

# AMERICAN ADVERTISING AWARDS

The American Advertising Awards (AA Awards) is the advertising industry's largest and most representative competition. Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

## ELIGIBLE WORK CRITERIA

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Work done from January 1<sup>ST</sup> – December 31<sup>ST</sup> of the year.  
CBSA, DMA, or MSA where work was created  
*(See Arbitron or Nielson for market)* Entries range from single copywriting to fully integrated campaigns.

## PROFESSIONAL ENTRY FEES

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**SINGLE ENTRY:** \$75 for members, \$135 for non-members  
**CAMPAIGN ENTRY:** \$105 for members, \$155 for non-members

## STUDENT ENTRY FEES

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\$30 per entry for all categories.

## AWARD CATEGORIES

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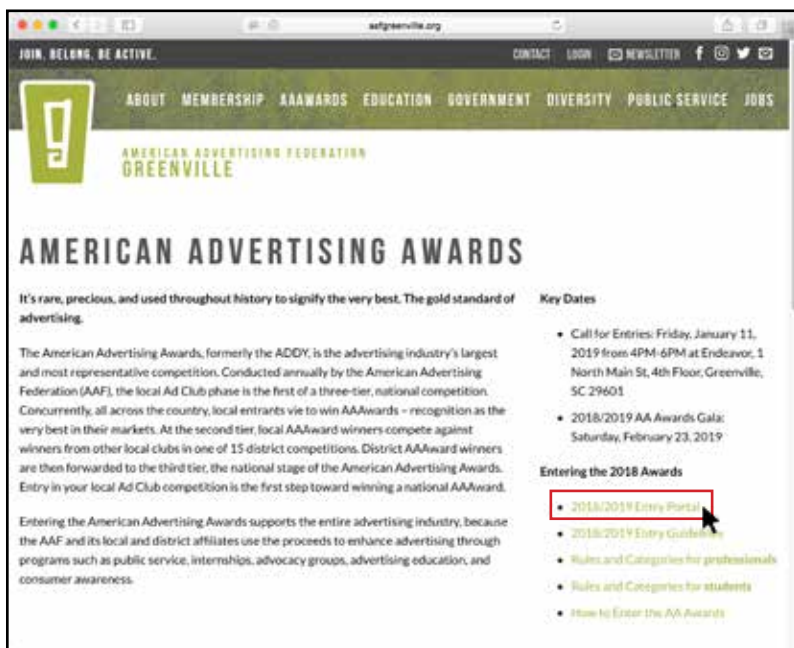
*For category descriptions visit [AAFgreenville.org/AAAwards](http://AAFgreenville.org/AAAwards)*

- Sales & Marketing
- Print Advertising
- Out of Home & Ambient Media
- Online/Interactive
- Film, Video & Sound
- Cross Platform
- Elements of Advertising

## FORWARDING ENTRIES

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Gold winners will be forwarded to the District Competition by AAF Greenville. Silver winners may choose to pay the entry fee to be forwarded. (Silvers are able to win Gold at National Competition) Gold or Silver ADDY winners in the District Competition will be eligible for entry into the National Competition.



## HOW TO ENTER AAF COMPETITION

1. Visit **AAFGREENVILLE.ORG/AAAWARDS/** and click Entry Portal
2. Choose and click an Entry **PROFESSIONAL** or **STUDENT**
3. Once you've reached the portal **LOG IN** or **CREATE** an account
4. Complete **ENTRANT INFORMATION** (*Company, Name, Member, Address, Phone*)
5. Complete **ENTRY INFORMATION** (*Category, sub-category, Title, Client*)
6. **UPLOAD** Media files (*Required for all categories*)
7. Add Credits, Accept Terms/Conditions, Add to Cart, Checkout, Pay for Entries (*Changes can not be made to entries after payment*)
8. Print **TWO** copies of entry form for each entry.
9. Print **ONE** copy of the Invoice/Manifest of all entries and sign.  
(*Review manifest to ensure it matches all entries*)



## ENTRY SUBMISSIONS

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- Physical entries must be placed inside an envelope
- Insert **TWO** copies of the entry form inside envelope behind entry
- Package your entries as directed on the Entry Guidelines and official Rules and Categories. *(Cut tags and attach to top right corner of each entry. Label Integrated Campaigns by total number of components [1 of 10, 2 of 10, etc.])* If a manila-type envelope is used, the entry number label should be attached to the **BACK** of the entry. Attach entry form to **FRONT** of envelope. Insert second copy of entry form **INSIDE** the envelope.

**ENTRIES TOO LARGE FOR THE PROVIDED ENVELOPE:** **(1)** Turn in the envelope with an entry form anyway. **(2)** Package the entry appropriately in the event that it's shipped to District or Nationals for judging. **(3)** Include a copy of the entry form in the packaging and write the entry number outside of the packaging. **(4)** In the case of large displays, submit a photo with the entry envelope for judging rather than the entire display to be assembled.

## 3D SUBMISSIONS

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- If a 3-D item is small enough, it should be placed inside an envelope, as mentioned.
- Firmly affix the entry number to the **BACK** of every piece in the entry.
- Insert **TWO** copies of the entry form inside the envelope behind the entry.
- If a manila-type envelope is used, the entry number label should be attached to the **BACK** of the entry. Attach the entire entry form to the **FRONT** of the envelope. Insert a copy of the entry form **INSIDE** the envelope.

## 3D SUBMISSIONS (Too Large for Envelope)

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- Entry should be enclosed in an appropriately sized box.
- Place entry number label on the **BOTTOM** of the 3D entry.
- Firmly affix the entry number to the **TOP** of the box in the **UPPER RIGHT** corner.
- Attach the entry form to the **BOTTOM** of the box.
- Place a copy of the entry form **INSIDE** the box.

## CAMPAIGN SUBMISSIONS

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- A **SINGLE** medium campaign is no less than **TWO** and no more than FOUR pieces in the entry.
- An **INTEGRATED** campaign is a series of ads, commercials, or executions that utilize more than one medium. You can submit up to 10 executions for judging. Entries that contain 1 or more of these elements: Social Media, Digital Apps, or Non-Traditional may be accompanied by a summary either written (*max: 250 words*) or digital (*max: 3 minute video*). Digital summaries must be submitted by uploading during online entry process.

## DIGITAL SUBMISSIONS

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- Entries in the following categories are completed online.
- Including submission of creative assets via digital uploads or submission of URLs for judging:
  - \* ALL Online/Interactive Categories
  - \* ALL Film, Video & Sound Categories
  - \* Select Elements of Advertising Categories (#82-#95)

## PACKAGING ENTRIES

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Proper packaging of entries and providing an additional copy of entries allows us to display winning entries at the Awards Gala. It also helps us forward those entries to District and Nationals.




## SHIPPING ENTRIES

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All entries submitted become property of AAF Greenville and will not be returned.

For Professional Rules & Categories, Student Rules & Categories, Entry Guidelines and Entry Portal visit

**[WWW.AAFGREENVILLE.ORG/AAAWARDS](http://WWW.AAFGREENVILLE.ORG/AAAWARDS)**

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