



**Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.**

**The National Student ADDYs are sponsored by the American Advertising Federation and**



**What's better than fame and glory? That's right, cold, hard cash. The Student "Best of Show" winning entrant will receive a cash prize of \$1,000 from National Ad 2.**

**For information go to [www.ad2.org](http://www.ad2.org)**

# S T U D E N T ADDY®

THE FUTURE OF ADVERTISING

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.

## **Suggested Local Entry Fee: \$20**

### **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.





## Categories:

**Please note:** These are suggested category starting points for local and district shows. The NAC strongly urges clubs to adapt categories adding local only distinctions to accommodate and reflect the work created within their participating colleges and universities. For definitions refer to mirrored categories in the professional ADDY glossary.

### **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 to 4 ads)**

### **NEWSPAPER**

- 7A. Ad
- 7B. Insert
- 7C. NP Ad or Insert Campaign (2 to 4 ads)

### **INTERACTIVE MEDIA**

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

### **EDITORIAL DESIGN**

(any two-page spread) One editorial spread per entry. ***Not intended for submission of entire book or magazine.***

- 9A. Cover
- 9B. Editorial Spread (One editorial spread per entry)
- 9C. Series (Covers or spreads)

### **10. RADIO**

### **11. TELEVISION (TV)**

### **12. CAMPAIGNS (mixed media)**

### **ELEMENTS OF ADVERTISING**

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

*Additional Local Only Categories may be added at the discretion of the local or District organization.*