

2021 AMERICAN ADVERTISING AWARDS

# Call *for* Entries

THE MOST  
CREATIVE  
ADVERTISING  
IN ALL MEDIUMS

Print

Radio

Collateral

Television

Packaging

Online

Direct  
Marketing

Social

Apps

Out-of-Home

Integrated

Newspaper

Campaigns

Magazine

Creative Arts

AMERICAN  
**ADVERTISING**  
AWARDS

ENTER NOW AT [4AAF.COM](https://www.4aaf.com)

# HONORING CREATIVE EXCELLENCE IN ADVERTISING AND REWARDING THOSE WHO CREATE IT.

Conducted annually by the American Advertising Federation (AAF), The American Advertising Awards is the advertising industry's largest and most representative creative competition. It attracts some 30,000 local entries nationwide. Your local American Advertising Awards competition is the first of a three-tier, national competition.

CLIENTS VIEW AWARDS AS A SIGN OF QUALITY AND  
A THIRD PARTY ENDORSEMENT OF YOUR WORK.

A panel of accomplished advertising creatives from out of your market select the most creative entries in each advertising medium. The number of awards given in each category is based on the relative quality of work in that category in your market. Entries considered outstanding and worthy of recognition will receive a SILVER ADDY. If your entry is awarded a Silver ADDY at the local or district level, you have won the right to compete at the next level of competition and may choose to pay the applicable entry fee in order to be forwarded.

A LIST OF RECENT AWARDS  
IS A COMMON REQUEST  
IN NEW BUSINESS RFPs.

CREATIVES WHO WIN  
AWARDS ARE SEEN AS  
TALENTED, SEASONED  
PROFESSIONALS.

A GOLD ADDY recognizes work that represents the highest level of creative excellence. GOLD winning work will be automatically forwarded to the district competition with fees paid by the local Ad Club. Your work will then compete with ADDY winners from

throughout Florida and the Caribbean. Should the entry win Gold again at the district level, it will be forwarded to the national competition with fees paid by the District. There it will compete with winning work from all 15 AAF Districts to be counted among the best advertising in the country.

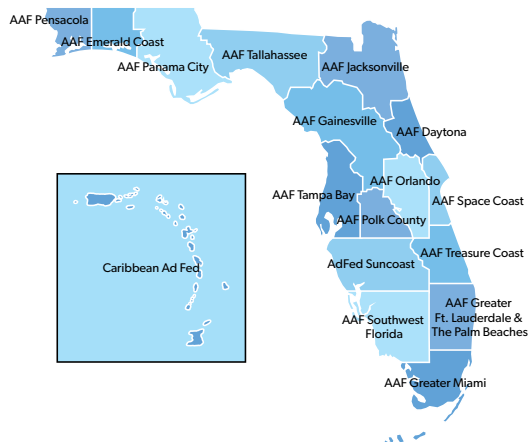
**Entering locally is your first step toward winning  
a national American Advertising Award.**

IT'S NO LONGER A  
QUESTION OF WHETHER  
YOU'RE GOOD OR NOT.  
WITH AN ADDY, YOU  
KNOW YOU ARE.

AMERICAN  
**ADVERTISING**  
AWARDS

## HOW TO ENTER

1. Review the category list and decide what work you want to enter.
2. Visit **4AAF.com** and click your location on the AAF Fourth District affiliate map.



3. When your competition page opens, register as an entrant (Professional or Student) or log in if you entered previously.
4. Select the entry division and use the simple drop-down menus to enter your information.
5. Submit digital and physical entries in the manner each category requires.
6. Print the manifest listing all of your entries and payment options.
7. If you are entering categories with print or physical entries, take them—and payment if paying by check—to the designated local drop-off site on the deadline day.

## ENTRY FEES/DEADLINES

Your local entry fee, deadline information, and drop-off location will be found on the entry site and from your local AAF club.

## ELIGIBILITY REQUIREMENTS

All work entered must have first appeared between January 1 and December 31, 2020.

With the exceptions of Pro Bono Public Service, Advertising Industry Self-Promotion, and student entries, the work must have been the result of paid creative services in the normal course of business.

The entry content must be “New” creative. For example, the same headline from a previous year with different body copy does not qualify.

Entries may be entered into just one ADDY competition and must be submitted in the competition nearest geographically to where the work was created. Select your club on the entry map.

ENTER NOW AT **4AAF.COM**

## ENTRY SUBMISSION

**DIGITAL ENTRIES** (electronic media and online entries) only require uploading through the entry portal.

**ONLINE/INTERACTIVE ADVERTISING** For Websites and all Online/Interactive entries, submit the URL addresses. URLs must not require any username or password for access.

**PRINT/PHYSICAL ENTRIES** All entries in non-digital mediums require the submission of physical examples of the work. PLEASE NOTE: Also upload a PDF of the ENTIRE document to facilitate virtual judging if it is necessary. All entries become the property of your local Ad Club, District, or the AAF and will not be returned.

## THE LARGE ENTRY CARD AND BAG USED IN PREVIOUS YEARS IS NO LONGER REQUIRED

We recommend 10" X 12" transparent plastic booklet envelopes found in most office supply stores and catalogs. Clasp envelopes may also be used.



**IF A TRANSPARENT PLASTIC ENVELOPE IS USED**, insert two copies of the entry form inside the envelope behind the physical entry. The entry (creative work) should be facing

or readable from one side and the entry form facing or readable from the other. Remove the entry numbers from the bottom of the form and firmly affix one to the BACK of every piece in the entry.

**IF A CLASP ENVELOPE IS USED**, spray-mount the entry form and attach to the front of the envelope, and insert a second copy of the entry form inside with the entry. Remove the entry numbers from the bottom of the form and firmly affix one to the BACK of every piece in the entry.



**THREE-DIMENSIONAL (3D) ITEMS** should be placed inside an envelope or box with an entry form attached to the outside. The entry number label should be securely attached to the bottom of the entry.

**CAMPAIGN ENTRIES** are handled in the same manner as 3D entries, placing the campaign inside an appropriately sized package. Affix the entry number to every piece in the entry (use removable entry

number tabs from the bottom of printable entry form). Indicate on each label “1 of 2” or “2 of 2,” etc.

**INTEGRATED CAMPAIGN (MULTIPLE MEDIUM) ENTRIES** may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process. A summary is strongly recommended.

## INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form listing all of your entries. This form states that by signing below you:

1. Verify that the 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.

## DOCUMENTATION

The complete unabridged national rules and category descriptions can be found at **4AAF.com/ADDYs**.

**FOR STUDENT ELIGIBILITY REQUIREMENTS** refer to the American Advertising Awards Student Division Rules and Categories at **AmericanAdvertisingAwards.com**.

