



THE HOW-TO GUIDE

— ON ENTERING THE —

AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the industry’s largest and most representative competition, attracting nearly 35,000 entries every year in local AAF Club competitions.

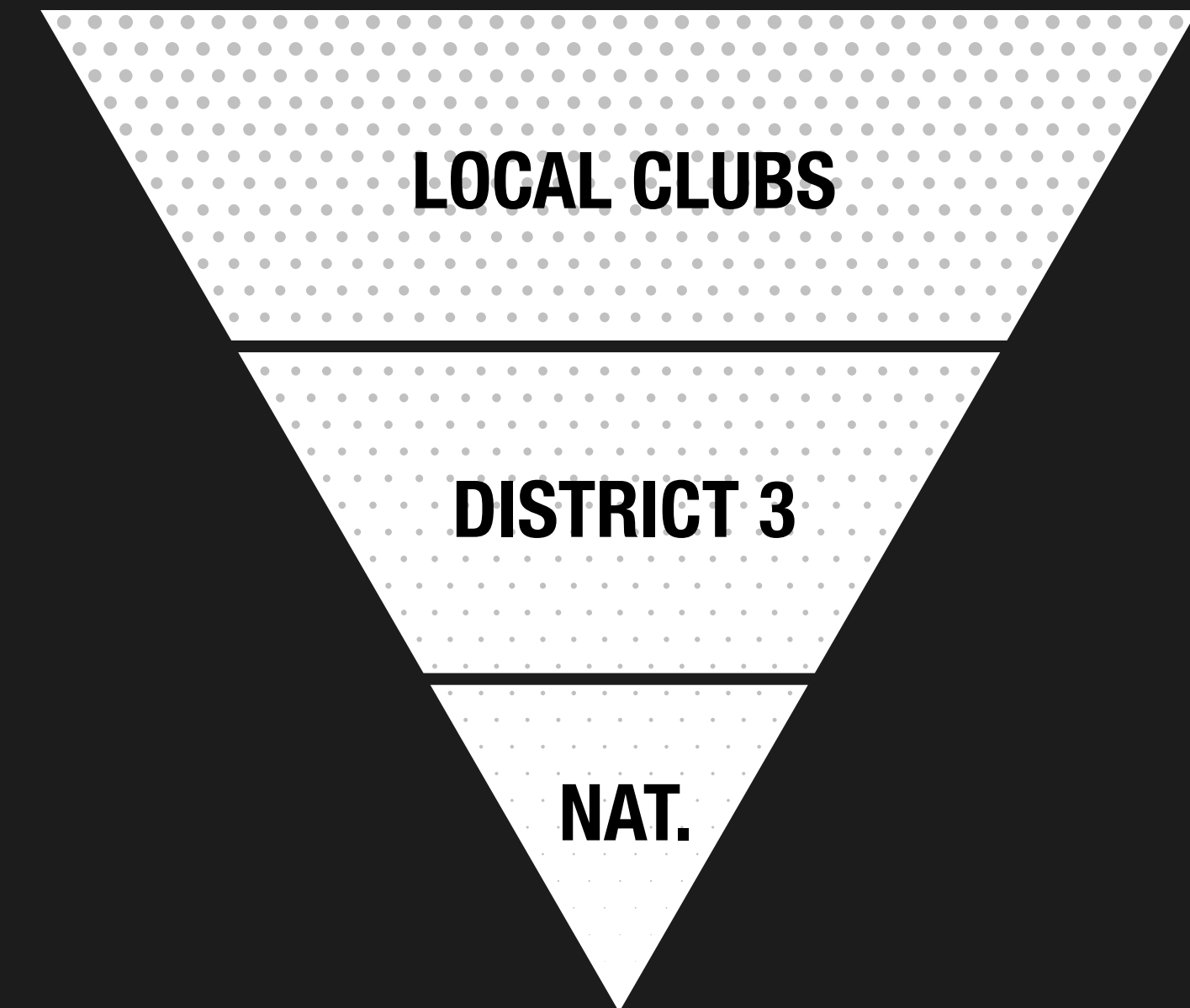
The mission of the competition is to recognize and reward creative excellence in the advertising community.

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A THREE-TIERED AWARDS COMPETITION

The trophy's themselves are referred to as ADDYs. But the Awards are known as the American Advertising Awards.

1. The first step to winning a national ADDY is by entering into your local American Advertising Awards.
2. At the second tier, local ADDY winners compete with winners from other local clubs in the District. Our District is comprised of clubs from VA, NC and SC.
3. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards.



AND THE THREE-STAGES TO ENTER

1

START PLANNING

PLAN OUT YOUR
ENTRIES

2

SUBMIT ENTRIES

UPLOAD THE
WORK

3

SUBMIT PHYSICAL MEDIA

COMPLETE THE
PROCESS

A grayscale photograph of three women in a studio or office setting. They are gathered around a table covered with various design materials, including sketches, photographs, and printed documents. One woman on the left is looking at a large sheet of paper. The woman in the center is holding a tablet or a stack of papers. The woman on the right is writing on a document. The background shows a brick wall, a desk with a computer monitor, and a cabinet. The overall atmosphere is one of collaborative work and creative planning.

1 / START PLANNING

2019-2020 RULES & CATEGORIES PDFS

For a full comprehensive breakdown of all the rules and guidelines for professionals and students please download these PDFs.

Rules and guidelines for student and professional American Advertising Awards entries can be found at **aaf.org** and choose in the main nav:

- ↳ [Awards, Programs & Events](#)
- ↳ [American Advertising Awards](#)
- ↳ [Resources](#)

AMERICAN ADVERTISING AWARDS CATEGORIES

Choose the right category for your work. Review our list of entry categories in the 2019-2020 Rules & Categories PDF.

SALES & MARKETING

- Sales Promotion
- Collateral Material
- Direct Marketing
- Specialty Advertising

PRINT ADVERTISING

- Magazine Advertising
- Newspaper Advertising

OUT-OF-HOME & AMBIENT MEDIA

- Out-Of-Home
- Ambient Media

ONLINE/INTERACTIVE

- Websites
- Social Media
- Apps, Games & Virtual Reality
- Advertising & Promotion
- Blogs & Digital Publications

FILM, VIDEO & SOUND

- Radio Advertising
- Television Advertising

ONLINE, FILM, VIDEO & SOUND

- Podcasts
- Cinema Advertising
- Music Videos

CROSS PLATFORM

- Integrated Campaigns
- Online/interactive Campaigns

ELEMENTS OF ADVERTISING

- Copywriting
- Visual
- Film & Video
- Sound
- Digital Creative Technology

UPDATED CATEGORIES:

CORPORATE SOCIAL RESPONSIBILITY (CSR)

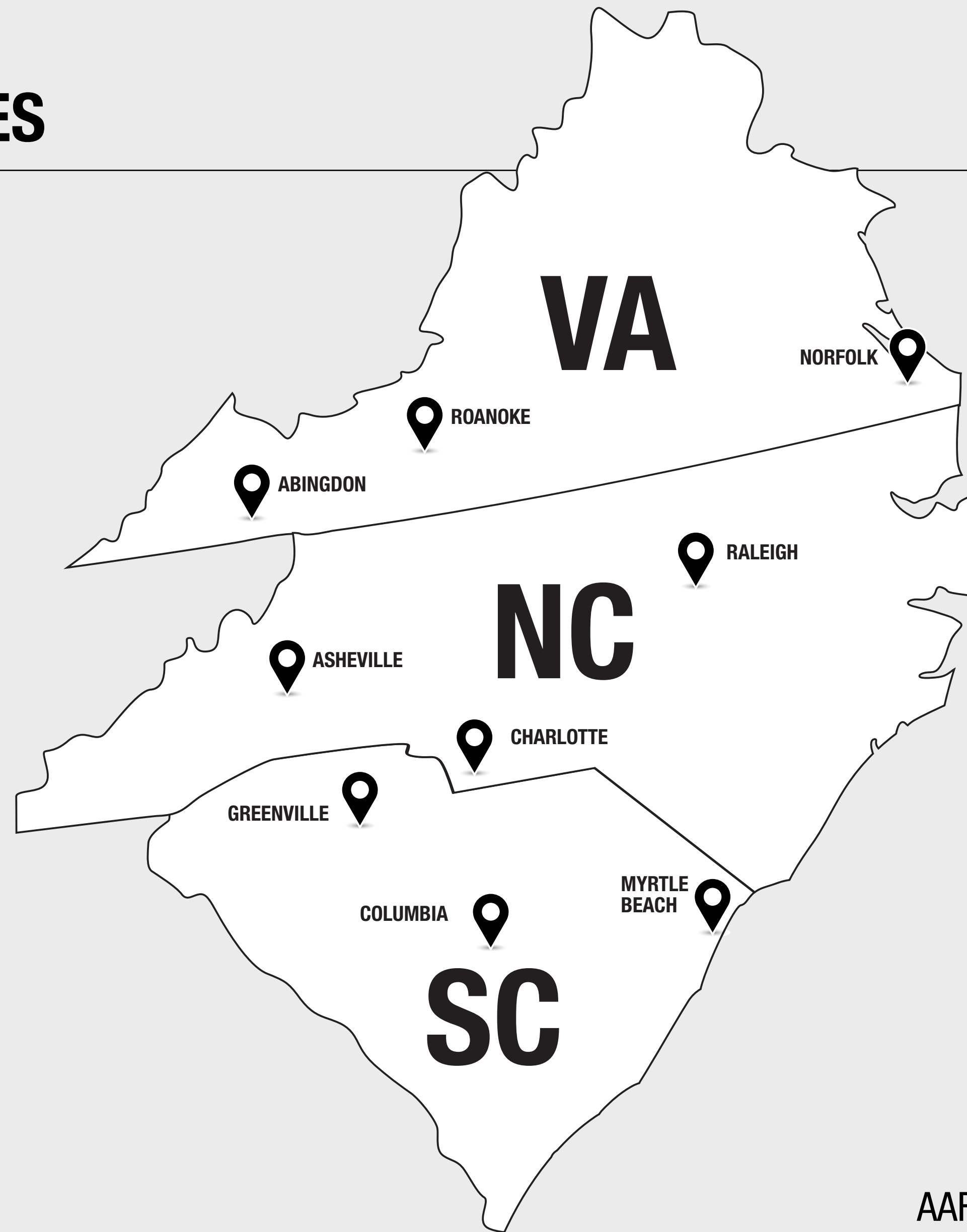
- Advertising with a goal of raising the public's awareness of social, ethical and environment issues.
- Basically paid work
- Eligible for Best in Show

PRO BONO

- Advertising with the goal of improvement of the public's health, education or welfare
- Work done for a non-profit or social organization
- Non-paid work
- Not eligible for Best in Show

YOUR LOCAL CLUB & DEADLINES

- Entries must be submitted to the nearest Ad Club to the entrant.
- Visit [AmericanAdvertisingAwards.com](https://www.AmericanAdvertisingAwards.com), to find your local Club website.
- Your local AAF Ad Club deadlines and drop-off locations will be available on your local Club website.
- All Ad Club final entry deadlines for this competition year will occur around Jan 1st, 2020.



Virginia
AAF SWVA (Abingdon)
AAF Roanoke
AAF Hampton Roads (Norfolk)

North Carolina
AdClub WNC (Asheville)
AAF Charlotte
Triangle AdFed (Raleigh)

South Carolina
AAF Greenville
AAF of the Midlands (Columbia)
AAF Coastal Carolinas (Myrtle Beach)



2 / SUBMIT ENTRIES

REGISTER ONLINE

You will be directed to the competition site to register as an entrant.

Paid work: **Professional**

Student work: **Students**

AMERICAN ADVERTISING AWARDS

- 2019 CHARLOTTE -
AMERICAN ADVERTISING AWARDS

Login or Create an Account

American Advertising Awards 2020 (Professional)

Login

Email Address *

Password * [lost password?](#)

remember me

LOGIN

Create a New Account

Email Address *

johnh@hmagency.com

First Name *

John

Last Name *

Howard

Entrant Company / School *

HMH Agency

Primary Address *

Street Address

Line 2

City

Country

United States

State / Province

North Carolina

Zip / Postal Code

28208

ENTRANT INFORMATION

- Next enter an entry.
- Just like a Cart. More entries can be added after you've completed or chosen to save.

The screenshot shows a web browser window with the URL `enter.americanadvertisingawards.com/a/organizations/03-chl/submissions/details/311649`. The page header includes the American Advertising Awards logo and the text '- 2019 CHARLOTTE - AMERICAN ADVERTISING AWARDS'. A navigation menu on the left lists: Home, My Entries, In Progress (1), My Profile, Change Password, and Log Out. The main content area displays 'Welcome John Howard' and a breadcrumb trail: Home > My Entries > Entry. Below this, it says 'American Advertising Awards 2020 (Professional)' and provides a path: Entrant Information -> Entry Information -> Media -> Credits. The main heading is 'Welcome to the American Advertising Awards Entry Form.' followed by 'Entrant Information' and a sub-heading: 'This is you. Your company or organization, responsible for creating the work being entered and probably paying for this awards entry.' The form fields are: Entrant Company / Organization (HMH Agency), First Name (John), Last Name (Howard), AAF Member Status (AAF Member), Primary Address (Street Address: 1000 W Morehead Street Suite G100, Line 2: empty), City (Charlotte), and Country (United States).

ENTRY INFORMATION

- Review the category list to find the best category for your work.
- According to the Rules & Guidelines PDF
69 Logo Design: An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose to help the judges understand the logo design objective.



EXAMPLE OF LOGO ENTRY

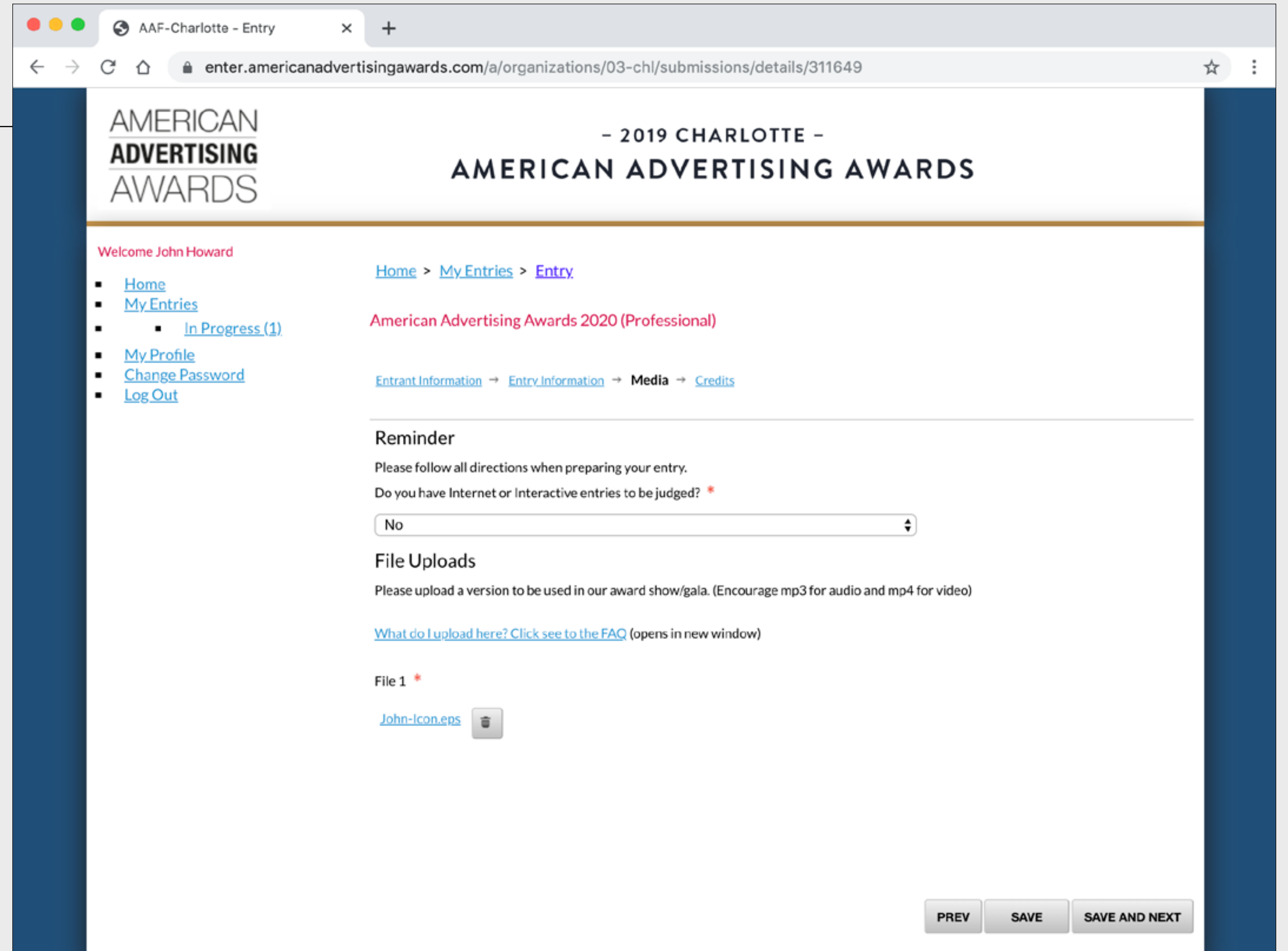
The screenshot shows a web browser window with the URL `enter.americanadvertisingawards.com/a/organizations/03-chl/submissions/details/311649`. The page header includes the American Advertising Awards logo and the text '- 2019 CHARLOTTE - AMERICAN ADVERTISING AWARDS'. A navigation menu on the left lists 'Home', 'My Entries', 'In Progress (1)', 'My Profile', 'Change Password', and 'Log Out'. The main content area shows the user is logged in as 'John Howard' and is viewing the 'Entry' details for 'American Advertising Awards 2020 (Professional)'. The page includes a breadcrumb trail: 'Home > My Entries > Entry'. Below this, there are links for 'Entrant Information', 'Entry Information', 'Media', and 'Credits'. A red notice states: 'If you would like to submit this entry to multiple categories, choose your category and then click 'Add Another Category' (see how)'. The 'ELEMENTS OF ADVERTISING' section is expanded, showing a dropdown menu with 'Elements of Advertising' selected. Below this, there is a detailed instruction: 'All entries in Elements of Advertising categories 68-73 must be physically submitted after the conclusion of the online entry process. 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. Digital entries only for categories 74A-87 can be uploaded and do not require a physical entry.' Another dropdown menu shows 'Visual' selected, and a second dropdown menu shows '69 - Logo Design' selected. Below these, there is a text input field for 'Entry Title' with the value 'John Howard Logo' and a character count of 16 / 35. There is also a dropdown menu for 'Method of Distribution' with 'Interactive' selected.

MEDIA

- Upload a JPG, PNG, PDF or EPS file.
- NOTE: See next page for Entry Summaries
- NOTE: Digital uploads can still require a print version for judging purposes.



EXAMPLE OF LOGO ENTRY



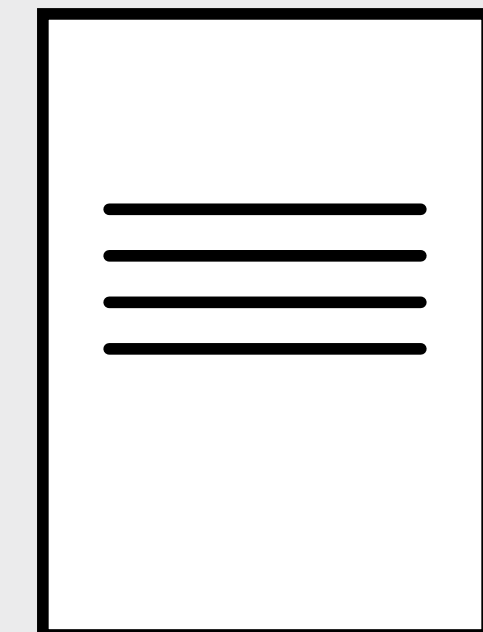
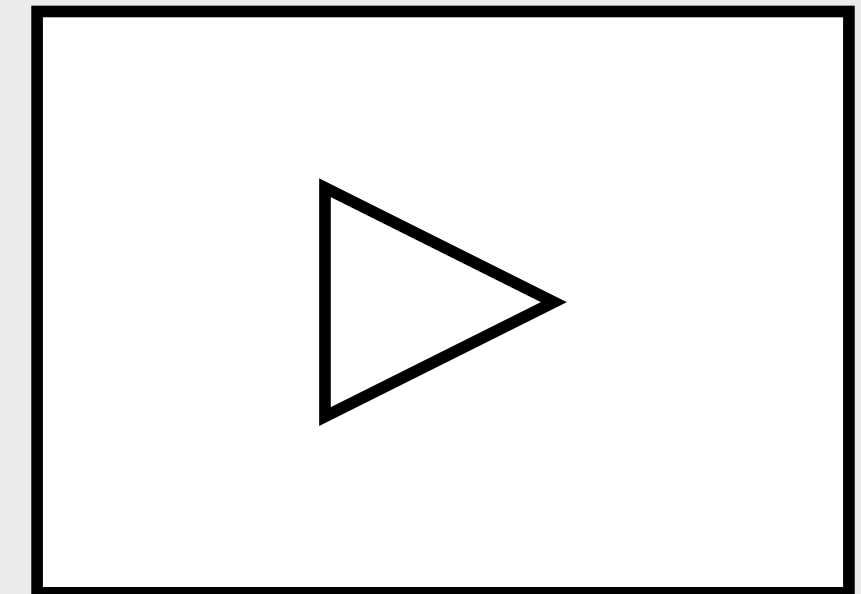
The screenshot shows a web browser window with the URL `enter.americanadvertisingawards.com/a/organizations/03-chl/submissions/details/311649`. The page header includes the American Advertising Awards logo and the text '- 2019 CHARLOTTE - AMERICAN ADVERTISING AWARDS'. A navigation menu on the left lists: Home, My Entries, In Progress (1), My Profile, Change Password, and Log Out. The main content area shows a breadcrumb trail: Home > My Entries > Entry. Below this, it says 'American Advertising Awards 2020 (Professional)' and a path: Entrant Information → Entry Information → Media → Credits. A 'Reminder' section asks 'Do you have Internet or Interactive entries to be judged?' with a dropdown menu set to 'No'. The 'File Uploads' section includes instructions to upload a version for the award show/gala and a link to the FAQ. A file named 'John-Icon.eps' is shown with a trash icon. At the bottom right, there are buttons for 'PREV', 'SAVE', and 'SAVE AND NEXT'.

ENTRY SUMMARIES

- Entries may be accompanied by a written (250 words) or video summary (3 min).
- Summaries must be submitted during the online entry process.
- No information identifying the entrant should appear on the face of an entry summary, within the title of video slates or in online URLs for digital submissions.

APPROVED CATEGORIES:

- » Guerrilla Marketing
- » Installations
- » Events
- » Integrated Campaigns
- » Logo
- » CSR Integrated Campaigns
- » Pro Bono Integrated Campaigns
- » Advertising Industry
Self-promotion Campaigns



CREDITS

- List all names associated with the entry
- Make sure to credit all members of your team.
- After completion, click “Add to Cart”.

The screenshot shows a web browser window with the URL `enter.americanadvertisingawards.com/a/organizations/03-chl/submissions/details/311649`. The page header includes the American Advertising Awards logo and the text “- 2019 CHARLOTTE - AMERICAN ADVERTISING AWARDS”. A navigation menu on the left lists: Home, My Entries, In Progress (1), My Profile, Change Password, and Log Out. The main content area shows a breadcrumb trail: Home > My Entries > Entry. Below this, the text “American Advertising Awards 2020 (Professional)” is displayed, followed by a breadcrumb trail: Entrant Information → Entry Information → Media → Credits. The main section is titled “Credits will display in the order you enter them” and contains a form for “Credit 1”. The form fields are: Name of Credit 1 (John Howard), Title of Credit 1 (Art Director), and Email of Credit 1 (johnh@hmgagency.com). Below the form, there are radio buttons for “Do you want to add another credit?” with options “No” and “Yes”. A “Terms and Conditions” section follows, with a paragraph of text and a confirmation statement: “I confirm that this entry first appeared in 2018”. At the bottom of the form, there is a checkbox labeled “I Agree” which is checked. At the very bottom right of the page, there are three buttons: “PREV”, “SAVE”, and “ADD TO CART”.

CART

- To add another entry, choose “Make Another Entry”.
- Physical Entries require physical identification. Click “Print All Entries” for proof of entries.

69-311725-03-CHL

Entry Title: John Howard Logo
 Division: Elements of Advertising > Visual > 69 - Logo Design
 American Advertising Awards 2018-2019

Contact Information: Name: John Howard, Email: johnh@hmgagency.com, Phone: 704.323.4441, Company: HMM Agency, Address: 1000 W Morehead Street, Suite G100, Charlotte, North Carolina 28208, City, ST, Zip: Charlotte, NC 28208, Country: United States

Media Counts: Media Types: Television, Radio, Magazine, Newspaper, Outdoor, Interactive, Collateral, Other

Agency / Advertiser Information: Outside Agency Name, City, ST, Zip; Client Company Name, City, ST

.....Please use as needed. Cut out Entry Labels and apply as instructed

69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo
69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo

ENTRY IDENTIFICATION

- If complete, choose “Checkout”.

The screenshot shows a web browser window with the URL enter.americanadvertisingawards.com/a/organizations/03-chl/submissioncarts/details/64. The page header includes the American Advertising Awards logo and the text “- 2019 CHARLOTTE - AMERICAN ADVERTISING AWARDS”. A navigation menu on the left lists links for Home, My Entries, In Cart (1), My Profile, Change Password, and Log Out. The main content area is titled “Review and Checkout” and displays a table with one entry:

Title	Category	Cost	Details	#	Action
John Howard Logo	Elements of Advertising > Visual > 69 - Logo Design	\$90.00	Member Single Early Bird - 12.20.2019	69-311725-03-CHL	Select Copy Entry Remove

Below the table, the total is listed as “Total: \$90.00”. At the bottom of the cart area are three buttons: “MAKE ANOTHER ENTRY”, “PRINT ALL ENTRIES”, and “CHECKOUT”.

CHECKOUT

- Entry fees are unique to your Ad Club and available on your local Ad Club website.
- Pay by check or Credit Card.
- NOTE: Once completed, no more edits can be made to the entry.

AAF-Charlotte - Payment Page x EntryList-81423-11-06-2019.p x +

enter.americanadvertisingawards.com/a/organizations/03-chl/submissioncarts/pay?roundId=64

AMERICAN ADVERTISING AWARDS

- 2019 CHARLOTTE - AMERICAN ADVERTISING AWARDS




Welcome John Howard


Total Amount Due: \$90.00

Pay by Check
 Pay by Credit Card

Billing Information

Enter your payment details below.

Cards Accepted   

Credit Card * 

First Name Last Name

Card Number

Expiration Month / Year Security Code

Billing Address *

Street Address

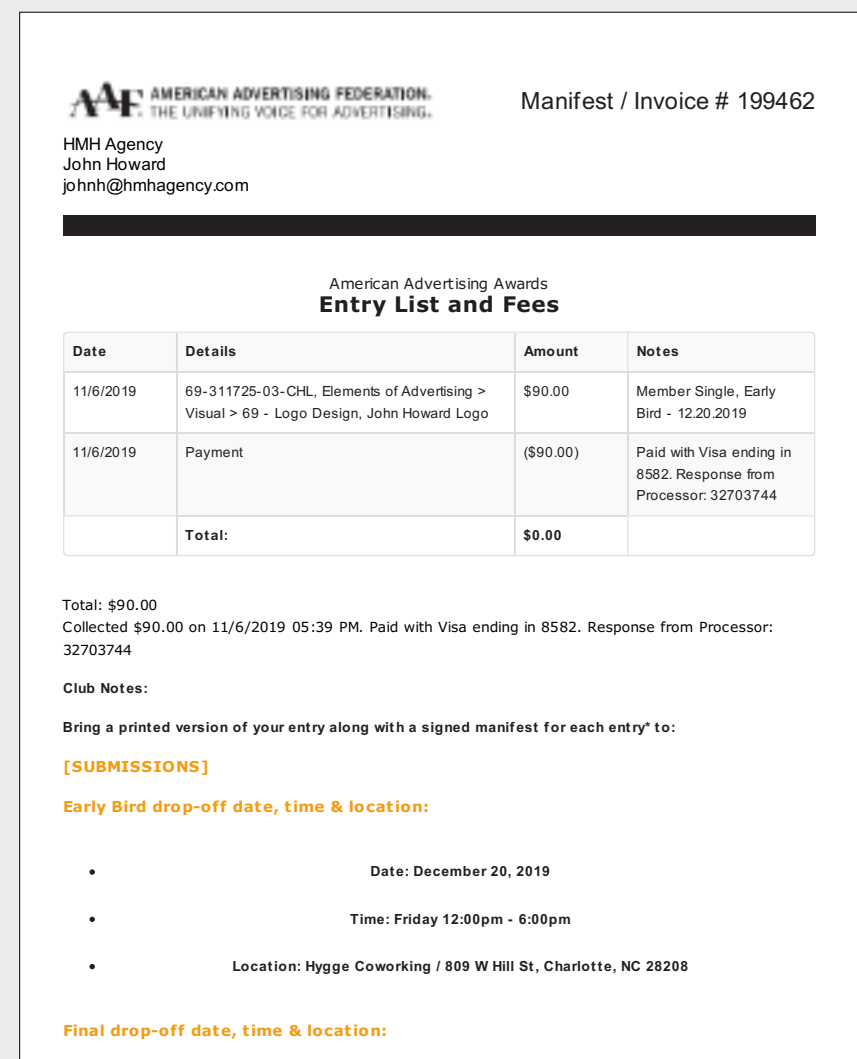
City State / Province / Region

Postal / Zip Code Country

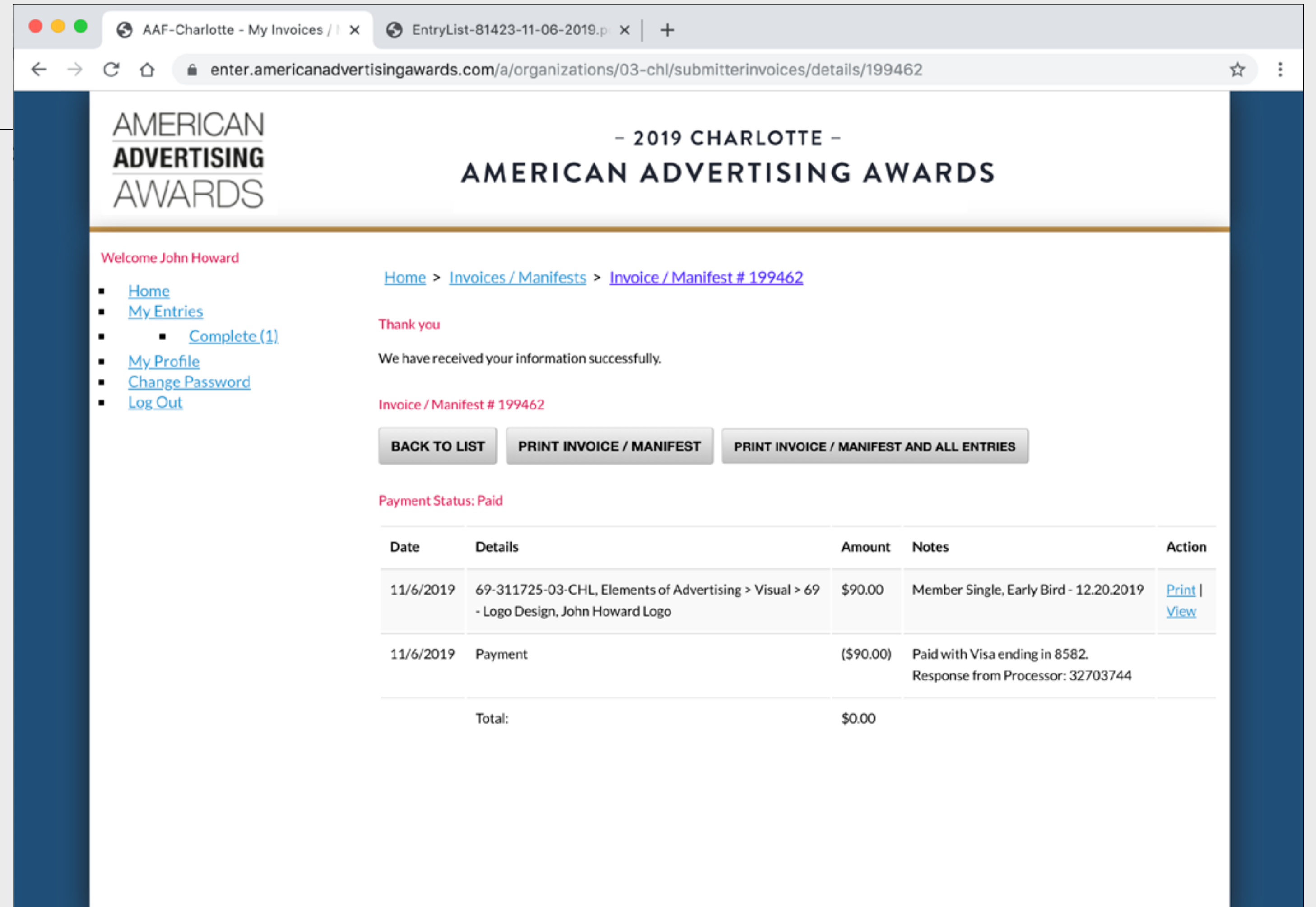
Avoid Duplicate Charges - Click Process Only Once

MANIFEST

- After submitting your entry, you have two options:
 1. Print the Invoice/Manifest Form for receipt of entry and drop-off location.
 2. Return to the list of entries to add more work.
- At the drop-off location, you will be required to sign the Invoice/Manifest Form to verify your entries.



MANIFEST/INVOICE





3 / SUBMIT PHYSICAL MEDIA

IDENTIFICATION & ENVELOPES

The following steps are not required for online/interactive, film/video/sound and select elements of advertising entries.

ENTRY IDENTIFICATION FORM

69-311725-03-CHL

Entry Title: John Howard Logo American Advertising Awards 2018-2019
Division: Elements of Advertising > Visual > 69 - Logo Design

Contact Information	Media Counts
---------------------	--------------

Name: John Howard
Email: johnh@hmagency.com
Phone: 704.323.4441
Company: HMH Agency
Address: 1000 W Morehead Street Suite G 100
City, ST, Zip: Charlotte, North Carolina 28208
Country: United States

Media Types:
Television:
Radio:
Magazine:
Newspaper:
Outdoor:
Interactive:
Collateral:
Other:

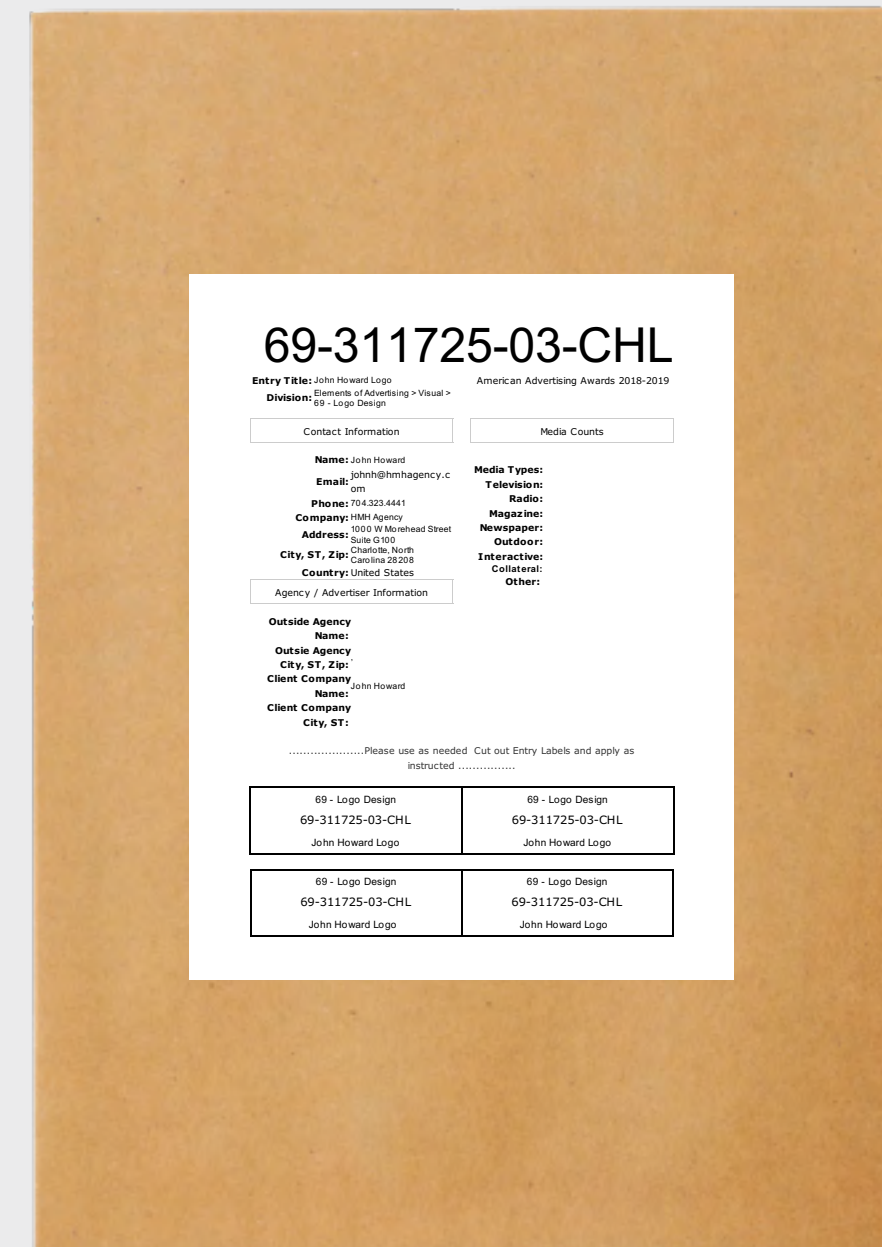
Agency / Advertiser Information

Outside Agency Name:
Outside Agency City, ST, Zip:
Client Company Name: John Howard
Client Company City, ST:

.....Please use as needed. Cut out Entry Labels and apply as instructed

69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo
69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo

ENTRY ENVELOPES



ENTRY IDENTIFICATION FORM

- Upon completion of the Invoice/Manifest Form online, a printable version will be provided for your records.
- To label your work, cut out entry number labels at the bottom of the page. Place one label per piece of work on the upper right corner of the back of each entry.
- There are four labels on each printable receipt. If more are required for your entries, simply reprint the page.
- No information identifying the entrant should appear on the face of an entry summary, within the title of video slates or in online URLs for digital submissions.

69-311725-03-CHL

Entry Title: John Howard Logo American Advertising Awards 2018-2019
Division: Elements of Advertising > Visual > 69 - Logo Design

Contact Information	Media Counts
---------------------	--------------

Name: John Howard
Email: johnh@hmagency.com
Phone: 704.323.4441
Company: HMH Agency
Address: 1000 W Morehead Street Suite G100
 Charlotte, North Carolina 28208
City, ST, Zip:
Country: United States

Media Types:
Television:
Radio:
Magazine:
Newspaper:
Outdoor:
Interactive:
Collateral:
Other:

Agency / Advertiser Information

Outside Agency Name:
Outside Agency City, ST, Zip:
Client Company Name: John Howard
Client Company City, ST:

.....Please use as needed Cut out Entry Labels and apply as instructed

69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo
69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo

ENTRY NUMBER LABEL →

MANILA ENVELOPE

- Physical entries must be placed inside an appropriately-sized envelope.
- Spray-mount the entire Entry Identification Form and attach to the front of the envelope.
- Insert a second copy of the Entry Identification Form inside the envelope.
- Firmly affix the Entry Number Label to the **BACK** of every piece in the entry in the upper right corner.
- If small enough, a three-dimensional item should be placed inside an envelope.

ENTRY IDENTIFICATION FORM

69-311725-03-CHL

Entry Title: John Howard Logo
 Division: Division of Advertising + Visual
 Media Type: Logo Design

Contact Information: Name: John Howard, Email: johnh@entagency.com, Phone: 763.233.4441, Company: Ent Agency, Address: 1000 2nd Street West, Suite 200, Minneapolis, MN 55415, USA, Country: United States

Media Type: Television

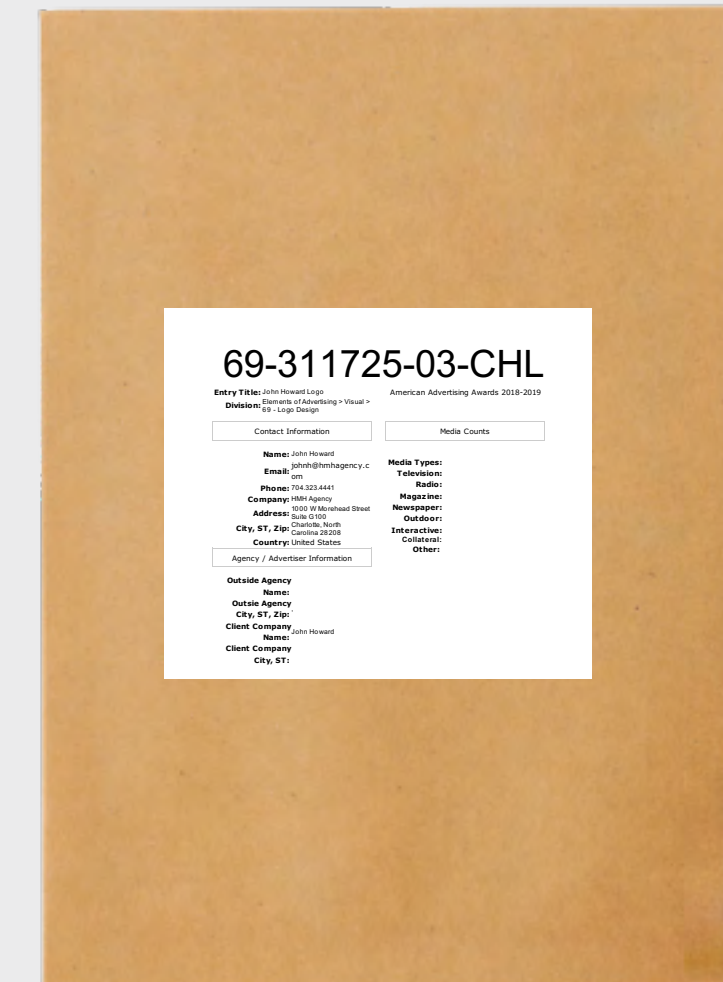
Agency / Advertiser Information: Name: John Howard, City, ST, ZIP: Minneapolis, MN 55415, Client Company: John Howard

Please use as needed. Cut out Entry Labels and apply as indicated.

69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo
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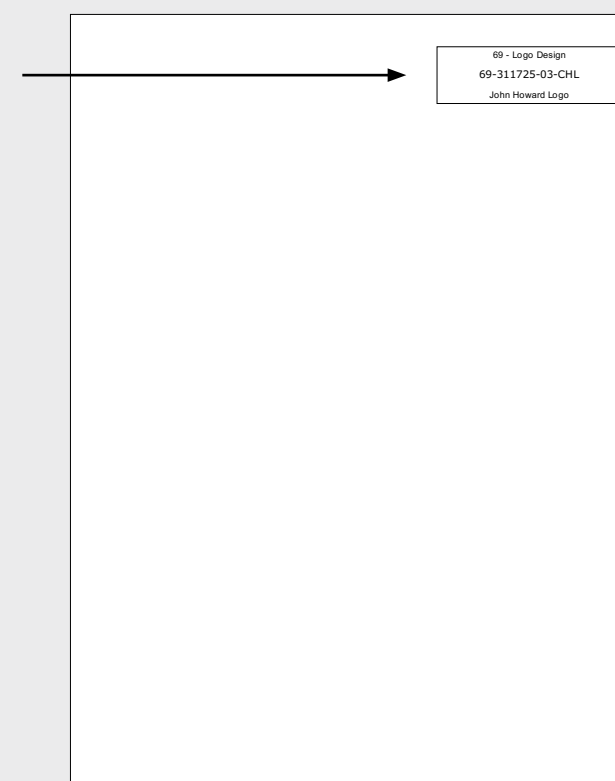
ENVELOPE BACK



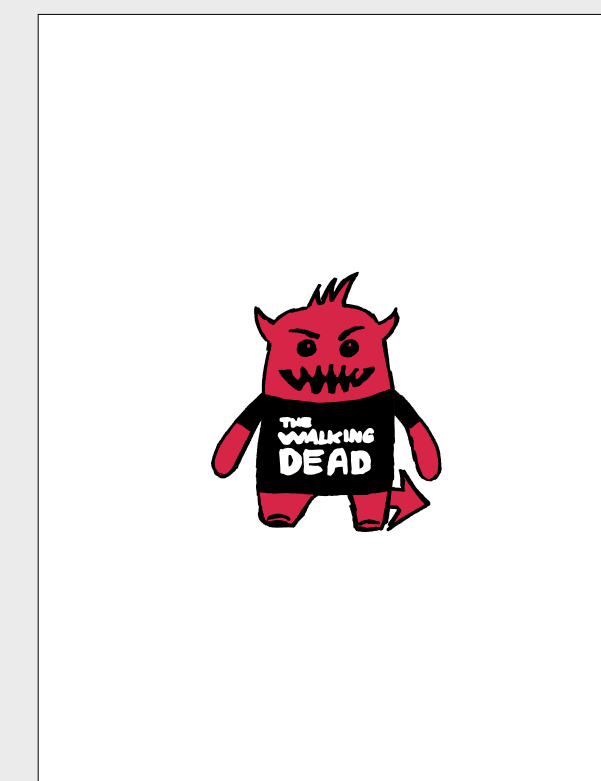
ENVELOPE FRONT

69 - Logo Design
69-311725-03-CHL
John Howard Logo

ENTRY NUMBER LABEL



ENTRY BACK



ENTRY FRONT

TRANSPARENT ENVELOPE

- Physical entries must be placed inside an appropriately-sized envelope.
- Insert two copies of the Entry Identification Form securely inside the envelope behind the physical entry.
- The entry should be facing from one side and the entry form facing from the opposite side.
- Firmly affix the Entry Number Label to the **BACK** of every piece in the entry in the upper right corner.
- If small enough, a three-dimensional item can be placed inside an envelope.

ENTRY IDENTIFICATION FORM

69-311725-03-CHL
Entry Title: John Howard Logo
Division: Sports & Advertising - Visual
Media Counts

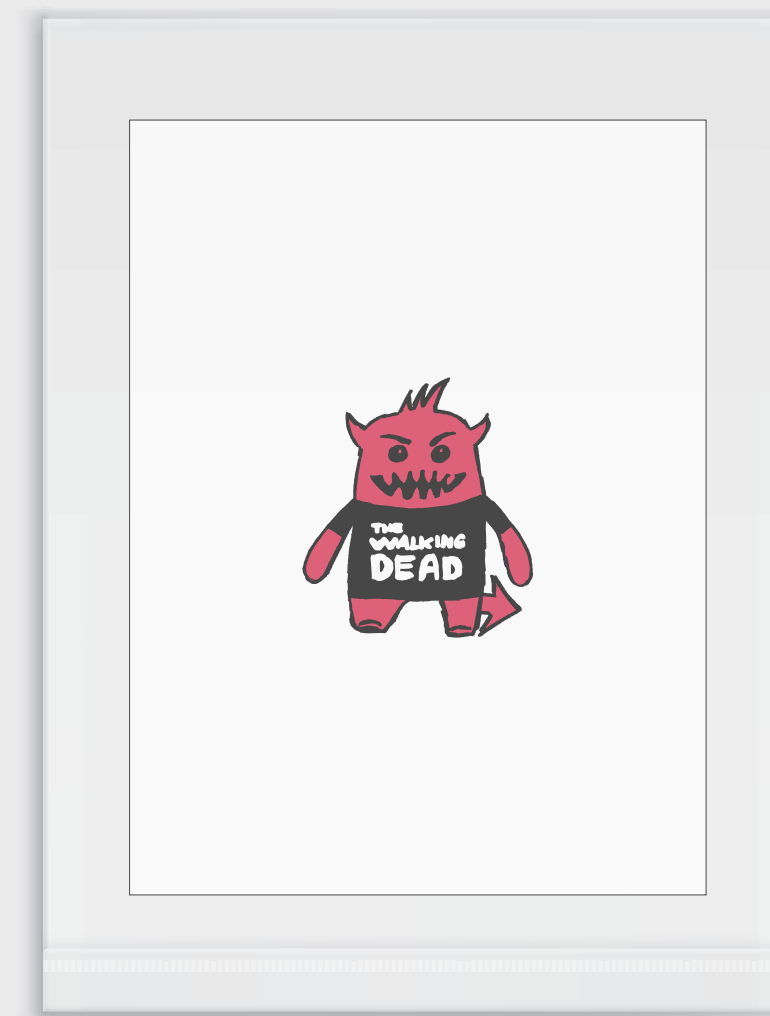
Contact Information
Name: John Howard
Email: john@hntagency.com
Phone: 781-224-4441
Company: HNT Agency
Address: 1000 Massachusetts Street
City, ST, Zip: Lowell, MA 01850
Country: United States

Media Types
Type: Logo
Usage: Primary
Product: John Howard Logo
Category: Other

Agency / Advertiser Information
Agency Name: HNT Agency
City, ST, Zip: Lowell, MA 01850
Client Company: John Howard
City, ST:

Please use as needed. Cut out Entry Labels and apply as indicated.

69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo
69 - Logo Design 69-311725-03-CHL John Howard Logo	69 - Logo Design 69-311725-03-CHL John Howard Logo



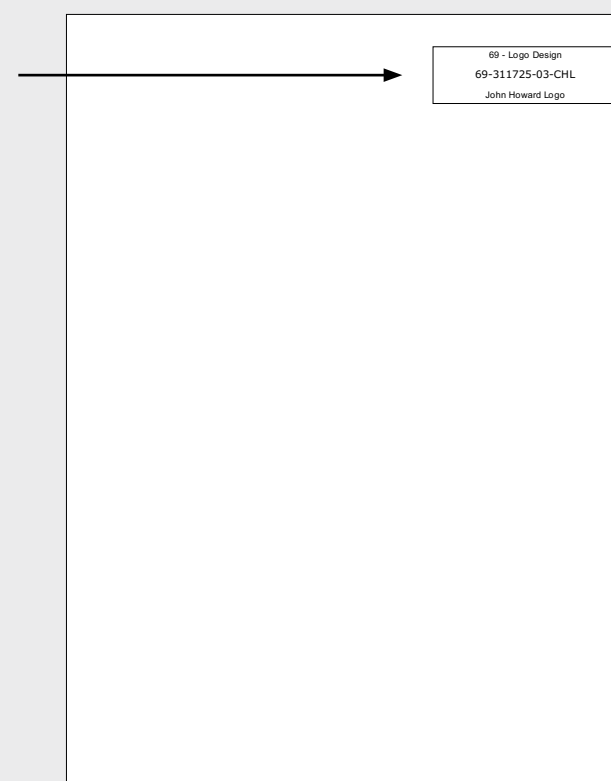
ENVELOPE FRONT



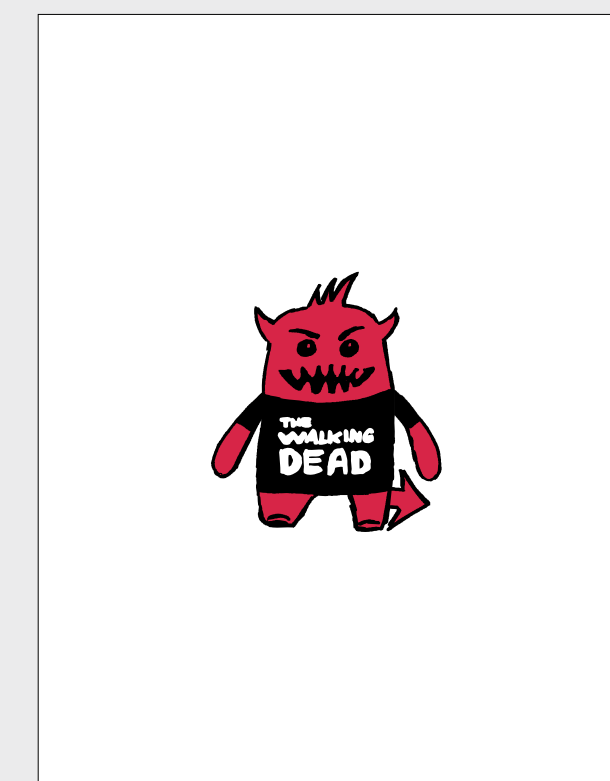
ENVELOPE BACK

69 - Logo Design
69-311725-03-CHL
John Howard Logo

ENTRY NUMBER LABEL



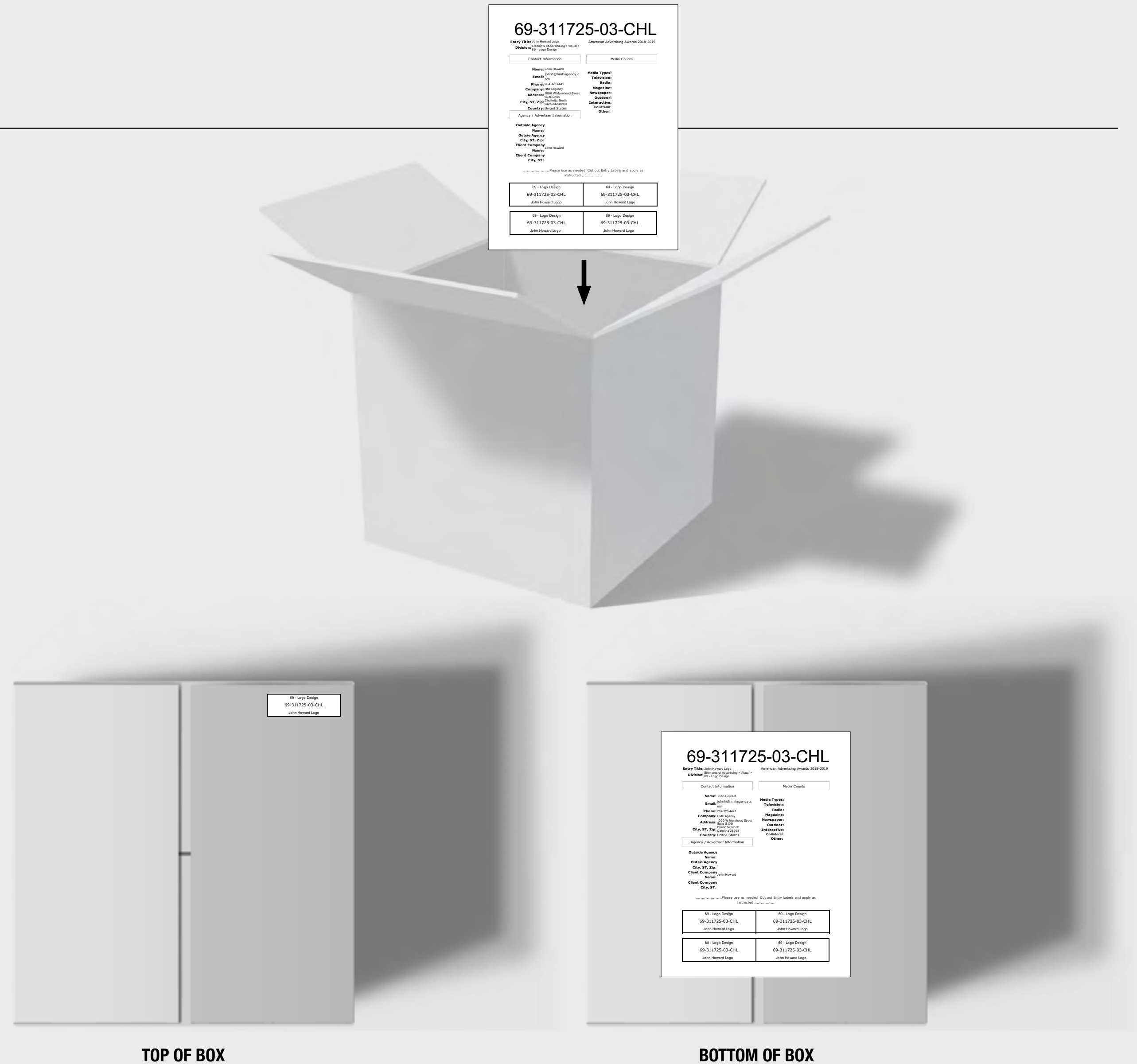
ENTRY BACK



ENTRY FRONT

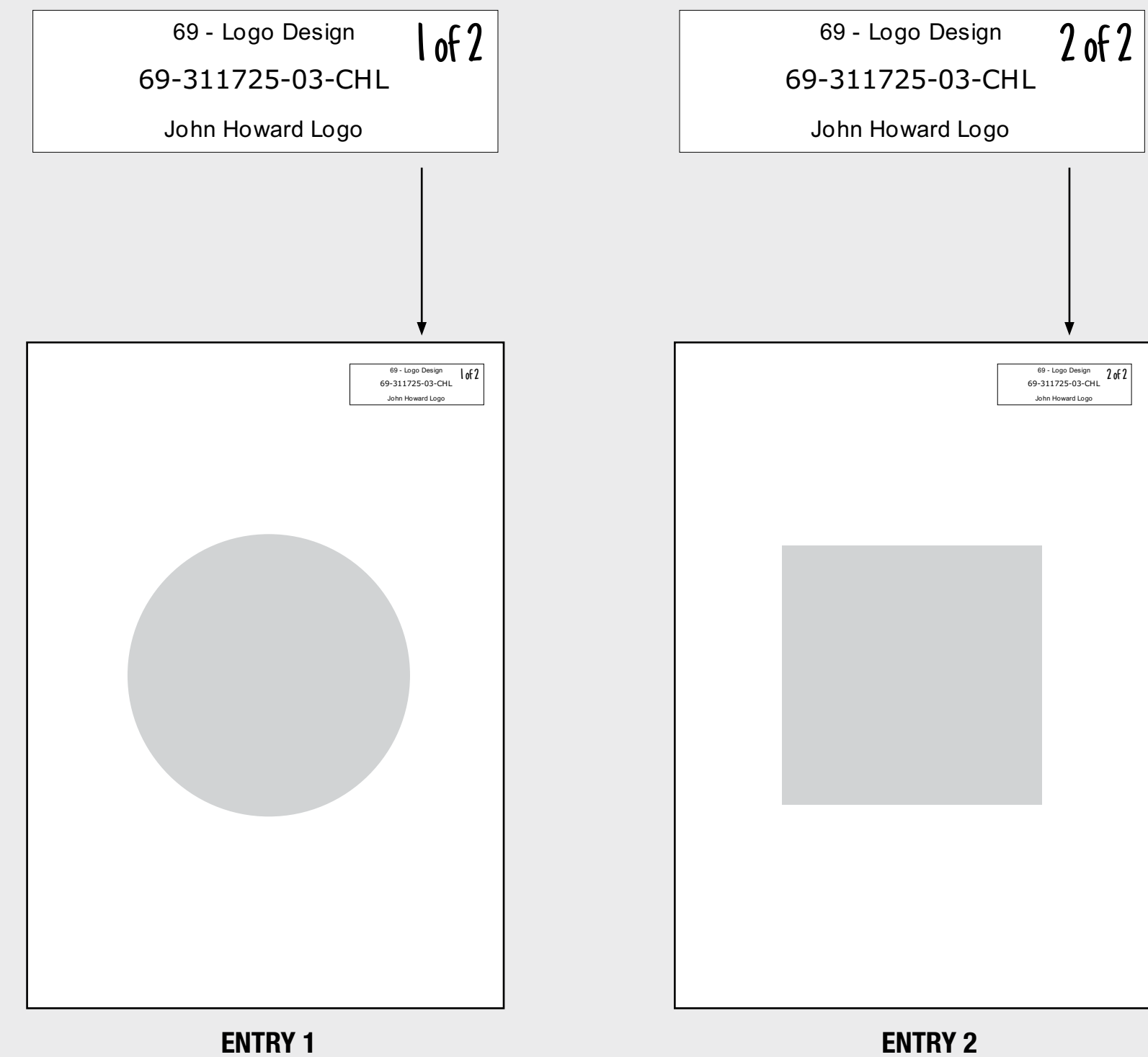
THREE-DIMENSIONAL ITEM

- When a three-dimensional (3-D) item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box.
- Spray-mount the Entry Identification Form to the bottom of the box and place a second copy of the entry form inside the box.
- The Entry Number Label should be securely attached to the entry.



CAMPAIGN & INTEGRATED CAMPAIGN ENTRIES

- Physical entries must be placed inside an appropriately-sized envelope.
- Include an extra copy of the Entry Identification Form inside the envelope.
- Firmly affix the Entry Number Label to the BACK of every piece in the entry
- Indicate on each label “1 of 2” or “2 of 2,” etc.





NEXT STEPS

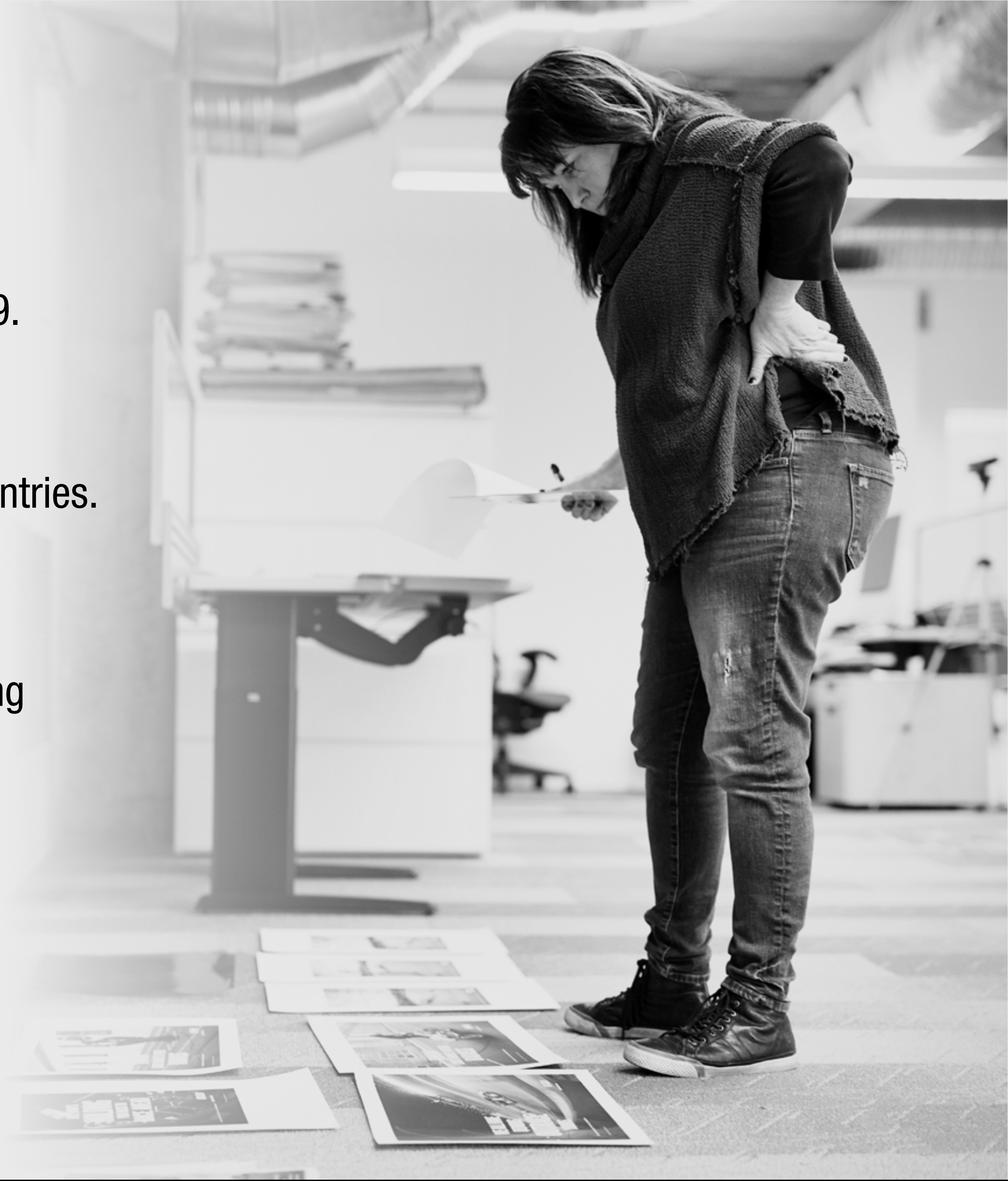
JUDGING

- Judging is done through a scoring process in which a panel of judges—comprised of accomplished advertising creative professionals—evaluates the creative of every entry.
- A GOLD ADDY is recognition of the highest level of creative excellence and is judged to be superior.
- A SILVER ADDY is recognition of a worthy and outstanding entry.
- The number of ADDYs given in each category is determined by the judges, based on the quality of work.



ELIGIBILITY

- All work must have appeared between Jan 1st and Dec 31st, 2019.
- Work entered must have been the result of paid creative services.
 - » The exceptions are Pro Bono and Self Promotion, and student entries.
- Entries must be submitted to the nearest Ad Club to the entrant
- For student entries please refer to the Student American Advertising Awards Rules & Categories
- Only legitimate everyday workplace of advertising wins awards. Work will not be accepted if created outside the conventional agency-to-client-to-media marketing structure, as if the entry was created solely for the purpose of winning an award.



ELIGIBILITY (CONT.)

- To qualify as new creative:
 - » The copy must be completely different from that used in any previous ads.
 - » The same headline with different body copy does not qualify.
 - » Changing dates, locations, times, savings, etc., does not qualify.
 - » The illustration or photography can be the same, but the copy must be new.
 - » In the instance of no copy an ad with a previously used illustration does not qualify.
- Copyright infringement and/or plagiarism will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation.
All entry fees will be forfeited.

AAF AD CLUBS IN DISTRICT 3

Email us at info@aafdDistrict3.org for entry questions or go to your local Ad Club website below for American Advertising Award information on entry deadlines, fees or the Rules & Categories PDF.

VIRGINIA

NORTH CAROLINA

SOUTH CAROLINA

