

SALES & MARKETING

SALES PROMOTION

Product or Service Sales Promotion

- 01A Catalog
- 01B Sales Kit or Product Information Sheets
- 01C Menu
- 01D Campaign

Packaging

- 02A Single Unit
- 02B Campaign

Point of Purchase

- 03A Counter Top
- 03B Free Standing

COLLATERAL MATERIAL

- 04 Stationery Package
- 05 Annual Report

Printed Newsletter

- 06A Single Newsletter
- 06B Campaign

Brochure

- 07A Single Unit
- 07B Campaign

Publication Design

- 08A Cover
- 08B Editorial Spread or Feature
- 08C Cover/Editorial Spread or Feature – Series
- 08D Magazine Design
- 08E Book Design

Special Event Material

- 09A Card, Invitation, Announcement – Single
- 09B Card, Invitation, Announcement – Campaign

DIRECT MARKETING

Direct Mail

- 10A Flat - Single
- 10B Flat – Campaign
- 10C 3D / Mixed – Single
- 10D 3D / Mixed – Campaign

Specialty Advertising

- 11A Apparel
- 11B Other Merchandise
- 11C Campaign

PUBLIC SERVICE

Public Service Collateral

- 12A Brand Elements
- 12B Annual Report (printed or digital)
- 12C Brochure/Sales Kit
- 13 Public Service Direct Marketing & Specialty Advertising

ADVERTISING INDUSTRY SELF-PROMOTION

Collateral

- 14 Brand Elements
- 15 Direct Marketing & Specialty Advertising
- 16 Special Event Materials

PRINT ADVERTISING

Magazine Advertising

- 17A Full Page Or Less – Single Unit
- 17B Spread, Multiple Page or Insert - Single Unit
- 17C Campaign

Magazine Self-Promotion

- 18A Single Unit – Any Size
- 18B Campaign

Newspaper Advertising

- 19A Fractional Page – Single Unit
- 19B Full Page – Single Unit
- 19C Spread or Multiple Page – Single Unit
- 19D Specialty Advertising – Single Unit
- 19E Campaign

Newspaper Self-Promotion

- 20A Single Unit - Any Size
- 20B Campaign

BRANDED CONTENT & ENTERTAINMENT

- 21 Branded Content & Entertainment

PUBLIC SERVICE

- 22 Public Service Print Advertising

ADVERTISING INDUSTRY SELF-PROMOTION

- 23 Advertising Industry Self-Promotion

OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA

- Guerrilla Marketing
- 24A Single Occurrence
- 24B Campaign
- 25A Single Installation
- 25B Multiple Installations
- 26A Single Event
- 26B Multiple Events

OUT-OF-HOME

- 27A Poster - Single Unit
- 27B Poster - Campaign

Outdoor Board

- 28A Flat – Single Unit
- 28B Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Mass Transit/Airlines

- 29A Interior – Single
- 29B Exterior – Single

Site

- 30A Interior – Single
- 30B Large Venue – Single
- 31 Out-Of-Home Campaign

Out-Of-Home Self-Promotion

- 32A Single Unit
- 32B Campaign

PUBLIC SERVICE

- 33A Poster
- 33B Out-Of-Home
- 34 Ambient Media

ADVERTISING INDUSTRY SELF-PROMOTION

- 35 Advertising Industry Self-Promotion Out-Of-Home
- 36 Advertising Industry Self-Promotion Ambient Media

ONLINE/INTERACTIVE

Websites

- 37A Consumer
- 37B B-to-B
- 37C Microsites

SOCIAL MEDIA

- 37A Single Platform
- 37B Multiple Platforms

APPS

- 39A Mobile App
- 39B Website Based App
- 39C Games
- 39D Tools & Utilities

ADVERTISING & PROMOTION

- 40 Web Banner Ads
- 41 Website Takeovers
- 42 Email

SYNDICATED CONTENT

- 43 Blogs
- 44 Digital Publications

BRANDED CONTENT & ENTERTAINMENT

- 45 Branded Content & Entertainment for Online Interactive

PUBLIC SERVICE

- 46 Public Service Online/Interactive

ADVERTISING INDUSTRY SELF-PROMOTION

- 47 Advertising Industry Self-Promotion Online Interactive

FILM, VIDEO & SOUND

RADIO ADVERTISING

- 48A Single Spot :30 seconds or less
- 48B Single Spot more than :30 seconds
- 48C Campaign
- 49A Single Spot :30 seconds or less
- 49B Single spot more than :30 seconds
- 49C Campaign

RADIO SELF-PROMOTION

- 50A Single Spot – Any Length
- 50B Campaign

TELEVISION ADVERTISING

- Television Advertising – Local (One DMA)
- 51A Single Spot :15 or less
- 51B Single Spot :30 seconds
- 51C Single Spot :60 seconds or more
- 51D Campaign

Television Advertising – Regional/National

- 52A Single Spot – Up to 2:00
- 52B Campaign

TELEVISION SELF-PROMOTION

- Television Self Promotion / Local
- 53A Single Spot – Any Length
- 53B Campaign
- 54A Single Spot – Any Length
- 54B Campaign

ONLINE FILM, VIDEO AND SOUND

- Internet Commercial
- 55A Single Spot – Any Length
- 55B Campaign

Podcast

- 56A Single Podcast
- 56B Campaign
- 57 Webisode(s)

BRANDED CONTENT & ENTERTAINMENT

- Branded Content & Entertainment For Online Film, Video & Sound
- 58A Single entry :60 seconds or less
- 58B Single entry – more than :60 seconds
- 59 Branded Content & Entertainment For Television
- 60 Branded Content & Entertainment – Non-Broadcast

CINEMA ADVERTISING

- 61 Movie Trailer
- 62 In-Theatre Commercials or Slides

SALES PROMOTION

- 63 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 64 Music Video

PUBLIC SERVICE

- 65 Public Service Television
- 66 Public Service Radio
- 67 Public Service Online Film, Video & Sound
- 68 Public Service Non-Broadcast Audio/Visual

ADVERTISING INDUSTRY SELF-PROMOTION

- 69 Advertising Industry Self-Promotion Film, Video & Sound

CROSS PLATFORM

INTEGRATED CAMPAIGNS

- 70A B-to-B Campaign – Local
- 70B B-to-B Campaign – Regional/National
- 70C Consumer Campaign – Local
- 70D Consumer Campaign – Regional/National
- 71 Integrated Brand Identity Campaign – Local or Regional/National
- 72 Integrated Branded Content Campaign – Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

- 73 Online/Interactive Campaign

PUBLIC SERVICE

Public Service Campaigns

- 74A Single Medium Public Service Campaign
- 74B Integrated Media Public Service Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

- 75 Ad Club or Marketing Club
- 76A Single Medium Campaign
- 76B Integrated Media Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

- 77 Copywriting

VISUAL

- 78 Logo Design

Illustration

- 79A Illustration – Single
- 79B Illustration – Series

Still Photography

- 80A Black & White, Single
- 80B Color, Single
- 80C Digitally Enhanced, Single
- 80D Campaign
- 81 Art Direction

FILM & VIDEO

- 82 Cinematography
- 83 Animation or Special Effects
- 84 Video Editing

SOUND

- 85A Music Without Lyrics
- 85B Music With Lyrics
- 86 Voiceover Talent
- 87 Sound Design

DIGITAL CREATIVE TECHNOLOGY

- 88 Interface & Navigation
- 89 Responsive Design
- 90 GPS & Location Technology
- 91 Augmented Reality
- 92 Mobile Interaction
- 93 User Experience
- 94 Data Driven Media
- 95 Innovative Use of Interactive / Technology



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COLUMBUS

AMERICAN
ADVERTISING
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