

Great ideas can come from anywhere.
They don't care if they were born in an office, a classroom or a shower.

2009 Student ADDY® Call for Entries

2009 Categories

For definitions, refer to mirrored categories in the professional ADDY® glossary found at www.addycompetition.com.

SALES PROMOTION

- 1A. Packaging
- 1B. Point of Purchase

COLLATERAL MATERIAL

- 2A. Stationery Package
- 2B. Brochure, Annual Report
- 2C. Poster

3. DIRECT MARKETING

4. OUT-OF-HOME

5. NON-TRADITIONAL

ADVERTISING

MAGAZINE

- 6A. Single Ad
- 6B. Ad Campaign

NEWSPAPER

- 7A. Single Ad
- 7B. Single Insert
- 7C. Ad or Insert Campaign

INTERACTIVE MEDIA (includes social networking sites)

- 8A. Web Site
- 8B. Interactive CD/DVD
- 8C. Online Advertising (Pop-Up, Banner, Email, Screensavers)

EDITORIAL DESIGN

- 9A. Cover
- 9B. Editorial Spread
- 9C. Series (Covers or Spreads)

10. RADIO

11. TELEVISION

12. MIXED MEDIA CAMPAIGNS

ELEMENTS OF ADVERTISING

- 13A. Logo
- 13B. Illustration
- 13C. Photography
- 13D. Animation

The American Advertising Federation (AAF) and National Ad 2 are proud to sponsor the three-tier Student ADDY® competition. The Student ADDY Awards spotlight up and coming talent by recognizing and honoring outstanding creative work – making participation a great way to bolster your resumé and attract the attention of future employers. AND...there is a \$1000 cash award for the Best of Show winner at both the 4th District and National levels!

Enter online today at
www.addycompetition.com

Rules & Guidelines

Entry Fee:
\$20 per entry

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 developed for paying clients will not be accepted with the exception of work created by clubs as fund raisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry.
- Student interns are eligible.

Deadlines

Entry deadline and drop-off information is available from your local AAF chapter. After preparing your entries in the manner outlined in this guide, deliver your entries – before the deadline – to the location indicated. Remember, you must enter the ADDY® Competition at the local level to be eligible for Fourth District and National levels of competition.

How to Enter

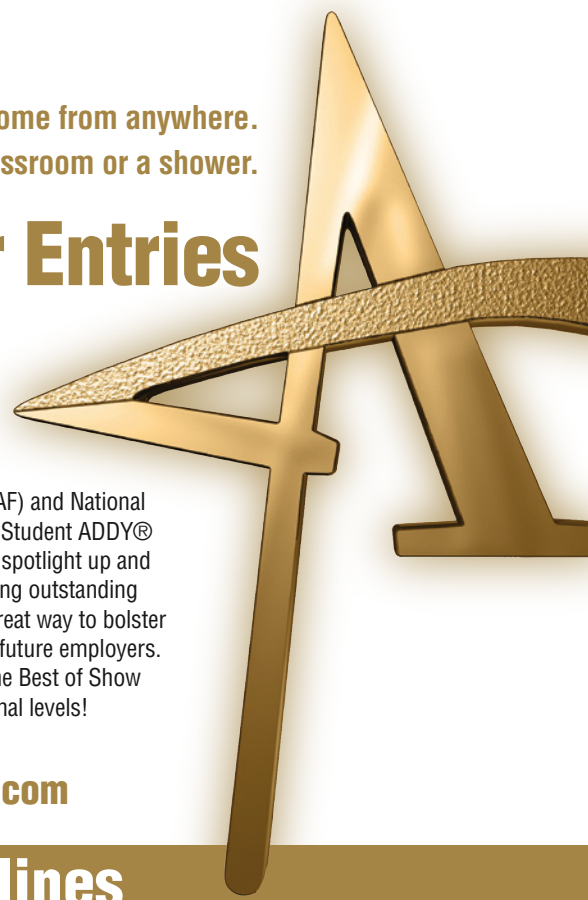
Visit www.addycompetition.com, click on “Enter the ADDYs” and then log in as an entrant directly into your local competition. Review the list to find your local market and follow the simple drop down menus to enter your information. Information entered into the database is used for the awards show, awards book, winner certificates and press releases for winning entries. 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 publication, exhibition and marketing of the ADDY show. All entry forms must be completed through the online entry software. Physical entries, printed copies of the entry forms and manifests, along with complete payment must be dropped off to your local Advertising Federation's Entry Day location.

Return of Entries

Return of entries is NOT guaranteed. 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.

Auto Forwarding

All Gold winning work at the local level will be automatically forwarded to the 4th District level of competition at no cost, and Gold winning work at the District level will be forwarded to the National level of competition at no cost. Silver winning work may advance to the District or National competition by paying the applicable entry fee of \$20 per entry.



We believe in equal opportunity for all ideas.



THE CREATIVE SPIRIT OF ADVERTISING



www.addycompetition.com

Entry Submission

Entry Identification

After you have submitted your entries via the online entry software, you will print copies of the entry forms for each entry. Included on those forms are small entry number slips you will cut out. You will be using both the body of the form and the entry number slips to identify your entries as outlined below.

Physical Entries

Physical entries must be placed inside an appropriately-sized envelope – either transparent, manilla or white.

- Transparent, Plastic Envelopes (sold in most office supply stores and catalogs)

Insert two copies of the entry form inside the envelope behind the physical entry. The entry should be all that is seen. Affix one copy of the small entry number slip to the BACK of the entry.

- Manilla-type or White Envelopes

Spray-mount the entire entry form to the front of the envelope. Insert a second copy of the entry form inside the envelope. Affix one copy of the small entry number slip to the BACK of the entry.

Three-Dimensional Entries

If a three-dimensional entry is small enough, it should be placed inside an envelope, as described above. When a three-dimensional item is too large to fit inside an envelope, enclose the item inside an appropriately sized box. Affix one copy of the small entry number slip to the top of the box in the upper right hand corner. A second entry number label should be affixed to the bottom of the piece for identifying as well. Spray-mount the entire entry form to the bottom of the box. Insert a second copy of the entry form inside the box.

Campaign Entries

Campaign entries may be handled in the same manner as above. Be sure EVERY PIECE has a small entry number slip on the back of it. Indicate on each label “1 of 2” or “2 of 2,” etc. All components of a Mixed Media campaign must be submitted together in an appropriately sized envelope. Label each component with a small entry number slip. Indicate on each label “1 of 9” or “2 of 9,” etc. Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.

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. 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 envelope as outlined above. 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.

Internet/Interactive Media

Website and interactive entries should be submitted on a CD (Mac OS or PC compatible) or submit the URL address. Designate on the CD entry which OS is used. 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. Place all of the materials 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. 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.

PDF Requirement

All printed and/or tangible entries must be accompanied by a CD-ROM containing a PDF of the submission. This applies to entries such as print ads, billboards, photographs, brochures, direct mail, stationery, etc. PDFs should be formatted for 72dpi screen-optimization with all fonts embedded. Use a separate CD-ROM for each single entry. For campaign entries, include all components on one CD-ROM. Write the entry number and title on the CD-ROM face with permanent, CD safe pen. DO NOT affix labels to the actual face of the disk.

The Student ADDYs are sponsored by the American Advertising Federation, National AD 2 and the 4th District.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® Show.