

ADDYs:
a creative
story
CATEGORIES

SALES PROMOTION

Product or Service Sales Presentation
1A Catalog
1B Sales Kit or Product Info Sheet
1C Printed Newsletter
1D Menu
1E Campaign

Packaging
2A Single Unit
2B CD, DVD, VHS or Cassette
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)
4 Audio/Visual Sales Presentation

COLLATERAL MATERIAL

Stationery Package
5A Flat Printed or Multiple Process

Annual Report
6A Less than four-color
6B Four-color

Brochure
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

Poster (Covers or spreads or features)
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
19 Out-of-Home, Self-promotion

NON-TRADITIONAL

ADVERTISING

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
(Consumer or Trade Publications)
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

(Includes Social Media Websites)
Web Sites, B-to-B
32A Flash
32B HTML/Other

Web Sites, Consumer
33A Flash
33B HTML/Other

Online
34A Banners/Pop-Ups/Screensavers
34B E-Mail/E-Cards
34C Micro or Mini site
34D Online Games
34E Online Newsletter
34F Podcasts
34G Mobile Marketing (Text Messaging)
34H Internet Commercials (Run on the Internet only)
34I Webisodes
35 Web/Online Campaign (2–4 of the above)

Interactive Multimedia (CD/DVD)
36A B-to-B
36B Consumer
36C Interactive Multimedia Campaign

RADIO

Local (one metro)
37A :30
37B :60 or more
38 Campaign

Regional/National
39A :30
39B :60 or more
40 Regional/National Campaign

Radio Self-Promotion
41A Single
41B Campaign

TELEVISION (TV)

Local (one DMA)
42A :15 or less
42B :30
42C :60 or more
43 Campaign

TV Self-Promotion
44A Single
44B Campaign

Regional/National TV, Single Spots
45A Consumer Products
45B Consumer Outlets
45C Consumer Services

Regional/National TV Campaign
46A Consumer Products
46B Consumer Outlets
46C Consumer Services
47 Infomercials

Cinema Advertising
48A Movie Trailers
48B In-theatre Commercials or slides

MIXED MEDIA

(Cross Platform) Campaign
49 B-to-B, Local
50 B-to-B, Regional / National
51 Consumer, Local
52 Consumer, Regional / National

ADVERTISING FOR THE ARTS & SCIENCES

Collateral
53A Stationery Package
53B Annual Report
53C Brochure/Sales Kit
53D POP or POS Materials (Other than Posters)
53E Poster
53F Newsletter
53G Cards, Invitations or Announcements (Special Event Material)

Print
54A Magazine
54B Newspaper

Broadcast/Electronic
55A TV
55B Radio
55C Audio/Visual
55D Interactive
56 Out-of-Home
57 Non-Traditional
58 Direct Marketing, Specialty Items

Campaign
59A Single Medium Campaign (for categories 53–58)
59B Mixed/Multiple Media Campaign (for categories 53–58)

PUBLIC SERVICE

Collateral
60A Stationery Package
60B Annual Report
60C Brochure/Sales Kit
60D POP or POS Materials (Other than Posters)
60E Poster
60F Newsletter
60G Cards, Invitations or Announcements (Special Event Material)

Print
61A Magazine
61B Newspaper

Broadcast/Electronic
62A TV
62B Radio
62C Audio/Visual
62D Interactive
63 Out-of-Home
64 Non-Traditional
65 Direct Marketing, Specialty Items

Campaign
66A Single Medium Campaign (for categories 60–65)
66B Mixed/Multiple Media Campaign (for categories 60–65)

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.)

67A Collateral (brochures, posters, etc.)
67B Stationery Package
67C Print
67D Newsletter
67E Broadcast
67F Interactive
67G Out-of-Home
67H Non-Traditional
67I Direct Marketing, Specialty Items
67J Cards, Invitations or Announcements (Special Event Material)
68 Ad or Marketing Club
69A Single Medium Campaign (for categories 67 & 68)
69B Mixed/Multiple Media Campaign (for categories 67 & 68)

ELEMENTS OF ADVERTISING

70 Logo

Illustration
71A Single
71B Illustration Campaign

Photography
72A Black and White
72B Color
72C Digitally Enhanced
72D Photo Campaign

Animation or Special Effects
73A Video or Film
73B Internet

Sound
74A Music Only
74B Music with Lyrics
74C Sound Design
75 Cinematography

LOCAL AWARDS

These awards are specific to the American Advertising Federation of Fort Smith, and are not eligible for any AAF ADDY Awards at the district or national levels. These awards have been designed to acknowledge artistic achievements in our community. Please submit these entries by the same guidelines as laid out for the standard ADDY entries. Please note that these are local-only categories and are not eligible to move on to district and national judging.

Best of No-Show Award
We all have drawers full of great designs that we love. Unfortunately, the client was not nearly as enamored with them as we were. Well, now AAF members can let those designs see the light of day! The Best of No-Show Award gives designers the chance to showcase their hippest, coolest designs, and possibly be awarded the title of “Best of No-Show.”

Only AAF Fort Smith members may submit in this category.

ART & TECHNIQUE

Any artistic medium that communicates a cultural style or theme. Entrants are not bound by any category conventions. Formats are not limited to a particular medium and can include, but not limited to, oil paintings, graffiti work, tattoo work, clay, steel, film and digital renderings. Color photos can be submitted for initial entry. Winners will be contacted for additional display options at final award ceremony.

Cultural Style
A&T-1 2-D
A&T-2 3-D
Video Expression
A&T-3 Video short (:30 or less)
A&T-4 Video unlimited (>:30)

Photography
A&T-5 Color
A&T-6 B&W

Printmaking
A&T-7 Small
A&T-8 Large

STUDENT ADDYS

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

Please note: 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.

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.

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 artwork.

STUDENT AUTO-FORWARDING

With student ADDYs we will adopt an amended auto-forwarding process where all Gold winning work will be forwarded to the district and national competition at no cost. Silver winning work may advance to the district or national competition by paying the applicable entry fee.

STUDENT CATEGORY LIST

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
6A Single CONSUMER or TRADE MAGAZINE AD
6B MAGAZINE AD CAMPAIGN (2–4 ads)

NEWSPAPER

7A Ad
7B Insert
7C NP Ad or Insert Campaign (2–4 ads)

INTERACTIVE MEDIA

8A Web Site
8B Interactive CD/DVD
8C Online advertising (pop up/banner/email/other)

EDITORIAL DESIGN

Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

9A Cover
9B Editorial Spread or Feature (One editorial spread or feature per entry)
9C Series (Covers, spreads or features)
10 RADIO
11 TELEVISION
12 CAMPAIGNS (mixed media)

ELEMENTS OF ADVERTISING

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