



Entry How-To Guide

2017 American Advertising Awards Columbus

AMERICAN
ADVERTISING
AWARDS

Welcome to the 2017 American Advertising Awards competition. The American Advertising Awards is the industry's largest and most representative competition attracting over 40,000 entries in local AAF Chapter competitions. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.

Key Dates and Information

Deadline to enter is January 12, 2018

Enter your work at <https://enter.americanadvertisingawards.com/a/organizations/05-COL/home>

Entries are due to Brainstorm Media offices by January 4, 2018 (late call is January 12, 2018)

Judging weekend is January 26-28, 2018

2017 Columbus American Advertising Awards Show is March 1, 2018

Eligibility Requirements

All work entered in the American Advertising Awards competition must have first appeared in the media between January 1 and December 31, 2017.

With the exceptions of Public Service Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and 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).

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.

Entry Submission

Physical entries must be placed inside an appropriately-sized envelope. We recommend transparent, plastic envelopes, manila-type envelopes are also accepted. Failure to use proper packaging may result in your entries not being judged.

If a transparent envelope is used insert two copies of the entry form. Firmly affix the entry number on the back of every piece of the entry.

If a manila-type envelope is used mount the entire entry form to the front of the envelope and place a second copy in with the entry. Be sure to affix the entry number to the back of every piece in the entry.

Over-sized entries should be placed in an appropriately-sized box. Mount the entry form to the box, place a second copy inside the box and affix the entry number to every piece in the entry.

All components of Campaign and Integrated Campaign must be entered together in an appropriately-sized envelope whenever possible. Affix the entry number to each piece in the campaign and include the total number of components in the campaign (1 of 4, 2 of 4 etc.)

Failure to follow these steps could result in your entry not being judged.

Submission of Digital Entries

Digital entries in the Professional Division are described as follows:

- Entries in all Online Interactive categories 37–47 & 75
- Entries in all Film, Video and Sound categories 48–71
- Entries in select Elements of Advertising categories 85–98

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process FOR THESE CATEGORIES ONLY requires only the online portion of the process—no physical work samples are required for submission. You must provide a copy of the entry form to the AAF Columbus during our Call For Entries drop off location. However, for ALL OTHER CATEGORIES, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry.

Online/Interactive Categories

For websites 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. For example: <http://www.somedomain.com/awardentries>. Do not submit a URL that leads directly to a .swf file.

URLs should not require any username or password to access. URLs, banners and menus must not contain any reference to the entrant.

Submission of Entries

Physical submission are REQUIRED for all entries in the following divisions; Sales & Marketing, Print Advertising, Out-of-Home and Ambient Media, Cross Platform and Categories 79–84 of Elements of Advertising. This includes submission of a physical copy of the creative work suitable for in-person judging and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. All entries become property of AAF Columbus and will not be returned.

Manifests

Manifests are used to ensure that all submissions are placed in correct categories and are properly judged. It is required that a signed manifest accompany your entry. For Digital & Interactive entries the manifest may be emailed along with the entry forms. For all other entries the manifest may be shipped along with the physical entries.

Forwarding of Winners

All Gold winners are automatically forwarded to the District 5 competition at no charge. All Gold winners at District are forwarded to the national competition at no charge. Silver winners may advance with a fee.

Questions

All questions should be directed to the AAF Columbus ADDY's Committee Chairs at addys@aafcolumbus.org.