreenville.org/AA Awards

- Sales & Marketing
- Print Advertising
- Out of Home & Ambient Media
- Online/Interactive
- Film, Video & Sound
- Cross Platform
- Elements of Advertising

IMPORTANT DATES

PROFESSIONAL AND STUDENT CALL FOR ENTRIES:

Friday, January 11, 2019 at 4:00 - 6:00 PM
Endeavor • 1 N. Main St., 4th Fl. Greenville, SC

AMERICAN ADVERTISING AWARDS GALA:

February 23, 2019

Visit aafgreenville.org/aaawards/ for location.

DISTRICT - March 2019

NATIONAL - April 2019

PROFESSIONAL ENTRY FEES

SINGLE ENTRY:

\$75 for members, \$135 for non-members

CAMPAIGN ENTRY:

\$105 for members, \$155 for non-members

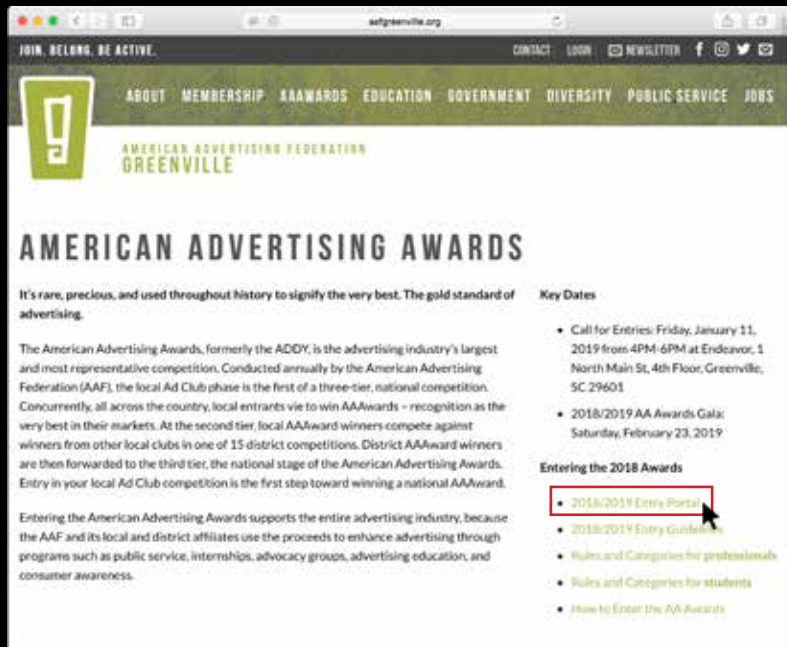
STUDENT ENTRY FEES

\$30 per entry

FORWARDING ENTRIES

Gold or Silver ADDY winners in our Local Competition will be eligible for entry into the District Competition. Gold winners will be forwarded to the District Competition by AAF Greenville. Silver winners may choose to pay the entry fee to be forwarded. (Silvers are able to win Gold at National Competition) Gold or Silver ADDY winners in the District Competition will be eligible for entry into the National Competition.

aafgreenville.org/aaawards/



Entry Portal



HOW TO ENTER AAF COMPETITION

1. Visit **AAF GREENVILLE.ORG/AAAWARDS/** and click 2018/2019 Entry Portal
2. Choose and click an Entry **PROFESSIONAL** or **STUDENT**
3. Once you've reached the portal **LOG IN** or **CREATE** an account
4. Complete **ENTRANT INFORMATION** (*Company, Name, Member, Address, Phone*)
5. Complete **ENTRY INFORMATION** (*Category, sub-category, Title, Client*)
6. **UPLOAD** Media files (*Required for all categories*)
7. Add Credits, Accept Terms/Conditions, Add to Cart, Checkout, Pay for Entries (*Changes can not be made to entries after payment*)
8. Print **TWO** copies of entry form for each entry.
9. Print **ONE** copy of the Invoice/Manifest of all entries and sign.

(Review manifest to ensure it matches all entries)

ENTRY SUBMISSIONS

- Physical entries must be placed inside the plastic envelope provided
 - Insert **TWO** copies of the entry form inside envelope behind entry
- Package your entries as directed on the Entry Guidelines and official Rules and Categories

(Cut tags and attach to top right corner of each entry. Label Integrated Campaigns by total number of components [1 of 10, 2 of 10, etc.]) If a manila-type envelope is used, the entry number label should be attached to the **BACK** of the entry. Attach entry form to **FRONT** of envelope. Insert second copy of entry form **INSIDE** the envelope.

ENTRIES TOO LARGE FOR THE PROVIDED ENVELOPE: **(1)** Turn in the envelope with an entry form anyway. **(2)** Package the entry appropriately in the event that it's shipped to District or Nationals for judging. **(3)** Include a copy of the entry form in the packaging and write the entry number outside of the packaging. **(4)** In the case of large displays, submit a photo with the entry envelope for judging rather than the entire display to be assembled.

PACKAGING ENTRIES

Proper packaging of 3D entries and providing an additional copy of print entries allows us to display winning entries at the Awards Gala and also to successfully forward those entries to District and Nationals.

SHIPPING ENTRIES

All entries submitted become property of AAF Greenville and will not be returned.

3D SUBMISSIONS

- If a 3-D item is small enough, it should be placed inside an envelope, as mentioned.
 - Firmly affix the entry number to the **BACK** of every piece in the entry.
 - Insert **TWO** copies of the entry form inside the envelope behind the entry.
- If a manila-type envelope is used, the entry number label should be attached to the **BACK** of the entry. Spray-mount the entire entry form and attach to the **FRONT** of the envelope. Insert a copy of the entry form **INSIDE** the envelope.

3D SUBMISSIONS (Too Large for Envelope)

- Entry should be enclosed in an appropriately sized box.
 - Place entry number label on the **BOTTOM** of the 3D entry.
- Firmly affix the entry number to the **TOP** of the box in the **UPPER RIGHT** corner.
 - Spray mount the entry form to the **BOTTOM** of the box.
 - Place a copy of the entry form **INSIDE** the box.

CAMPAIGN SUBMISSIONS

- A **SINGLE** medium campaign is no less than **TWO** and no more than **FOUR** pieces in the entry.
- An **INTEGRATED** campaign is a series of ads, commercials, or executions that utilize more than one medium. You can submit up to 10 executions for judging. Entries that contain 1 or more of these elements: Social Media, Digital Apps, or Non-Traditional may be accompanied by a summary either written (*max: 250 words*) or digital (*max: 3 minute video*). Digital summaries must be submitted by uploading the video during the online entry process.

DIGITAL SUBMISSIONS

- Entries in the following categories are completed online.
- Including submission of creative assets via digital uploads or submission of URLs for judging:
 - * ALL Online/Interactive Categories
 - * ALL Film, Video & Sound Categories
 - * Select Elements of Advertising Categories (#82-#95)

LOCAL CATEGORY SUBMISSIONS

**MAYBE THE CLIENT DIDN'T CHOSE YOUR FAVORITE OPTION DURING THE DESIGN PROCESS
AND YOU'D LIKE TO SUBMIT IT FOR THIS NEW CATEGORY!**

AAF Greenville will have one Local Only Category: "The One That Got Away"

For Professional Rules & Categories, Student Rules & Categories, Entry Guidelines and Entry Portal visit

WWW.AAFGREENVILLE.ORG/AAAWARDS