

# ADDY<sup>®</sup>

THE CREATIVE SPIRIT OF ADVERTISING

## ENTERING THE ADDYS



# GETTING STARTED

To log on go to:

[www.aaf.org](http://www.aaf.org)



# www.aaf.org

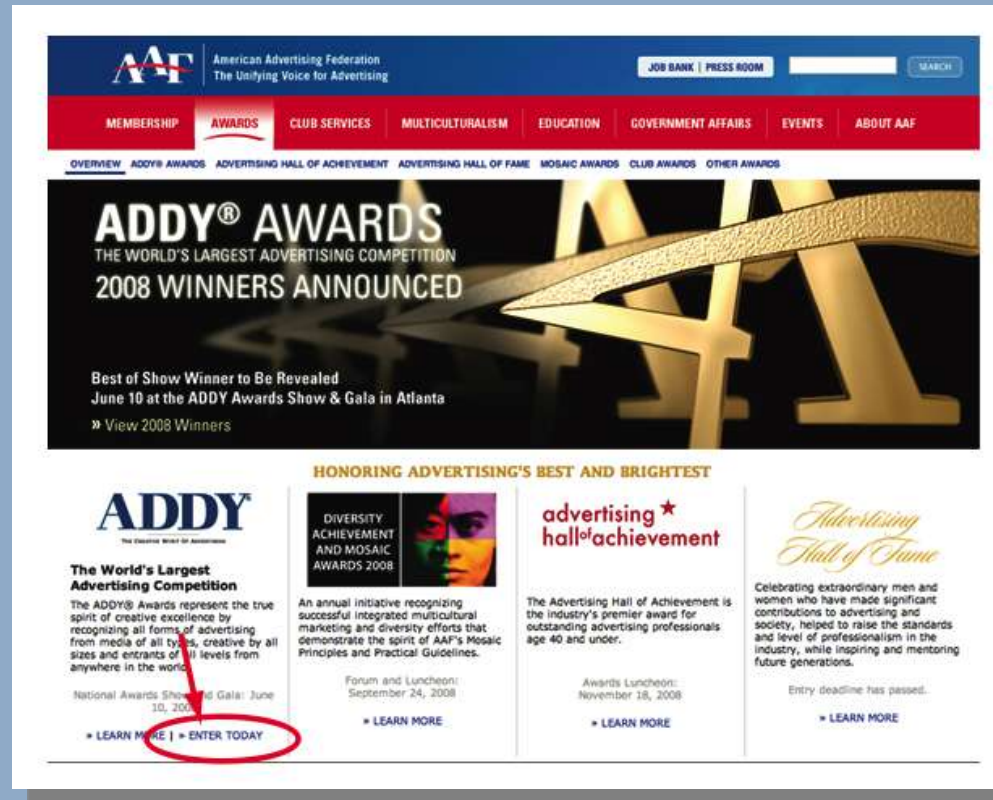


The screenshot shows the AAF website homepage. The navigation menu includes: REGISTER, AWARDS, CLUB SERVICES, MULTICULTURALISM, EDUCATION, GOVERNMENT AFFAIRS, EVENTS, and ABOUT AAF. The 'AWARDS' link is circled in red, and a white arrow points to it from the left. The main banner features the text 'The Unifying Voice for Advertising' and a graphic of a megaphone with the words 'scalable' and 'branded' inside it, and 'BREAKING THROUGH' on the megaphone itself. Below the banner, there are sections for 'Latest AAF News' and 'Upcoming Events'. The 'Latest AAF News' section lists several items, including 'Monica Webb Announced as Master of Ceremonies for 2008 Diversity Achievement and Moelis Awards', 'Young Advertising Innovators to Be Honored at 2008 Advertising Hall of Achievement', 'AAF Moelis Forum Panels Announced', 'Advertising Industry Honors Excellence in Multicultural Marketing: AAF Announces Recipients of 2008 Diversity Achievement and Moelis Awards', 'AAF President Wally Snyder Addresses the Ethics of Behavioral Targeting', and 'AAF Announces Honorary Committee for 2008 Diversity Achievement and Moelis Awards & Forum'. The 'Upcoming Events' section lists 'Advertising Hall of Achievement: November 16, New York'. There are also images for 'ONLINE JOB BANK' and 'ADVERTISING ETHICS BY WALLY SNYDER'.

In the national website click on  
“AWARDS”



# ENTER TODAY



The screenshot shows the AAF website with a navigation menu and a main banner for the ADDY Awards. Below the banner, there are four columns of information:

- ADDY Awards:** The World's Largest Advertising Competition. National Awards Show and Gala: June 10, 2008. [LEARN MORE](#) | [ENTER TODAY](#)
- Diversity Achievement and Mosaic Awards 2008:** An annual initiative recognizing successful integrated multicultural marketing and diversity efforts that demonstrate the spirit of AAF's Mosaic Principles and Practical Guidelines. Forum and Luncheon: September 24, 2008. [LEARN MORE](#)
- Advertising Hall of Achievement:** The industry's premier award for outstanding advertising professionals age 40 and under. Awards Luncheon: November 18, 2008. [LEARN MORE](#)
- Advertising Hall of Fame:** Celebrating extraordinary men and women who have made significant contributions to advertising and society, helped to raise the standards and level of professionalism in the industry, while inspiring and mentoring future generations. Entry deadline has passed. [LEARN MORE](#)

When this page appears click on “ENTER TODAY” and it will take you to “NEW ENTRANTS.”



# USER NAME & PASSWORD

THE ADDY® AWARDS

Click on "I am a Professional" which will take you to the REGISTRATION page.

**NEW ENTRANTS**  
All entrants must complete a new registration for the new ADDY competition!  
[I am a Professional](#) | [I am a Student](#)

**EXISTING ENTRANTS**

username/email:

password:

[Forgot your password?](#)

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In this window click on either  
“PROFESSIONAL” or “STUDENT”  
depending on your status.



# ENTRANT INFORMATION

Fill out the “ENTRANT INFORMATION” page.

Your email address will become your User Name and you will create your own Password.



**THE ADDY® AWARDS**

Dallas Advertising League  
2009 Dallas ADDY® Awards

Add Entry Contact Us  
Modify Entry Help  
View Manifest Main Menu  
Competition Rules Log Off

### Entrant Information

Please complete the form below.  
(Required fields are marked in bold.)

**Ad Club:** Dallas Advertising League

Member: Yes

Student: No

**First Name - First / MI / Last:** Marc  Eisenberg

**Title:** owner

**Company Name:** Eisenberg graphic design

**Address1:** 3254 Ross Ave

**Address2:**

**City / State:** Lewisville TX

**Postal Code / Country:** 75067 USA

**Phone:** 214-234-4567  
(Best number to contact you on judging day.  
Cell phone preferable.)

**Fax:** none

**E-mail:** emarc213@yahoo.com  
(All communications regarding your entry and the  
competition will be sent to this email address.)

**Website:** www.aaf10.com

**Password:** \*\*\*\*\*

**Confirm Password:** \*\*\*\*\*

Update

**AAF**  
AMERICAN ADVERTISING FEDERATION  
The Advertising Professionals

# THE ENTRY PROCESS



# USER NAME & PASSWORD



**THE ADDY® AWARDS**



**NEW ENTRANTS**  
All entrants must complete a new registration for the new  
ADDY competition!  
[I am a Professional](#) or [I am a Student](#)

**EXISTING ENTRANTS**

username/email:

password:

[Forget your password?](#)



Enter your User Name and Password as an  
“EXISTING ENTRANT” to begin the entry  
process.

Once you log in with your User Name and Password this page will appear providing entry details: when, where, fees and the entry process.

This page also contains the 5 steps you will use to enter.



- Competition Rules
- Modify Entry
- Contact Us
- Add Entry
- View Manifest
- Log Off

## THE ADDY® AWARDS

### AAF - XYZ Club

welcomes

**John Smith**

**CALL FOR ENTRIES:** Tuesday, December 9, 1:00 to 7:00 at the Holman Building lobby, 25th & Adams. **NEW THIS YEAR**—For printed pieces, include two copies - one to hang in the gallery and the other to forward to district. Include a CD with a copy of the entry as a JPEG or PDF for display on the big screen and in the 4-color Winners Book. For multi-page pieces, select the cover or a representative image. For Broadcast and Interactive entries include a screen snapshot JPEG.

All entries must be received by 7:00 PM on Thursday, January 07, 2010, Holman Building lobby, 25th & Adams.

The XYZ Advertising Federation entry fees are:  
Professional Members - \$75.00 for both single entries and campaigns  
Professional Non-Members - \$105.00 for both single entries and campaigns  
Student Members - \$25.00 for both single entries and campaigns  
Student Non-Members - \$25.00 for both single entries and campaigns

A distinguished panel of advertising creative executives will gather to select the winners from an anticipated 800+ entries. To be eligible for consideration of an ADDY®, all work must have been published or aired between January 1, 2009 and December 31, 2009.

Click the Main Menu icon at the top of each page to return to this page.

Please complete the following steps to enter your advertisements in the industry's largest advertising competition honoring excellence in advertising and cultivating the highest creative standards globally in the industry.

- 1 Complete the Entrant Form.
- 2 Complete the Entries Form for each display.
- 3 Review and Print Entries.
- 4 Review and Print Manifest Form.
- 5 Review and Print Entry Forms.

# RULES & CATEGORIES

Click on the gold bar “COMPETITION RULES” and when this page appears download the “LOCAL RULES”. This document contains a descriptive of each category and how to enter.

**THE ADDY® AWARDS**

**Austin Advertising Federation  
2010 Austin ADDY  
Awards**

**Competition Rules**

**Local Rules**

- Local Rules

Local Only categories include The One That Got Away and the Johnny Jones Award for Excellence in Printing (must be Central Texas printer). Enter these categories at reduced fees. Print entries must be accompanied by a screen resolution .pdf or .jpg. Broadcast and interactive entries must be accompanied by a screen capture .pdf or .jpg. Please credit photographers and printers for other special awards. **DO NOT MAIL PAYMENT**-Bring check or pay by VISA/MasterCard at Call For Entries, Tuesday, December 9th, 3:00 to 7:00, UT College of Communications Lobby, 25th & White.

**ADDY Rules**

- Rules

You will need the latest Acrobat Reader version to open and read this document. If you do not have Acrobat Reader software, please click here to download a free copy:

All AAF-affiliated clubs and districts should use the current competition rules and categories contained in the above PDF files for this year's competition. Although there were very few changes, it is very important that you use the current edition to ensure that you have the most current information.

**AAF**  
AMERICAN ADVERTISING FEDERATION  
THE LUMPING VOICE FOR ADVERTISING™

Click on #2  
“Complete the  
Entry Form for  
each display.”




## THE ADDY® AWARDS

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# ENTRY FORM

Fill out an entry form for each entry.



THE ADDY® AWARDS

XYZ Advertising Club  
2010 ADDY® Awards

Add Entry	Contact Us
Modify Entry	Help
View Results	Main Menu
Competition Rules	Close

Create/Save Entry

## Entry Information

Entry Title: "Keep On Truckin'" Promotional Materials

Division: SALES PROMOTION

Category: 03 D Campaign (2-4 of categories 1A-3C) - Point of Purchase (POP)

Language: English

Website: www.rbbt.com

Media Types				Maximum of 4 media types and 4 total pieces.			
Television:	2	Radio:	1	Magazine:	0	Newspaper:	0
Outdoor:	0	Collateral:	0	Interactive:	1	Other:	0

## Entrant Information

First Name: John Last Name: Smith

Company: XYZ Advertising

Address: 4325 Main Street

City: Fort Worth State: Texas Zip: 76015

Phone: 345-3278 Fax: 345-4563 Country: USA

e-mail: www.xyz.com

## Agency Information

Agency (if different from entrant):

Address:

City: State: Zip:

## Client Information

Advertiser/Client: Smith Sporting Goods

City: Fort Worth State: Texas

Date this entry first appeared: 06/23/08

Method of Distribution: Trade Magazine

## Credits

Tina Kreumcke, Design Director  
Cassie Stovall, Copywriter  
Krystal Glover, Creative Director  
Carol Lewis, Account Manager

Add/Edit

# ENTRY FORM

If the entry is a campaign, make sure you indicate what types of media and how many are in each media in the “Media Type” box.



**THE ADDY AWARDS**  
XYZ Advertising Club  
2010 ADDY Awards

Buttons: Add Entry, Contact Us, Modify Entry, Help, View Manual, Main Menu, Competition Rules, Close

**Create/Save Entry**

**Entry Information**

Entry Title: "Keep On Truckin" Promotional Materials  
Division: SALES PROMOTION  
Category: 03 D Campaign (2-4 of categories: 1A-3C) - Point of Purchase (POP)  
Language: English  
Website: www.ribbit.com

Media Types				Maximum of 4 media types and 4 total pieces.			
Television:	2	Radio:	1	Magazines:	0	Newspapers:	0
Outdoor:	0	Collateral:	0	Interactive:	1	Other:	0

**Entrant Information**

First Name: John Last Name: Smith  
Company: XYZ Advertising  
Address: 4325 Main Street  
City: Fort Worth State: Texas Zip: 76015  
Phone: 345-3278 Fax: 345-4563 Country: USA  
e-mail: www.xyz.com

**Agency Information**

Agency (if different from entrant):  
Address:  
City: State: Zip:

**Client Information**

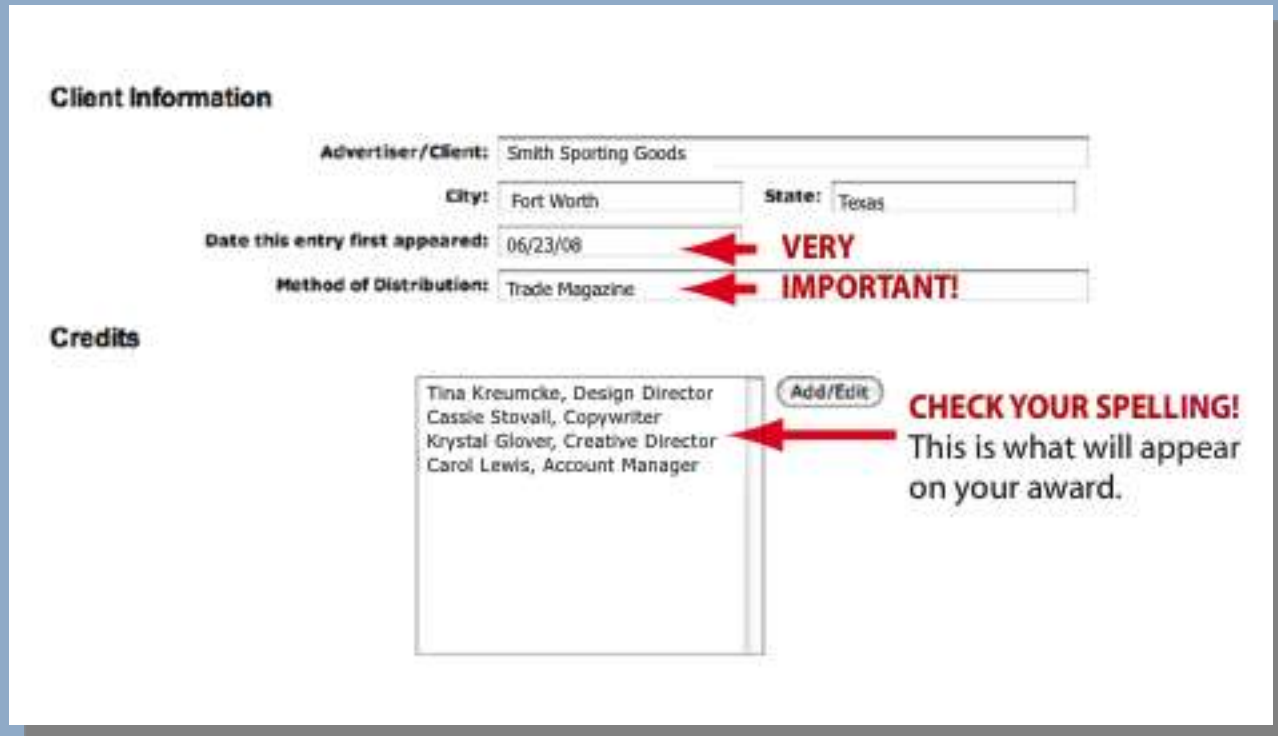
Advertiser/Client: Smith Sporting Goods  
City: Fort Worth State: Texas  
Date this entry first appeared: 06/23/08  
Method of Distribution: Trade Magazine

**Credits**

Tina Kreumcke, Design Director  
Cassie Stovall, Copywriter  
Krystal Glover, Creative Director  
Carel Lewis, Account Manager

Buttons: Add/Edit

# ENTRY FORM



**Client Information**

Advertiser/Client: Smith Sporting Goods

City: Fort Worth State: Texas

Date this entry first appeared: 06/23/08 **VERY**

Method of Distribution: Trade Magazine **IMPORTANT!**

**Credits**

Tina Kreumcke, Design Director  
Cassie Stovall, Copywriter  
Krystal Glover, Creative Director  
Carol Lewis, Account Manager

[Add/Edit](#) **CHECK YOUR SPELLING!**  
This is what will appear on your award.

It is very important that you include the date the entry first appeared and the method of distribution.

When you add credits make sure you proof!!! If it is wrong here it will be wrong on the certificates and in the credits in the show!



# ENTRY FORM

You can print out the entry forms as you fill them out or go to step 3 where you can review all your entries and then print them out.



**Competition Rules** **Modify Entry** **Contact Us**  
**Add Entry** **View Manifest** **Log Off**

## THE ADDY® AWARDS

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welcomes  
**John Smith**

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# MANIFEST FORM

When you have all of your entry forms finished, click on Step 4 to print out the Manifest Form.



## THE ADDY® AWARDS



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# MANIFEST FORM

You will need to print out the Manifest Form and bring it with you when you enter.


The Manifest will show what you have entered and how much you owe.

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This screen is for printing only. For best results margins must be set to 1 inch or smaller. [Click here](#) to return to the main menu. [Next Page](#)

XYZ Advertising Club  
2010 ADDY® Awards

**Manifest Form**

<b>Entrant Company</b>	 ADDY® Awards	<b>Entrant Information</b>

**Entry Fee Summary**

ID	TITLE	ENTRY	LATE	ADJUST	TOTAL
10-09-250680 - 45 A	Dogs	\$135	\$0	\$0	\$135




Total:	\$135
Amount Paid:	\$0
Balance:	\$135



# MANIFEST FORM

Make sure you sign and date the back of the Manifest Form.



data driven and hosted by   powered by 

This screen is for printing only. For best results margins must be set to 1 inch or smaller. [Prev Page](#)  
Select **PRINT** from the **FILE** listing on the Menu bar. Click [here](#) to return to the main menu.

Dallas Advertising League  
2009 Dallas ADDY® Awards

**Manifest Form**

**Payment Information**

To pay by mail, please enter in your information and print this page. Then mail it to Dallas Advertising League.

Payment Type:  Check  American Express  Visa / Mastercard

Credit Card Number:  Security Code:  (3-4 digit number on back of card)  
Expiration Date:  Name On Credit Card:

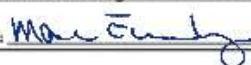
**By signing below you:**

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the local MSA of the competition.
6. All entries become the property of the Dallas Advertising League (DAL) and will not be returned. The DAL reserves the right to reproduce images of all entries in winners in conjunction with promotion of the ADDYs and the DAL.
7. The Dallas Advertising League will not accept any entries that do not meet acceptance criteria at time of submission.
8. All Gold ADDY winners will be automatically forwarded to the District 10 Competition with all fees paid by the Dallas Advertising League.
9. Silver ADDY awards may also be forwarded to 10th district competition, however payment of \$100 per entry district fees must be paid by the entrant. Payment of these fees (via credit card) must be made by calling the Dallas Advertising League office.
10. All non-english language entries MUST be submitted with english translation and/or subtitles.

**Drop Off** December 16, **Drop Off** Clampitt Paper Creative Center: 9207 Ambassador Row, Dallas, TX  
**By:** 2008 **Location:** 75247

I, the undersigned certify that this entry complies with the rules and regulations of this competition in all ways; that client permission has been received for the entry to compete; and that AAF-sponsored publicity and use of the entry is acceptable. I further certify that I have read the rules and regulations governing AAF's ADDY Awards Contests and will abide by them.

Agree to Contest Rules and Regulations (please print):  
Name: Marc Eisenberg Title: President

→ SIGN HERE:  Date: 01/14/09

# PREPARING YOUR ENTRIES



# CLEAR ENVELOPE

When using a clear envelope, place the back of the entry to the back of the entry form. This way when the entry is pulled out for judging the entry form is not visible to the judges.

Include 2 copies of the entry form and affix an entry label to the back of the entry.



# CLEAR ENVELOPE

The back of the clear envelope showing the 2 entry forms and the back of the entry with the entry label affixed to the back of the entry.



# PAPER ENVELOPE

If using a paper envelope, place the entry with the entry number affixed to the back of the entry along with one entry form inside the envelope and affix the other entry form to the front of the envelope.

DO NOT SEAL THE ENVELOPE!



# BROADCAST ENTRIES

When submitting CDs/DVDs, WRITE the entry number on the CD/DVD - DO NOT use a label. CD envelopes are acceptable. Place the CD/DVD along with 2 entry forms in the envelope and affix the entry label to the front of the envelope.

CDs/DVDs MUST be consumer grade and must be able to play on a home consumer CD/DVD player. If they will not play on consumer grade equipment they will be disqualified.



# 3-DEMINENSIAL ENTRIES

When submitting entries that are too large to fit in an envelope, package them in an appropriate container, place 2 entry forms in the container, affix an entry label to the back of the entry and an entry label on the outside of the container.



# 3-DEMINENSIAL ENTRIES

You may also submit an 8 X 10 Glossy photo of the item rather than the actual item. You will have to supply a photo if the entry is an item such as a trade show exhibit or outdoor signage.



# ADDITIONAL RULES AND NEW CATEGORIES

**Indicated in RED**



# PUBLICATION DESIGN

- Two new categories have been added to Publication Design.
- **Publication Design (Magazine or Book)**
  - 8A Cover
  - 8B Editorial Spread or Feature (One editorial spread or feature per entry)
  - 8C Series (Covers or spreads or features)
  - 8D Magazine Design (Entire Magazine)
  - 8E Book Design (Entire Book)



# NEW INTERACTIVE MEDIA

(Includes Social Media Websites)

- **Websites, B-to-B Flash (See Extended Definitions for each category.)**
- **32A Products**
- **32B Outlets**
- **32C Services**
- **Websites, B-to-B HTML/Other (See Extended Definitions for each category.)**
- **33A Products**
- **33B Outlets**
- **33C Services**
- **Websites, Consumer Flash (See Extended Definitions for each category.)**
- **34A Consumer Products**
- **34B Consumer Outlets**
- **34C Consumer Services**
- **Websites, B-to-B HTML/Other (See Extended Definitions for each category.)**
- **35A Consumer Products**
- **35B Consumer Outlets**
- **35C Consumer Services**



# INTERACTIVE MEDIA DEFINITIONS

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, i.e.-

[http://www.somedomain.com/addy\\_entries.html](http://www.somedomain.com/addy_entries.html)

Do not submit a URL that leads directly to a “swf” file.



# INDUSTRY SELF PROMOTION

Demo reels do not go into Direct Mail category of Industry Self-Promotion – even if they have been mailed. They go into Broadcast.

**69E Broadcast (Demo Reels go into this category.)**



# CHANGES TO ELEMENTS OF ADVERTISING

## Photography

- 72A. B/W
- 72B. Color
- 72C. Digitally Enhanced. Photographic images whose content has been digitally altered to create a new image (often one not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. **A sample of the original photo and the digitally enhanced photo MUST be supplied for proper judging.**
- 72D. Campaign. (2-4 of the above).



# NEW STUDENT CATEGORIES

- ELEMENTS OF ADVERTISING
- 13A Logo
- **14A Illustration**
- **14B Digitally Enhanced Illustration**
- **15A Photography**
- **15B Digitally Enhanced Photography**
- 16 Animation



# THINGS TO REMEMBER

- Do not send original or irreplaceable artwork. **It will NOT be returned.**
- Pieces entered into Advertising for the Arts & Sciences, Public Service or Industry Self-Promotion cannot be entered in any other category.
- Each Elements of Advertising entry must include a sample, showing how the element was actually used.
- Audio CD's only, No Cassettes.
- Television & Video – DVD Only.
- Do not put labels on the CDs & DVDs.
- Use a CD/DVD safe pen to write entry numbers on disc.



# ENTRY DEADLINE DAY

Before you head out the office door on that fateful deadline day make sure you have:

- Your Entries
- Your Manifest
- Method of Payment  
(check, credit card, first born)

## GOOD LUCK!



# 10 THINGS **NOT** TO DO WHEN ENTERING

#10 Enter broadcast on a VHS or BETA. tape...or even worse, a cassette.

#9 Enter that invitation with the event date in 2008.

#8 Show up on Deadline Day without your manifest or check.

#7 Cover up that typo with White-Out and hope the judges don't notice.

#6 Show up on Deadline Day with entries in hand and say "How do I do this"?



# 10 THINGS **NOT** TO DO WHEN ENTERING

#5 Mount your entries on illustration board.

#4 Complain about small monitors at last years judging and then turn in DVDs that will only play on a small computer screen.

#3 Leave slates on your broadcast entries.

#2 Chew out the ADDY chair for misspelling your name on the awards only to be reminded that YOU were the one who typed them in.

#1 When entering Package Design, enter empty wine bottles...it really makes the judges mad...not to mention the ADDY committee.

