

# THE SHOW 2025

**Entries are due  
January 24, 2025.**

**NO HARD COPIES ARE NEEDED FOR  
ANY CATEGORY THIS YEAR.**

## HOW TO ENTER

Visit the [AdFed competition page](#) to register as an entrant. Review the category list in this document or on the competition site 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. Trophies are engraved based on information submitted at time of entry. Please make sure all fields are accurate. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

## ENTRY FEES

### Early Bird (Nov. 14 – Dec. 31):

AdFed Member Professional Single Entries .....	<b>\$100</b>
AdFed Member Professional Campaign Entries .....	<b>\$125</b>
Non-Member Professional Single Entries .....	<b>\$200</b>
Non-Member Professional Campaign Entries .....	<b>\$225</b>
Student Single Entries .....	<b>\$25</b>
Student Campaign Entries .....	<b>\$30</b>

### Regular Season (Jan. 1 – Jan. 24):

AdFed Member Professional Single Entries .....	<b>\$150</b>
AdFed Member Professional Campaign Entries .....	<b>\$175</b>
Non-Member Professional Single Entries .....	<b>\$250</b>
Non-Member Professional Campaign Entries .....	<b>\$275</b>
Student Single Entries .....	<b>\$25</b>
Student Campaign Entries .....	<b>\$30</b>

**For companies with 3 or more employees, an AdFed Corporate Membership is required to qualify for member pricing on submissions. Companies with 0-2 employees can qualify for member pricing with an AdFed Individual Membership.**

## ELIGIBILITY REQUIREMENTS

All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2024.

With the exceptions of Public Service Advertising, Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and/or media placement in the normal course of business.

Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple Ad Clubs are in the same CBSA, DMA or MSA the Ad Club located nearest to the entrant geographically will be the entry site.

In the event there are entrants located in markets not served by a local American Advertising Awards-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 in the Professional Rules and Categories portion of this document.

**For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com)**

## “REAL” ADVERTISING

The expressed intent of the American Advertising 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 or an account. This type of work is not accepted. Eligible entries must consist of placed media created in the aforementioned timeframe.

## “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 American Advertising Awards Committee (N3AC).

*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.*

## ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

## INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/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.

## SUBMISSION OF ENTRIES

Categories and entry procedures for 2024-2025 have been modified to allow for online judging. NO physical submissions needed. Please submit all categories digitally.

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories
- Entries in all Film, Video & Sound categories
- Entries in select Elements of Advertising categories

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads, (JPG screenshots for Social Media) or submission of URLs for judging (carefully follow the submission instructions during the online entry process).

## IMPORTANT NOTE: 2024-2025 UPLOADS

The following categories are permitted up to five uploads and one video.

- Categories 01-014
- Categories 018-020
- Categories 048-053

If your entry falls within these categories, you may add the additional uploads.

Entries outside of these categories must follow the official rules on the permitted number of uploads – any files uploaded here in breach of these rules will be disregarded for judging.

## CAMPAIGN ENTRIES

**A SINGLE MEDIUM CAMPAIGN** is no less than two and no more than four total pieces in the entry.

An **INTEGRATED CAMPAIGN** is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

## BRANDED CONTENT & ENTERTAINMENT

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand's value without being a direct promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

## ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive 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](http://www.somedomain.com/addy_entries.html). Do not submit a URL that leads directly to a ".swf" file. Judging of online entries 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. URLs, banners and menus must not contain any references to the entrant.

## FORWARDING ENTRIES

All local Gold ADDY winners will be automatically forwarded to the district competition. All district Gold ADDY winners will be automatically forwarded to the national competition.

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. You will be contacted with information regarding your entries that qualify to be forwarded to the next level of competition, including entry fees, due dates and how to submit payment.

Bronze-awarded work is not eligible to be forwarded to the next level of competition.



# RULES & CATEGORIES

2024-2025 COMPETITION

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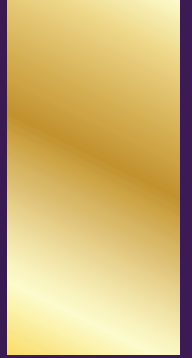
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*The rules, divisions and categories defined here serve as the official policy for the American Advertising Awards competition and replace all others from previous competitions. The name American Advertising Awards, ADDY and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation. The AAF competition rules, category format and the American Advertising Awards competition name should be used at all levels of the competition.*

*The American Advertising Awards is owned and operated by the American Advertising Federation. All rules and guidelines must be followed entirely by any AAF chapter or district hosting the preliminary stages of the competition. AMERICAN ADVERTISING AWARDS®, ADDY® and NATIONAL ADDY AWARDS® are service marks of the American Advertising Federation, registered with the US Trademark Office. All rights reserved.*

# CATEGORY LIST

AMERICAN  
ADVERTISING  
AWARDS





# SALES & MARKETING

*NOTE: All entries in the Sales & Marketing division are allowed 3-5 digital uploads and one optional video upload.*

## Sales Promotion

### Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

#### 001A Catalog

A printed piece—usually a booklet, folder, or brochure—to sell products or services via a “call for action” and a procedure for ordering and/or buying.

#### 001B Sales Kit or Product Information Sheets

An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/ service and could include: the entire sales kit, container, and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (07A or B). If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

#### 001C Menu

A list of options available to a diner, shopper, etc.

#### 001D Campaign

5-7 pieces may be submitted from work that qualifies in categories 001A, 001B and/or 001C.

## Packaging

All product packaging.

#### 002A Single Unit

#### 002B Campaign

5-7 pieces may be submitted from work that qualifies in category 002A.

## Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location.

#### 003A Counter Top or Free Standing

A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags or self-contained unit or device that requires no additional support or elevation for proper product or service presentation.

#### 003B Point of Purchase Campaign

5-7 pieces may be submitted from work that qualifies in category 003A.

## Collateral Material

#### 004 Stationery Package— Single or Multiple Pieces

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

#### 005 Printed Annual Report

Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement

or record of a company's or organization's annual performance or status. Digital annual reports should be entered in Category 027–Digital Publications.

#### Printed Newsletter

##### 006A Single Newsletter

A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Public Service and Industry Self-Promotion should not be entered here, but into their respective categories. Digital newsletters should be entered in Category 027–Digital Publications.

##### 006B Campaign

5-7 pieces may be submitted from work that qualifies in category 06A. Editions submitted must all be distributed to the same audience. Digital newsletters should be entered in Category 027–Digital Publications.

#### Brochure

##### 007A Single Unit

Multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. Digital brochures should be entered in Category 027–Digital Publications.

##### 007B Campaign

5-7 brochures may be entered for the same product, service and/or brand. Digital brochures should be entered in Category 027–Digital Publications.

#### Publication Design

Layout and design of the interior and/or exterior of a magazine or book

##### 008A Cover

Layout & design of the front exterior of a magazine or book

##### 008B Editorial Spread or Feature

One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Entire publications should be entered into the Magazine Design (008C) or Book Design (008E) categories.

##### 008C Magazine Design

Entire magazine design from cover-to-cover

##### 008D Magazine Design Series

5-7 pieces may be submitted for work that qualifies in categories 008A, 008B and/or 008C

##### 008E Book Design

Entire book design from cover-to-cover

#### Special Event Material

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. This category does not include Advertising Industry Self-Promotion or Public Service. They must be entered in their respective categories.

**009A Card, Invitation, Announcement—  
Single Unit**

**009B Card, Invitation, Announcement—  
Campaign**

2–4 pieces may be submitted from work that qualifies in category 009A.

## Direct Marketing

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking, or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories.

### Direct Mail

Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

**010A Flat—Single Unit**

Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertising or promotional effort. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

**010B Flat—Campaign**

2–4 pieces may be submitted from work that qualifies in category 010A.

**010C 3D / Mixed—Single Unit**

Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat but take on dimension in their final forms. Entries

typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

**010D 3D / Mixed—Campaign**

2–4 pieces may be submitted from work that qualifies in category 010C.

## Specialty Advertising

**011A Apparel**

Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

**011B Other Merchandise**

Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a company, corporate image, brand or event.

**011C Campaign**

2–4 pieces may be submitted from work that qualifies in categories 011A and/or 011B.

# PRINT ADVERTISING

*NOTE: Categories 012A-014 are allowed 3-5 digital images and one optional video upload.*

## Magazine Advertising

Advertising that appears in periodic (annually, bi-annually, quarterly, monthly, weekly, etc.) publications. Circulation/distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

### Magazine Advertising

- 012A Full Page or Less—Single Unit**  
**012B Spread, Multiple Page or Insert**  
**012C Campaign**  
2–4 pieces may be submitted from work that qualifies in categories 012A and/or 012B.

## Newspaper Advertising

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule.

### Newspaper Advertising

- 013A Full Page or Less**  
Newspaper ad that fills a full page or less than a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.).
- 013B Spread or Multiple Page—Single Unit**  
Newspaper advertising sections, etc.
- 013C Specialty Advertising—Single Unit**  
Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, “post-it” promotions, calendars, flat sample packs, poly bags and wrappers.

### 013D Campaign

2–4 pieces may be submitted from work that qualifies in categories 013A, 013B and/or 013C.

## Branded Content & Entertainment

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand's value without being a direct promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

- 014 Branded Content & Entertainment—Any Print Medium**  
Any branded content and/or branded entertainment placed or appearing in print media

# OUT-OF-HOME & AMBIENT MEDIA

*NOTE: Categories 015–020 are allowed 3–5 digital images and one optional video upload.*

## Ambient Media

### 015 Guerrilla Marketing

Formerly known as a form of “non-traditional advertising” guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

### Installations

Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

### 016A Single Installation

### 016B Multiple Installations

2–4 pieces may be submitted from work that qualifies in category 016A.

### Events

Event execution (not architecture—see Installation). Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

### 017A Single Event

### 017B Multiple Events

2–4 pieces may be submitted from work that qualifies in category 017A.

## Out-of-Home

### Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service, or event. Does not include point-of-purchase materials, nor any outdoor signage.

### 018A Poster—Single Unit

### 018B Poster—Campaign

2–4 pieces may be submitted from work that qualifies in category 018A.

### Outdoor Board

The outdoor display of advertising messages, notices, or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, mass transit, airlines, etc.

**019A Single Board**

**019B Multiple Boards**

2-4 boards combining to communicate one message or advertisement.

**019C Animated/Video Boards**

**019D Outdoor Board Campaign**

2-4 pieces may be submitted from work that qualifies in categories 019A-019C.

**020A Large Venue—Single**

Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage, etc.

**020B Out-Of-Home Campaign**

2-4 pieces may be submitted from work that qualifies in categories 020A.

# ONLINE/INTERACTIVE

*NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.*

## Websites

### Websites

#### 021A Consumer

Any website created primarily for consumer use.

#### 021B B-to-B

Any website created primarily for business-to-business commerce.

#### 021C Microsites

Any web page or series of pages that are a part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. Does not include animated movies or intros, which should be entered in Elements of Advertising. When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

## Social Media

### Social Media

#### 022A Single Execution

Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

#### 022B Campaign

Creative executions of brand advertising, marketing and/or promotion across social media. The campaign may have appeared on one or multiple platforms. 2–4 pieces may be submitted from work that qualifies in category 022A.

## Apps, Games, Virtual Reality

### Apps, Games, Virtual Reality

Apps must advertise a product or service. Apps and Virtual Reality entries will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This summary should describe and demonstrate the design and functionality of the entry as well as the most important user benefits and attributes of the entry. Judges will not be given access to the app itself or headsets for virtual judging.

#### 023A Mobile App

Interactive mobile apps for tablets, smartphones, and wearable devices.

#### 023B Website Based App

Interactive apps for desktop and laptop-based web browsers.

#### 023C Games

Online/interactive games.

#### 023D Tools & Utilities

Interactive applications regardless of the device or interface such as screensavers, widgets, etc.

- 023E Virtual Reality—Single**  
The computer-generated simulation of a three-dimension image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

### Advertising & Promotion

- 024A Web Banner Ad or Website Takeover**  
**024B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 024A.
- 025 Email**  
Single or multiple (campaign) email occurrences.

### Blogs & Digital Publications

- 026A Blogs**  
Eligible blog content must support a brand or advertise a product or service.
- 026B Blog Series**  
2–4 pieces may be submitted from work that qualifies in category 026A
- 027A Digital Publication—Single**  
Online publication in support of a brand, such as annual reports, magazines, newsletters, or books.
- 027B Digital Publication—Campaign**  
2–4 pieces may be submitted from work that qualifies in category 027A.

### Branded Content & Entertainment

- 028 Branded Content & Entertainment for Online/Interactive**  
Original content that may or may not directly promote the brand or product but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 036.



# FILM, VIDEO & SOUND

*NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.*

## Audio/Radio Advertising

Audio/Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via mass media transmission. Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the audio/radio category, commercials aired on stations in more than one market or “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.” Any time a commercial extends past one “metro” (two or more), it is defined as regional/national and must be entered accordingly. 2–4 commercials for the same client, with a common theme that are placed in one market only (no more than one “metro”) are considered a campaign. If placed in two different markets, they do not qualify as a local campaign.

### Audio/Radio Advertising—Local

A local audio/radio commercial is one that is broadcast on the station(s) of one market (no more than one “metro”). Radio commercials broadcast on stations in more than one “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.”

**029A Single Spot :30 seconds or less**

**029B Single Spot more than :30 seconds**

### 029C Campaign

2–4 pieces may be submitted from work that qualifies in categories 029A and/or 029B.

### Audio/Radio Advertising—Regional/National

A single audio/radio commercial that is broadcast in two or more markets (metros), or on national radio networks or streaming outlets.

### 030A Single Spot :30 seconds or less

### 030B Single spot more than :30 seconds

### 030C Campaign

2–4 pieces may be submitted from work that qualifies in categories 030A and/or 030B.

## Television Advertising

### Television Advertising—Local (One DMA)

A single TV commercial that is broadcast on the station(s) of one market (no more than one DMA). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as “local.” If no competition exists in a DMA, the District will direct entrants of correct entry procedure.

### 031A Single Spot :30 or less

TV Commercial that consumes :30 seconds or less of airtime.

**031B Single Spot :60 seconds or more**  
TV commercials longer than :30 seconds should be entered here. Includes all TV “direct marketing” commercials that are longer than one minute but does not include “Infomercials which should be entered in the Branded Content and Entertainment for Television category 107.

**031C Campaign**  
2–4 pieces may be submitted from work that qualifies in categories 031A and/or 031B

#### Television Advertising—Regional/National

TV commercials which have aired on national broadcast, cable, streaming services, or satellite networks or in more than one local market (DMA).

**032A Single Spot—Up to 2:00**  
**032B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 032.

### Online Film, Video And Sound

#### Internet Commercial

Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category unless there is a change in content (see “New Creative” under “Eligibility” above). Entry must be submitted as an online video using its URL, not as a digital upload.

**033A Single Spot—Any Length**  
**033B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 033A.

#### Podcast

A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for playback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

**034A Single Podcast**

**034B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 034A.

#### Webisode(s)

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entry must be submitted as an online video using its URL(s), not as a digital upload.

**035A Single Webisode**

**035B Series**  
2–4 pieces may be submitted from work that qualifies in category 035A.

### Branded Content & Entertainment

#### Branded Content & Entertainment for Online Film, Video & Sound

Original content that may or may not directly promote the brand or product but is created on behalf of the brand. All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

**036A Single Entry—:60 seconds or less**  
**036B Single Entry—more than :60 seconds**  
**037 Branded Content & Entertainment for Television**  
All forms of audio/visual branded content and/or branded

entertainment created for and distributed via broadcast, cable, or satellite television. This category is for executions of any length and may include infomercials. Long-form entries must be edited to five minutes or less for judging purposes. Single entry—any length.

**038 Branded Content & Entertainment—Non-Broadcast**

All forms of audio/visual branded content and/or branded entertainment created for and distributed via methods other than the Internet or television, such as theatrical films and presentation videos. Single entry—short or feature length. Entries in this category must be edited to five minutes or less for judging purposes.

**039 Branded Content & Entertainment Campaign**

2–4 pieces may be submitted from work that qualifies in categories 036A–038.

## Cinema Advertising

**040 Movie Trailer**

Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films.

**041 In-Theatre Commercials or Slides**

In-theatre commercials and slides for any product or service other than theatrical films.

## Sales Promotion

**042 Audio/Visual Sales Presentation**

Any advertising, promotional and/or marketing message that is conveyed via audio and/or video method usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length for judging purposes.

## Music Videos

**043 Music Video**

A short film integrating a song and imagery created for the purpose of promoting, marketing and/or advertising the music, performance, or artist. Must be edited to a maximum length of 5 minutes.

# CROSS PLATFORM

## Integrated Campaigns

An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

### Integrated Advertising Campaigns

#### 044A B-to-B Campaign—Local

Business-to-business ad campaign using more than one medium that appears in just one market (DMA).

#### 044B B-to-B Campaign—Regional/National

Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).

#### 044C Consumer Campaign—Local

Consumer ad campaign using more than one medium that appears in just one market (DMA).

#### 044D Consumer Campaign—Regional/National

Consumer ad campaign using more than one medium that appears in more than one market (DMA).

#### 045 Integrated Brand Identity Campaign—Local or Regional/National

An Integrated Brand Identity Campaign is defined as a series of mixed elements created to support a brand. Examples might include logo designs, stationery package components, signage, jingles, logo animations, etc. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

#### 046 Integrated Branded Content Campaign—Local or Regional/National

Original content that may or may not directly promote the brand or product but is created on behalf of the brand. An Integrated Branded Content Campaign is defined as a series of executions representing branded content and/or branded entertainment efforts across more than one medium in support of a single brand and theme (campaign). Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

## Online/Interactive Campaign

#### 047 Online/Interactive Campaign

Up to 10 pieces may be submitted from work that qualifies in categories 021-028 and/or 033-035.

# ELEMENTS OF ADVERTISING

*NOTE: Categories 048-065 are allowed 3-5 digital images and one optional video upload.*

## Copywriting

### 048 Copywriting

Copywriting for any advertising medium.

## Visual

### 049 Logo Design

An icon, symbol, typeface or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective. Proof of usage is required.

### 050 Infographic

A representation of information in a graphic format designed to make the data easily understandable. Proof of usage is required.

## Illustration

Flat, dimensional, or animated illustration, any number of colors.

### 051A Illustration—Single

### 051B Illustration—Series

2–4 pieces may be submitted from work that qualifies in category 051A.

## Still Photography

### 052A Black & White—Single

### 052B Color—Single

### 052C Digitally Enhanced—Single

Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional

photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

### 052D Black & White/Color/Digitally Enhanced—Campaign

2–4 pieces may be submitted from work that qualifies in category 052A–052C.

## Art Direction

Art direction for any advertising medium.

### 053A Art Direction—Single

### 053B Art Direction—Campaign

2–4 pieces may be submitted from work that qualifies in category 053A

## Film & Video

### 054A Cinematography—Single

Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

### 054B Cinematography—Campaign

2–4 pieces may be submitted from work that qualifies in category 054A.

**055A Animation, Special Effects or Motion Graphics**

2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

**055B Computer Generated Imagery (CGI)**

Computer graphics to create or contribute to images in art, printed media, video games, films, television programs, shorts, commercials, videos, and simulators.

**056 Video Editing**

Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

**Sound**

**057A Music Without Lyrics—Single**

Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.

**057B Music with Lyrics—Single**

Any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry.

**057C Music with/without Lyrics—Campaign**

2–4 pieces may be submitted from work that qualifies in Category 057A and/or 057B.

**058 Voiceover Talent**

Audio performance by a narrator, announcer, or voice actor in the execution of an advertising message regardless of the audio or visual medium.

**059A Sound Design—Single**

Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

**059B Sound Design—Campaign**

2–4 pieces may be submitted from work that qualifies in category 059A.

**Digital Creative Technology**

**060 Interface & Navigation**

The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.

**061 Augmented Reality**

Creative use of augmented reality technology in the execution of a website or app.

**062 Mobile Interaction**

Creative integration of mobile technology with other media (such as print, outdoor, etc.) in the execution of an advertising message or campaign.

- 063 User Experience**  
The totality of elements that make up the interface of an advertisement, brand message or campaign—including layout, visual design, text, brand, sound, and interaction. Learnability, usability, usefulness, and aesthetic appeal are key factors in users' experience.
- 064 Data Driven Media**  
Innovative use of data-driven digital media that delivers a personalized experience to each user.
- 065 Innovative Use of Interactive / Technology**  
Creative, novel, and groundbreaking uses of digital technology, including Artificial Intelligence in the design, development, and execution of an advertisement, brand message, or campaign.
- 065A Copywriting Single**  
**065B Creative Element(s) Single**  
**065C Copywriting Campaign**  
**065D Creative Element(s) Campaign**

# CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging but note there is no specific Corporate Social Responsibility category.



# SALES & MARKETING

## Corporate Social Responsibility Collateral

**066A Brand Elements**

Stationery, logo, invitations, POS materials, newsletters, etc.

**066B Annual Report (printed or digital)**

Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

**066C Brochure/Sales Kit**

All CSR sales kits, information sheets and brochures.

## Corporate Social Responsibility Marketing & Specialty Advertising

**067A Single Unit**

CSR direct marketing, direct mail, or specialty advertising.

**067B Campaign**

2–4 pieces may be submitted from work that qualifies in category 067A.

# PRINT ADVERTISING

## Corporate Social Responsibility Print Advertising

CSR advertisement placed in any  
print medium.

**068A Single Unit—Any Size**

**068B Campaign**

2–4 pieces may be submitted from  
work that qualifies in category 068A.

# OUT-OF-HOME & AMBIENT MEDIA

## Corporate Social Responsibility Out-Of-Home

- 069A Poster**  
Any CSR poster.
- 069B Out-Of-Home**  
Any CSR out-of-home advertising.
- 069C Campaign**  
2–4 pieces may be submitted from work that qualifies in categories 069A and/or 069B.

## Corporate Social Responsibility Ambient Media

- 070A Single Occurrence**  
Any CSR ambient media, including guerrilla marketing, installations, and events.
- 070B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 070A.

## Social Responsibility

### Corporate Social Responsibility Campaigns

#### 071 Integrated Media Corporate Social Responsibility Campaign

A CSR advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

# ONLINE/INTERACTIVE

*NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.*

**072A Corporate Social Responsibility  
Online/Interactive**

Single CSR entries for Online/  
Interactive—excluding Corporate  
Social Responsibility Online Film,  
Video & Sound which should be  
entered in category 076.

**072B Corporate Social Responsibility  
Online/Interactive Campaign**

2–4 pieces may be submitted from  
work that qualifies in category 072A.

# FILM, VIDEO & SOUND

*NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.*

**073 Corporate Social Responsibility  
Television**

Any CSR TV advertising. Single spot—any length.

**074 Corporate Social Responsibility  
Radio**

Any CSR radio advertising. Single spot—any length.

**075 Corporate Social Responsibility  
Film, Video & Sound**

CSR advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.

**076 Corporate Social Responsibility  
Non-Broadcast Audio/Visual**

CSR advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.

**077 Corporate Social Responsibility  
Campaign**

Campaign consisting of 2–4 executions of categories 073–076.

# PUBLIC SERVICE

Public Service advertising has as its goal the improvement of the public's health, education and/or welfare. This work may be paid or pro bono.

All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into the Elements of Advertising categories.

Please Note: Pro bono work and elements are not eligible for Best of Show.

# SALES & MARKETING

## Public Service Collateral

### **078A Brand Elements**

Stationery, logo, invitations, POS materials, newsletters, etc.

### **078B Annual Report (printed or digital)**

Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

### **078C Brochure/Sales Kit**

All public service sales kits, information sheets and brochures.

## Public Service Marketing & Specialty Advertising

### **079A Single Unit**

Public service direct marketing, direct mail or specialty advertising.

### **079B Campaign**

2–4 pieces may be submitted from work that qualifies in category 079A.

# PRINT

## Public Service Print Advertising

Public service advertisement placed in any print medium.

**080A Single Unit—Any Size**

**080B Campaign**

2–4 pieces may be submitted from work that qualifies in category 080A.



# OUT-OF-HOME & AMBIENT MEDIA

## Public Service Out-Of-Home

- 081A Poster**  
Any public service poster.
- 081B Out-Of-Home**  
Any public service out of home advertising.
- 081C Campaign**  
2–4 pieces may be submitted from work that qualifies in categories 081A and/or 081B.

## Public Service Ambient Media

- 082A Single Occurrence**  
Any public service ambient media, including guerrilla marketing, installations, and events.
- 082B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 082A.

# ONLINE/INTERACTIVE

*NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.*

**083A Public Service Online/Interactive**

Single Public Service entries for Online/Interactive—excluding Public Service Online Film, Video & Sound which should be entered in category 093.

**083B Public Service Online/Interactive Campaign**

2–4 pieces may be submitted from work that qualifies in category 083A.

# FILM, VIDEO & SOUND

*NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.*

**084 Public Service Television**

Any public service TV advertising. Single spot—any length.

**085 Public Service Radio**

Any public service radio advertising. Single spot—any length.

**086 Public Service Online Film, Video & Sound**

Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.

**087 Public Service Non-Broadcast Audio/Visual**

Public service advertising content that is not created for television, radio, or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.

**088 Public Service Campaign**

Campaign consisting of 2–4 executions of 084–087.

**089 Integrated Media**

**Public Service Campaign**

A public service advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

# ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories. *Please note: Advertising/Media Industry Self-Promotion work is NOT eligible for Best of Show consideration.*

## Collateral

- 090 Brand Elements**  
Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures, etc.
- 091 Direct Marketing & Specialty Advertising (printed or digital)**  
Advertising industry self-promotion direct marketing, direct mail, and specialty advertising.
- 092 Special Event Materials (printed or digital)**  
Advertising industry self-promotion special event materials, including cards, invitations, or announcements.

## Magazine Self-Promotion

Any advertisement which appears in a magazine, promoting that magazine.

- 093A Single Unit—Any Size**  
**093B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 093A.

## Newspaper Self-Promotion

Any advertisement which appears in a newspaper, promoting that newspaper.

- 094A Single Unit—Any Size**  
**094B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 094A.

## Out-Of-Home Self-Promotion

Advertising for an out of home company appearing on that company's out-of-home media.

- 095A Single Unit**  
**095B Campaign**  
2–4 pieces may be submitted from work that qualifies in category 094A.

## Out-of-Home Self-Promotion

- 096 Advertising Industry Self-Promotion Out-Of-Home**  
Any advertising industry self-promotion out-of-home advertising, including outdoor boards, transit advertising and posters.

## Ambient Media Self-Promotion

### 097 Advertising Industry Self-Promotion Ambient Media

Any advertising industry self-promotion ambient media, including guerrilla marketing, installations, and events.

## Online/Interactive Self-Promotion

### 098 Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality

Single Advertising Industry Self-Promotion entries for Online/Interactive/ Virtual Reality—excluding Online Film, Video & Sound, which should be entered in Category 107.

## Audio/Radio Self-Promotion

Any advertisement which appears on a audio/radio station or outlet, promoting that station.

### 099A Single Spot—Any Length

### 099B Campaign

2–4 pieces may be submitted from work that qualifies in category 099A.

## Television Self-Promotion

### Television Self-Promotion—Local

Any advertisement which appears on a local TV station, promoting that TV station.

### 100A Single Spot—Any Length

### 100B Campaign

2–4 pieces may be submitted from work that qualifies in category 100A.

### Television Self-Promotion—Regional or National

Any advertisement which appears on a regional or national TV outlet or network, promoting that TV outlet or network.

### 101A Single Spot—Any Length

### 101B Campaign

2–4 pieces may be submitted from work that qualifies in category 101A.

## Film, Video & Sound

### 102 Advertising Industry Self-Promotion Film, Video & Sound

Any film, video or sound content created as self-promotion material by a member of the advertising industry, regardless of the intended medium. Includes online video, television, radio, and demo reels. Single occurrence—any length.

## Ad Chapter or Marketing Chapter

### 103 Ad Chapter or Marketing Chapter

Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category. Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering American Advertising

Awards-related materials, all campaign elements should be entered in the competition year *following the year they promote*, regardless of usage date.

## Campaigns

### Advertising Industry Self-Promotion Campaigns

#### 104A Single-Medium Campaign

2–4 executions from a single medium from any advertising industry self-promotion campaign.

#### 104B Integrated Media Campaign

An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Advertising Campaign entries should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

# POLITICAL ADVERTISING

Political Advertising is advertising used for advocating, fundraising, endorsement of or opposition to a candidate, political issue, referendum, ballot proposition, constitutional amendment, or political party.

Any political or issue advertising placed by a corporate entity that includes branding for a corporation must be entered in the CSR categories. All advertising must comply with federal, state, and local political advertising regulations or may be disqualified.

- |            |   |            |   |
|------------|---|------------|---|
| <b>105</b> | <b>Political Print Collateral</b><br>Material—stationery, invitations, direct mail, packaging, newsletters, brochures, and special advertising such as t-shirts or a promotional product such as pens, bumper stickers, door hangers, etc.  | <b>109</b> | <b>Political Broadcast Television</b><br>Television ads (any length)  |
| <b>106</b> | <b>Political Print Advertising</b><br>Any size ad placed in any print medium such as magazines and newspapers.  | <b>110</b> | <b>Political Audio</b><br>Radio ads (any length), podcasts  |
| <b>107</b> | <b>Political Out-of-Home &amp; Ambient Media</b><br>Posters, installations, events, outdoor boards, guerrilla marketing. Guerilla marketing entries must include proof of usage and should be accompanied by a written or digital (video) summary not to exceed 250 words or 3-minute video. Digital summaries must be submitted by uploading the video file. | <b>111</b> | <b>Political Non-Broadcast &amp; Online Video</b><br>Internet commercials/webisodes. Entries must be submitted as an online video using its URL, not as a digital upload.   |
| <b>108</b> | <b>Political Online Interactive</b><br>Websites, microsites, social media. Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.   | <b>112</b> | <b>Political Campaign</b><br>Single medium campaign in any of the above categories consisting of 2 to 4 executions.   |
|            |   | <b>113</b> | <b>Political Integrated Campaign</b><br>A series of ads, commercials, or executions that utilize more than one medium. Up to ten executions may be submitted for judging. Integrated campaigns may be accompanied by a written or video summary not to exceed 250 words (written) or 3 minutes (video). |

*NOTE: Additional Local Only Categories may be added at the discretion of the local or district organization.*