

The American Advertising Federation ADDY® Awards
The Advertising Federation of Louisville
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

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. 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

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

| | | |
|--------------|-------------|----------------|
| AdFed Member | Single \$66 | Campaign \$86 |
| Non-Member | Single \$85 | Campaign \$110 |

Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local organization. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

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) of each print/interactive entry on a CD. These images will be used in AdFed print or electronic communication 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** 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

All work entered in the ADDY® competition must have first appeared in the media between January 1 and December 31, 2011. 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). Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market). In the event that there are entrants located in markets not served by a local ADDY® affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the District in which the entrant is located. Additional geographic considerations are covered on page 6.

Manifest Form

After filling out the entry forms, you will be required to sign a Manifest Form, listing all of your entries. This form states that by signing below 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 MSA of the competition.

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 JPGs. 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 company), 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 an "swf" file. **In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage and one inside page, pop-up, banner, screensaver, mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only.** 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 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. For local Silvers you wish to send forward to the district level, a signed request, called the 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 \$70 for members and \$85 for non-members 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 \$100 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 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.

“Real” Advertising

The expressed intent of the ADDY® Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure; as if the entry was created solely for the purpose of winning an award. This type of work is not accepted. 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 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 ADDY® Committee (NAC).

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 National ADDY® Committee. Failure to do so can be grounds for disqualification without refund of entry fees.

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.

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 client). 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.}

Special Awards

The NAC recommends that local and district shows not allow work entered in the Industry Self-Promotion or Public Service Categories to be eligible for Best of Show consideration. The NAC suggests the creation of local, district and national Public Service Judges Special Award.

The NAC has revised the suggested method for selection of best copywriting and best art direction in the show. These are no longer specific categories. Instead the NAC suggests that local and district shows charge their judges to select the best copywriting and best art direction from all Gold ADDY® winning entries in the show. These pieces should receive special judges awards or Gold ADDYs as such.

Mosaic ADDY Award

The National ADDY® Committee is committed to recognizing advertising which promotes diversity and issues related to multiculturalism. At the national ADDY® level, all Gold and Silver winning pieces will be screened for relevance to these issues. The most exceptional piece(s) will be eligible for selection by judges to receive a special Mosaic ADDY®. The NAC strongly encourages local and district ADDY® shows to adopt this policy.

Special Awards, such as Public Service, Mosaic, copywriting and art direction do NOT have to be Gold ADDY® or Silver ADDY® winners to be considered for a special award.

Category List

SALES PROMOTION

Product or Service Sales Presentation

- 1A Catalog
- 1B Sales Kit or Product Info Sheets (See definition for clarification)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

Packaging

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

Point-of-Purchase (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2 - 4 of categories 1A-3C)

Audio Visual

- 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 (See definition for clarification)

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

Publication Design (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C Series (Covers or spreads or features)
- 8D Magazine Design (Entire Magazine)
- 8E Book Design (Entire Book)

Poster

- 9A Single
- 9B Campaign

Special Event Material

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

DIRECT MARKETING

Proof of mailing must accompany the entry. Self-mailer, indicia, envelope, etc. Must be included as proof of usage.

Single (Either B2B or Consumer)

- 11A Flat
- 11B 3-D

Campaign

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

Specialty Advertising

- 13A Apparel
- 13B Other Merchandise

OUT-OF-HOME**Outdoor Board**

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized
- 15 Vehicle Graphic Advertising

Mass Transit/Public Transit/Airlines

- 16A Interior (Inside a mass transit vehicle)
- 16B Exterior (Outside/on a mass transit vehicle)

Site

- 17A Interior Animated (with motion)
- 17B Interior Still or Static
- 17C Exterior Animated (with motion)
- 17D Exterior Still or Static

Campaign

- 18 Out-of-Home Campaign

Out-of-Home Self-Promotion

- 19A Single
- 19B Campaign

NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements)

- 20A Single
- 20B Campaign

CONSUMER OR TRADE PUBLICATION**Fractional Page**

- 21A Less than four-color
- 21B Four-color

Full Page

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

Spread, Multiple Page or Insert

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

Campaign

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

Magazine Self-Promotion

- 25A Single
- 25B Campaign

NEWSPAPER

Fractional Page

- 26A Black and White
- 26B Color (any color besides black)

Full Page

- 27A Black and White
- 27B Color (any color besides black)

Spread or Multiple Page

- 28A Black and White
- 28B Color (any color besides black)

Newspaper Specialty Advertising

- 29A Single Insert (of any type)
- 29B Poly Bag/Wrapper

Campaign

- 30A Black and White
- 30B Color (any color besides black)

Newspaper Self-Promotion

- 31A Single
- 31B Insert
- 31C Campaign

INTERACTIVE MEDIA

(See extended definitions for each category. Includes Social Media Websites.)

Websites, B-to-B Flash

- 32A Products
- 32B Outlets
- 32C Services

Websites, B-to-B HTML/Other

- 33A Products
- 33B Outlets
- 33C Services

Websites, Consumer Flash

- 34A Products
- 34B Outlets
- 34C Services

Websites, Consumer HTML/Other

- 35A Products
- 35B Outlets
- 35C Services

Online Advertising

- 36A Banners/Pop-Ups/Screensavers
- 36B Email/E-Cards
- 36C Micro or Mini Site
- 36D Online Games
- 36E Online Newsletter
- 36F Online Annual Report

Mobile Marketing

- 36G Mobile Websites
- 36H Mobile Apps
- 36I Podcasts
- 36J Internet Commercials (run on the internet)
- 36K Webisodes

37 **Web/Online Campaign**
(for categories 32-36)

Interactive Multimedia (CD/DVD)

- 38A B-to-B
- 38B Consumer
- 38C Interactive Multimedia Campaign

RADIO

Local (one metro)

- 39A :30
- 39B :60 or more
- 40 Local Campaign

Regional/National

- 41A :30
- 41B :60 or more
- 42 Regional/National Campaign

Radio Self-Promotion

- 43A Single
- 43B Campaign

TELEVISION (TV)

Local (one DMA)

- 44A :15 or less
- 44B :30
- 44C :60 or more
- 45 Campaign

TV Self-Promotion, Local (one DMA)

- 46A Single
- 46B Campaign

Regional/National TV, Single Spots

(See extended definitions for each category)

- 47A Consumer Products
- 47B Consumer Outlets
- 47C Consumer Services

Regional/National TV Campaign

(See extended definitions for each category)

- 48A Consumer Products
- 48B Consumer Outlets
- 48C Consumer Services
- 49 Infomercials

Cinema Advertising

- 50A Movie Trailers
- 50B In-Theatre Commercials or Slides

MIXED MEDIA

(Cross Platform) Campaign

(These categories also include integrated branding campaigns.)

- 51 B-to-B, Local
- 52 B-to-B, Regional/National
- 53 Consumer, Local
- 54 Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

- 55A Stationery Package
- 55B Annual Report
- 55C Brochure/Sales Kit
- 55D POP or POS Materials (Other than Poster)
- 55E Poster
- 55F Newsletter
- 55G Cards, Invitations or Announcements
(Special Event Material)

Print

- 56A Magazine
- 56B Newspaper

Broadcast/Electronic

- 57A TV
- 57B Radio
- 57C Audio/Visual
- 57D Interactive
- 58 Out-of-Home
- 59 Non-Traditional (See definition for clarification)
- 60 Direct Marketing, Specialty Items

Campaign

- 61A Single Medium Campaign (for categories 55-60)
- 61B Mixed/Multiple Media Campaign (for categories 55-60)

PUBLIC SERVICE

Collateral

- 62A Stationery Package
- 62B Annual Report
- 62C Brochure/Sales Kit
- 62D POP or POPS Material (Other than Posters)
- 62E Poster
- 62F Newsletter
- 62G Cards, Invitations or Announcements

Print

- 63A Magazine
- 63B Newspaper

Broadcast/Electronic

- 64A TV
- 64B Radio
- 64C Audio/Visual
- 64D Interactive
- 65 Out-of-Home
- 66 Non-Traditional (See definition for clarification)
- 67 Direct Marketing, Specialty Items

Campaign

- 68A Single Medium Campaign (for categories 62-67)
- 68B Mixed/Multiple Media Campaign (for categories 62-67)

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and 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.)

- 69A Collateral (brochures, posters, etc.)
- 69B Stationery Package
- 69C Print

- 69D Newsletter, Printed
- 69E Newsletter, Online
- 69F Broadcast (Demo Reels go in this category)
- 69G Interactive
- 69H Out-of-Home
- 69I Non-traditional (See definition for clarification)
- 69J Direct Marketing/Specialty Items
- 69K Cards, Invitations or Announcements (Special Event Material)
- 70 Ad Club or Marketing Club

Campaign

- 71A Single Medium Campaign (for categories 69-70)
- 71B Mixed/Multiple Media Campaign (for categories 69-70)

ELEMENTS OF ADVERTISING

- 72 Logo

Illustration

- 73A Single
- 73B Illustration Campaign

Photography

- 74A Black and White
- 74B Color
- 74C Digitally Enhanced
- 74D Photo Campaign
- 75A Animation or Special Effects (Video, Film)
- 75B Animation or Special Effects (Internet)

Sound

- 76A Music Only
- 76B Music with Lyrics
- 76C Sound Design

Cinematography

- 77 Cinematography

LOCAL ONLY

- N The One That Got Away (See definition for clarification)