



Student ADDYs Frequently Asked Questions

1. What is the Student ADDYs?

The Student ADDYs is a creative competition and is a sub-category of the National ADDY Awards competition, sponsored by the American Advertising Federation (AAF).

2. Who is eligible to compete in the Student ADDYs?

- Any full-time or part-time student in an accredited US educational institution can compete in the Student ADDYs
- Work must be created while entrant is a student not employed in the advertising industry or its related fields
- Student interns are eligible

3. What types of work can be entered into the Student ADDYs?

- Work may be developed specifically for this competition or submitted from previous competitions, school projects or classes.
- Work developed for paying clients will not be accepted with the exception of work created for clubs as fundraisers or for student publications.

4. Can I submit work that was created by more than 1 person?

Yes, you can submit a group project as long as everyone who had a part in creating the work is aware that it is being entered into the Student ADDYs and that they are listed on the bylines.

5. How much are entry fees?

- Entry fees are set locally by your club or district and vary. Normally they are around \$20 to \$30. But, this ONE TIME FEE ensures any and all gold winning pieces are automatically sent to the next level. So one fee could mean local, district and even national ADDY trophies for your shelf. Students with silver winning pieces are eligible for forwarding but an entry fee must be paid.
- Auto-Forwarding Entries (Note: this information for ADDY Chairs): With Student ADDYs, there is NO fee to forward Golds at ANY level. Silvers may be forwarded if the student entrant wishes. Local autoforwarding fees for Silvers are to be determined by the local club or District. National student entry fee for Silvers is \$20 per entry.

6. Is there a cash prize?

Yes, but only at the National level where the winning entry of the National Best of Show in the Student ADDYs will receive \$1,000. The Ad 2 club can choose to give away a cash price at the local competition.

7. What types of ads can I enter?

- Please refer to “Categories” on this website. There are 12 different categories; Television, Radio, Interactive etc. But do not hesitate to enter work that may not be specifically mentioned in the category list. Often, the club or district may help find a place for it, or even create a category so your work can be judged.
- Official categories can be viewed at http://www.aaf.org/awards/addys_rules.html (page 22 & 23 of PDF)

8. Are there sample ads or past winning pieces that I can view?

Please refer to http://www.aaf.org/awards/addys_awards_show.html

9. When are the deadlines to submit my entries?

Deadlines are set locally by your club or district and vary. Normally the deadlines are in December or January. Often, clubs may have one professional deadline in January, but a separate student deadline near the end of your school term. However, ALL entries must be sent in by the Ad 2 clubs or districts to AAF by April 17, 2006.

10. When I send in my entries, how do they need to be submitted?

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 refer to http://www.aaf.org/awards/addys_rules.html for clear instructions on how to submit your entries.

11. How do I enter the Student ADDYs?

- Step 1- Go to “How to Enter” page
- Step 2- Determine which local club you should submit your entries. If you are not sure, call AAF headquarters at 1-800-999-2231 and ask for help.
- Step 3- Enter your entries at www.addycompetition.com once you’ve determined your local club. There are clear instructions on entering your entries.
- Local ADDY Chairs are encouraged to work with their local colleges and universities on entry procedures, such as bulk entries.

12. Will I get my entry back after the competition?

No, the clubs cannot guarantee return of your entry. Always be sure to submit a copy or duplicate, not original art. All entries become the property of AAF. Please do not send original artwork.

13. Who judges the Student ADDYs?

A panel of the country’s most creative ad folks from the biggest ad agencies judges the Student ADDY Awards as they do the ADDYs competition; recognition by these ad folks is definitely a testament to the student’s creativity.

14. Why should students enter the Student ADDYs?

- The ADDY Awards is the advertising industry’s premiere creative competition. Any creative director in any ad agency would be impressed with work that has been submitted to the Student ADDYs.
- This is your chance to show off your creative talents- and have Fun doing it! No restrictions on themes or topics, no clients telling you to make the logo bigger, no instructors telling you to keep it 8.5” x 11”. Go wild!
- And if you win a local, regional or national ADDY award, hey, that would be awesome for your portfolio. And yes... the \$1,000 cash for winning national Best of Show won’t hurt either.

15. Additional Contact Info:

- “How-To” questions, contact AAF Headquarters at (800) 999-2231 or at jhoders@aaf.org.
- Technical/Software questions, contact Omni Solutions at (301) 869-3453 or at ADDY@omnisg.com.