

# Student ADDYs

## The AAF Student ADDY Awards Competition

is a unique national awards program designed specially for college students. The student competition mirrors the three-tiers of the professional competition, although it has its own set of categories. You may either conduct the student competition concurrently and in conjunction with the professional ADDY competition or you may conduct it as its own event. If you have an AD2 club in your market, you may wish to have them conduct the student ADDY competition

### Entry Fees

It is recommended that the entry fee for the student competition be \$20 for all clubs, nationwide. Although most clubs use the suggested entry fee, some clubs alter this fee based on local conditions. Since there is no charge to your club to advance the gold-winning student entries to the district competition and no cost to advance the gold-winning student entries from district to national competition, there is a sharing of the local entry fees between the local, district and national organizations.

For every student entry you receive, \$1 goes to national AD2, \$3 goes to AAF and \$2 goes to your district (some districts may vary). So if you charge the recommended \$20 entry fee, your club will earn \$14 for each student entry.

Silver winners in the student competition can advance to the district and national judging if the entrant pays the appropriate district or national fees.

### Entrant Eligibility

Any student can enter the Student ADDY Awards as long as they are enrolled full- or part-time in an accredited U.S. educational institution. Those who recently graduated may also enter the student competition as long as the entry was created while they were a student and it meets all the other entry

requirements. Both high school and college students may enter.

### Entry Eligibility

While the professional competition requires that entries be “real work” created for “real clients,” the student competition requires that the entry not be something that is used or created within a normal client-agency relationship. If the entrant is a student but created work that was used in the marketplace, then that work would not be eligible. For example, if the student worked within an agency as an intern or an employee, then the work that was created for that agency or their clients would not be eligible. However, if that same person created advertising for a class project or specifically to enter this competition, and was never used by any client, then the student may enter that piece. The only exception to this rule is work that the student created and was used within the school’s student newspaper, student radio station or student television station or work created to be used as a club fund-raiser.

Entries that were created by more than one student can be entered as long as everyone who worked on the entry is aware and that all people are listed in the credits.

### Categories

The student competition has a smaller number of categories than the professional competition that is geared towards what students are likely to enter. You can feel free to add additional categories that either roll-up into the national categories or create local-only student categories. Please see the ADDY Online Entry & Judging Software manual on how to do this.

### Building your Contacts

When looking for student entrants, the first thing you need to do is compile a complete list of schools in your area. There may be more than you think. The AAF has a list of schools, professors and contact information of colleges

throughout the country. Although the AAF list is extensive, you should use it as a starting point in developing further contacts. Here are the types of schools that you should seek out:

1. Four year colleges and universities
2. Community Colleges
3. Art Schools
4. Photography Schools
5. Film Schools
6. Computer Schools
7. Graphic Design schools
8. Career colleges
9. Broadcasting Schools

Once you develop a complete list of schools, you need to develop contacts. Many schools will list their instructors (and their contact information) on the school's web site. Try to develop as many appropriate instructors as you can. In addition to instructors, be sure to add department chairs, deans and advisors. If this information is not available on-line, you may need to contact each school or department to get contact information.

Within colleges and universities, you need to go to many departments to find the right instructors since each school will place subjects in different departments. For example, you might find advertising within the school of business or communications. Graphic Design might be in the art school or computer sciences. Try to be thorough in finding out where schools put the instructors you want to reach. Some suggested departments to look at:

1. Art
2. Business
3. Film
4. Communications
5. Radio/TV
6. Advertising
7. Photography
8. Graphic Design
9. Computer Sciences
10. Marketing

Other places to look for entrants include on-campus clubs such as advertising, marketing,

film, photography, and radio/TV. Talk to your club's education chair to see if there are any AAF affiliated schools in your area or if any schools entered the NSAC competition. Work that was completed for the NSAC competition is eligible to be entered into the ADDY competition the following year.

## Developing Contacts into Entrants

When trying to build your student competition you need to try and build solid relationships with the schools in order to reach the students. While in some schools a department chair or dean can help you reach all of the students, in other schools you may need to depend on one instructor or advisor to get the word out.

Here are some ideas that might work in your market to develop student entries:

1. If the College is within traveling distance, the Education Chair or Sub-Committee member can volunteer to speak to the students at various Communications/ Advertising/ Marketing classes and clubs. This proactive approach will not only motivate the students to send in entries, but will also be a great way for your club to recruit new student members
2. Meet with the deans or instructors to have an ADDY entry be part of the curriculum. The schools may be willing to pay for the first entry from each student. If they are not willing to do that, see if you can get them to encourage the students to enter.
3. Use the student marketing materials provided by the AAF to develop local posters or flyers and emails.
4. If possible, have an on-campus location for students to drop off their ADDY entries.
5. Make sure your deadlines coincide with their class schedules so you are not competing with finals or vacations.
6. Try to get a sponsor to offer a cash prize to the student Best of Show.
7. If you have your judges lined up, use the names of the judges as a way for the students to get their work in front of potential employers.

## Judging

If the total number of entries does not make it prohibitive, you should use the same set of judges who judge the professional competition. The students appreciate that their work is viewed by the same high quality judges and the judges also enjoy seeing the student work.

If there are too many professional or student entries so that using the same judges becomes impossible, you can use local judges as long as they have no affiliation with any of the schools from which you will get entries.

## Honoring the Student Winners

While most clubs honor the student winners at the same gala as the professional winners, the Student ADDY Award ceremony does not need to be at the same event or need to be in a ballroom with a formal setting. It can be a fun, semi-formal setting with a viewing gallery with displays of the students' entries. This can even be turned into a semi portfolio review (without diluting the show). This can definitely be positioned as a way for the students to meet with ad industry professionals and "interview" with them in an informal setting.

But if you honor the students at the professional gala, it is essential that students be made to feel valued and part of the show. Although some clubs use paper certificates as awards, the National ADDY Committee strongly suggests that students receive a trophy at least for Gold winners. In the past, some clubs have also given scholarships or a cash prize to the first place to the Student Best of Show.

If you honor the students at their own event, be sure to send out invitations to the ad industry to attend the ceremony, as well as to all the students who sent in entries and their professors/ instructors/ deans and to all colleges with a marketing/ advertising/ communications program.

## Sponsorships

While it may be challenging to get sponsors for your professional competition, you may find it easier to get sponsorships for your student competition. Here are some sponsorships you might be able to secure:

1. **Entry Sponsorship.** You can have a company sponsor the first entry from every entrant. If you normally get 50 student entries and you charge \$2,000 for the sponsorship, you will make a higher profit, even if your entries go up.
2. **Dinner Sponsorship.** When you send out your order form for your gala, include a line where people can sponsor a student to attend. Sometimes people will buy a table at your gala and end up with a few empty seats, see if those people will allow a student to sit with them.
3. **Best of Show Sponsorships.** You can have a sponsor for a cash award for the best of show winners in broadcast, web and print.
4. **Internship.** You can also try to get a local ad agency to sponsor an internship for the Best of Show winner.

## Timeline

In order to best address the needs of the student entrants, you will likely need to have a separate timeline from that of the professional competition. Many competitions send out their Call for Entries at the end of December or the beginning of January with a January deadline; however many schools are closed during the last part of December and throughout January. So it is possible that the perfect timeline for your professional competition is the absolutely worst time for the student competition.

By using the materials provided by the AAF to help you promote the student competition, you can get started soliciting entries before your professional Call for Entries is ready. Right as the term begins you should start contacting the schools and setting up how you will get the word out to the students. It is recommended that you have a submittal deadline that is coordinated with the end of the term so that students can enter their best work from the fall semester before they leave campus for the winter break.

Since most schools don't make decisions quickly, if you are just building a relationship with the school, you should be talking this fall and spring about incorporating the school more into the ADDY program and building entries into the curriculum for next year.

### **One important note about entries:**

Often times students will give you their original work and they have no back up copy. Although you might have every intention of returning their work, sometimes entries get lost or damaged. If that entry wins a gold award, it will advance to the district or national competitions and then the piece will be out of your hands and there will be almost no chance of getting it back. Make sure that the students understand that there is no guarantee that the entry can be returned and they should submit a copy or duplicate, not original art. All entries become the property of AAF.