

The American Advertising Federation ADDY® Awards
The Advertising Federation of Louisville
Student Louie Awards – 2011-2012

**Welcome, How to Enter/Log-Ins, Entry Submission, Categories
December 14, 2011 – Log-Ins Deadline**

(Please Note: All changes for the 2011-2012 ADDYs are marked in RED)

WELCOME

All work submitted in the Student ADDY Competition is subject to the same rules and guidelines and submission requirements as the professional ADDY Competition. Please read the Entry Submission and Entry Identification requirements carefully.

Please note: Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned.

Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

The ADDY® Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions. The mission of the ADDY® competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local ADDY® Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition. **Entry in your local ADDY® competition is the first step toward winning a national ADDY®.**

Entering the ADDY® competition supports our entire 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.

Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluate all creative dimensions of every entry. In each category, a GOLD ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive a SILVER ADDY®. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students.

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.

HOW TO ENTER/LOG-INS

Visit www.addycompetition.com and click on “Enter” to enter the ADDYs or you can access the information from the AdFed of Louisville website. You will be directed to the competition site and login as an entrant. Review the category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® show.

Deadlines

Students/Schools can arrange a special time prior to the date below if they'd like.

Wednesday, December 14, 2011

9:00 a.m. – 5:00 p.m.

The Advertising Federation of Louisville Offices
200 Distillery Commons, Ste. 100 (corner of Lexington and Payne St., next to Headliners)
Louisville, KY 40206
502-582-2444

After preparing your entries in the manner outlined in this guide, deliver your entries, before the deadline, to the location indicated. Since you must enter your local ADDY® competition to be eligible for district competition, it is important that you do not miss this deadline.

Log-Ins Checklist

Remember: You must bring the following items with you on the day of Log-Ins.

- Two copies of the entry, submitted with the envelope submission requirements, with the two entry forms.
- The Manifest Packet (see All Entrants Must section below).
- Payment for all entries.
- CD with digital images (see Digital Images CD section).

Entry Fees

Students \$25 per entry

All Entrants Must:

- Register all entries online at <http://www.louisvilleadfed.org/The-Louies.aspx>
- Generate Manifest Form Packet during online registration. The Manifest Form Packet includes:
 - Manifest Form – a list of all entries submitted (Click Step #4 from your individual main menu when you enter.)
 - Copy of Each Entry Form – (Click Step #5 from your individual main menu when you enter.)
 - Signed Fifth District Forwarding Form (found on the AdFed of Louisville site in the Louies section.)
 - Signed National Forwarding Form (found on the AdFed of Louisville site in the Louies section.)
 - Include a Digital Images data disk (CD or DVD, pdf or jpeg) or each print/interactive entry on a CD. These images will be used in the Winners' book and the video if the piece wins. (See Digital Images CD section.)
- Physically deliver all entries to the Advertising Federation of Louisville (200 Distillery Commons, Ste. 100) on **Wednesday, December 14, 2011** between 9:00 a.m. and 5:00 p.m.
- Bring payment with entries.

All Entries Must:

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

Eligibility requirements

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work must be created while entrant is a student not employed in the advertising industry. Student intern work is eligible if it is not used by or paid for by a client. Work developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications.

ENTRY SUBMISSION

Black board or foam board mounting of physical entries will not be accepted. Instead, physical entries must be placed inside an appropriately-sized envelope. The NAC recommends, and the Louisville AdFed prefers, **transparent, plastic envelopes** found in most office supply stores and catalogs. Manila-type envelopes may also be used.

To encourage the use of clear envelopes this year, the Louisville AdFed is supplying clear, resealable 14"x20" envelopes upon request. Simply contact the AdFed office to make arrangements for a supply. We only ask that any unused envelopes are returned after the December 14 deadline. If a transparent, plastic envelope is used, insert the two copies of the entry form securely inside the envelope behind the physical entry. The entry should be facing or readable from one side and the entry form facing or readable from the other. Firmly affix the entry number to the BACK of 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.

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. 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 three-dimensional (3-D) item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box or tube. However you are now required to turn in an envelope as well with a copy of the entry form and a description of the package inside the envelope (i.e. 36" long white tube, approximately 6" in diameter) so it can be found easily during judging. A picture or small printout of the entry should be inserted in the envelope as well. An entry number label should be affixed to the bottom of the piece for identification. Spray-mount the entry form to the box or tube and place another copy of the entry form inside the box. Don't forget to include a JPG or PDF of these entries when you turn in your digital images CD.

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 the envelope.

Entry Identification

Detach the category and entry number labels from the entry form generated when you submitted your entry information online. The entry number must be firmly attached in the back right corner on the back of all entries which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. In the case of entries that require DVDs or CDs, affix the label on the container or sleeve. **DO NOT affix labels to the actual face of the CD or DVD.** Label each component of a Mixed Media Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® show.

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 pieces per medium, with a maximum number of nine total pieces in the entry.

Digital Images CD

Digital images of each entry must be submitted on one CD with your entries at Log-Ins. These images will be used in AdFed print and electronic communications if the piece wins. Images should be placed on one CD, which includes all entries submitted by the individual or company entrant. The files must be PDFs or JPEGs. Each entry on the CD should be named the entry title and category number. For example, "RecruitmentAd31A." If the entry is in the interactive category, please create a screen capture of the piece. Not applicable for radio or television entries. The CD must be submitted in an envelope with the entrant's name (and school), contact, and phone number clearly marked on it. The CD itself should also be labeled with this information using a permanent marker.

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. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. When a DVD contains multiple spots, as in a campaign, 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. **Video entry DVDs cannot contain MOV, MP4, AVI or WMV files. Audio CDs are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV 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. Also, 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 or DVD.**

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN** five minutes in length. Transfer all Sales Presentation entries to DVD.

Internet/Interactive Media

For Website and all online 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. In addition, it is required that you submit a printed, 8.5 x 11" color screenshot of the homepage, pop-up banner, email, e-card, etc. and a CD (Mac OS or PC compatible) of the site/entry. Designate on the entry which OS is used. Place all of the entry into an appropriately sized envelope (or CD sleeve) and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when Internet access or unexpected hosting situations make viewing the actual site online impossible. Judging 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. In the event that a site is database driven,

please indicate this on the entry as explanation for lack of a CD being included. 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.

Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. 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.**

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 Advertising Federation of Louisville. 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. For local Silvers you wish to send forward to the district level, a signed request, called the Student Fifth District Competition Forwarding Form, which can be found on the Advertising Federation of Louisville Web site (www.louisvilleadfed.org) MUST accompany each entry that the entrant wishes to forward to the district competition. Fees are \$25 for students and will be billed to the party designated on the form. Make sure you check the “auto-forward” box during your online registration, as well.

If your entry is awarded a Silver ADDY® at the district level, you may choose to send it forward to that national level at a fee of \$25 per entry. 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. This will ensure your Silver entries are automatically forwarded to the next level of competition. Also, a signed request, called the Student National Competition Forwarding Form, which can be found on the Advertising Federation of Louisville web site (www.louisvilleadfed.org) MUST accompany each entry that the entrant wishes to forward to the national competition if it wins a Silver on the district level.

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. The AAF competition rules, category format and the ADDY® Awards competition name should be used at all levels of the competition.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org website. Decisions of judges and the NAC, including eligibility, qualifications and appropriate category placements, are final.

Category List

STUDENT CATEGORIES:

SALES PROMOTION

- 1A Packaging
- 1B Point of Purchase

COLLATERAL MATERIAL

- 2A Stationery Package
- 2B Brochure or Annual Report
- 2C Poster
- 2D Poster Campaign
- 2E Editorial Design Cover
- 2F Editorial Design Spread or feature
- 2G Editorial Design Series

DIRECT MARKETING

- 3 Direct Marketing

OUT-OF-HOME

- 4 Out-of-Home

NON-TRADITIONAL ADVERTISING

- 5 Non-Traditional Advertising

CONSUMER or TRADE PUBLICATION

- 6A Single - Fractional page or Full page
- 6B Campaign

NEWSPAPER

- 7A Ad – Fractional page or Full page
- 7B Insert
- 7C Newspaper Ad or Insert Campaign

INTERACTIVE MEDIA

- 8A Website
- 8B Interactive Multi-Media (CD/DVD)
- 8C Online Advertising
- 8D Social Media
- 8E Mobile Apps

RADIO

- 9A Single
- 9B Campaign

TELEVISION

- 10A Single
- 10B Campaign

MIXED MEDIA

- 11 Mixed Media Campaign

ELEMENTS OF ADVERTISING

12A Logo

12B Illustration

12C Digitally Enhanced Illustration

12D Photography

12E Digitally Enhanced Photography

12F Animation