aaf american advertising federation



RULES & CATEGORIES

2026-2027 COMPETITION

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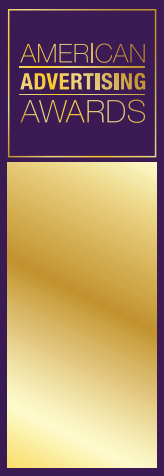
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The rules, divisions and categories defined here serve as the official policy for the American Advertising Awards competition and replace all others from previous competitions. The name American Advertising Awards, ADDY and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation. The AAF competition rules, category format and the American Advertising Awards competition name should be used at all levels of the competition.

The American Advertising Awards is owned and operated by the American Advertising Federation. All rules and guidelines must be followed entirely by any AAF chapter or district hosting the preliminary stages of the competition. AMERICAN ADVERTISING AWARDS®, ADDY® and NATIONAL ADDY AWARDS® are service marks of the American Advertising Federation, registered with the US Trademark Office. All rights reserved.

ABOUT THE AWARDS



The American Advertising Awards is the advertising industry's largest and most representative competition in the United States. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local phase is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to win ADDY Awards—recognition as the very best in their markets. At the second tier, local ADDY winners compete with winners from other local chapters in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in your local competition is the first step toward winning a national ADDY.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, professional development, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entries is conducted through a scoring process in which a panel of judges—comprised of accomplished advertising creative professionals—evaluates all creative dimensions of every entry. A Gold ADDY is recognition of the highest level of creative excellence and is judged to be superior. Entries that are also considered outstanding and worthy of recognition receive a Silver ADDY. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

The American Advertising Awards Student Division is also a three-tier national competition, which is sponsored by the AAF. Occurring in conjunction with the professional competition, the Student Awards recognize and reward creative excellence by students. Information on entering the American Advertising Awards Student Division may be found at AmericanAdvertisingAwards.com.

ABOUT THE COMPETITION

AMERICAN ADVERTISING AWARDS

How to Enter

Visit AmericanAdvertisingAwards.com, or your local AAF Chapter website. You will be directed to the competition site to register as an entrant. Review the category list in this document or on these websites to find where your work should compete, and follow the simple drop-down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. *Trophies are personalized based on information submitted at time of entry. Please make sure all fields are accurate.*

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

Deadlines

Local deadline information is available from your local AAF Chapter. All entry deadlines for this competition year will occur on or after January 1, 2027. You must enter your local American Advertising Awards competition to be eligible for district and national judging, it is important that you do not miss this deadline.

Eligibility Requirements

- All work entered in the American Advertising Awards competition must have first appeared between January 1, and December 31, 2026.
- With the exceptions of Pro Bono Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and/or media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple competitionsare in the same CBSA (Core-Based Statistical Area), DMA (Designated Market Area) or MSA (Metropolitan Statistical Area) the Chapter located nearest to the entrant geographically will be the entry site.
- In the event there are entrants located in markets not served by a local American Advertising Awards-affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the district in which the entrant is located. Additional geographic considerations are covered on page 6.

“Real” Advertising

The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been 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 or an account. This type of work is not accepted. Eligible entries must consist of placed media created in the aforementioned timeframe.

"New" Creative

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 (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the National American Advertising Awards Committee.

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

Documentation

Should a question arise relative to the eligibility or legitimacy of any entry the entrant agrees by their signature on the entry form to furnish the necessary documentation for review by the National American Advertising Awards Committee. Failure to do so can be grounds for disqualification without refund of entry fees. Decisions on eligibility made by the National American Advertising Awards Committee are final.

Entry Fees

Local entry fee information is available on the competition entry website, or from your local AAF Chapter. Since there is often a substantial savings in entry fees for AAF members, you should consider joining your local Chapter. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

All Entries Must

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

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 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.

Entry Submission

Judging of all entries for the American Advertising Awards will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

Campaign Entries

A "Single-Medium Campaign" is no less than two and no more than four total pieces in the entry.

An "Integrated Campaign" is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign 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.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

Submission of Digital Entries

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories
- Entries in all Film, Video & Sound categories
- Entries in select Elements of Advertising categories

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads, JPEG screenshots (for Social Media) or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process, *for only these categories*, requires only the online portion of the process.

Online/Interactive Advertising

For Websites and all Online/Interactive entries, submit the URL addresses. 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/award_entries.html). Do not submit a URL that leads directly to a SWF file.

Judging of online entries will be done online, using the URL. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

Auto-Forwarding

If your entry wins a Gold ADDY at the local chapter competition, it will be automatically forwarded to the district competition with fees paid by the local chapter. Should the entry win Gold again at the district level, it will be forwarded to the national competition with fees paid by the district.

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. You will be contacted with information regarding your entries that qualify to be forwarded to the next level of competition, including entry fees, due dates and how to submit payment.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the AAF website. Decisions of judges and the National American Advertising Awards Committee, including eligibility, qualifications and appropriate category placements, are final.

Geographic Considerations

Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the agency or company that created the work. In addition, the piece MUST be entered under the Geographic Considerations of the entrant. In Elements of Advertising, entries may only be entered in the CBSA (Core-Based Statistical Area), DMA (Designated Market Area) or MSA (Metropolitan Statistical Area) in which it was created by the original creator of the work, not the agency or company that commissioned the work. If an affiliated competition does not exist in the CBSA, DMA or MSA, the district will direct the entrant to the nearest affiliated competition. (Although not recommended, the entrant, if other than the agency/creator, may choose to enter the work on behalf of the creator (examples include, but are not limited to: photographers, illustrators, printers, production companies or clients). In this case, the entrant's address will determine into which local show the work is entered.

It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the National American Advertising Awards Committee defers to the rights of the creator in all cases.)

Agencies/companies that have adopted a "remote-first" model should enter work into the competition where the agency/company is registered.

Special Awards

Work entered in the Advertising Industry Self-Promotion or work done pro bono is not eligible for Best of Show consideration. The National American Advertising Awards Committee suggests the creation of local, district and national Special Judges Awards to recognize outstanding achievement in pro bono advertising.

CATEGORY LIST

AMERICAN ADVERTISING AWARDS

aaf

SALES & MARKETING

AMERICAN ADVERTISING AWARDS

NOTE: All entries in the Sales & Marketing division are allowed 3-5 digital uploads and one optional video upload.

Sales Promotion

Product or Service Sales Promotion
Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

001A Catalog
A printed piece—usually a booklet, folder, or brochure—to sell products or services via a "call for action" and a procedure for ordering and/or buying.

001B Sales Kit or Product Information Sheets
An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container, and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (07A or B). If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

001C Menu
A list of options available to a diner, shopper, etc.

001D Campaign
5-7 pieces may be submitted from work that qualifies in categories 001A, 001B and/or 001C.

Packaging
All product packaging.

002A Single Unit

002B Campaign
5-7pieces may be submitted from work that qualifies in category 002A.

Point of Purchase
Promotional advertising or display unit that attends the product or service at the specific sale location.

003A Counter Top or Free Standing
A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags or self-contained unit or device that requires no additional support or elevation for proper product or service presentation.

003B Point of Purchase Campaign
5-7 pieces may be submitted from work that qualifies in category 003A.

Collateral Material

004 Stationery Package—Single or Multiple Pieces
Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

005 Printed Annual Report
Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status. Digital annual reports should be entered in Category 027–Digital Publications.

Printed Newsletter

006A Single Newsletter
A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Public Service and Industry Self-Promotion should not be entered here, but into their respective categories. Digital newsletters should be entered in Category 027–Digital Publications.

006B Campaign
5-7 pieces may be submitted from work that qualifies in category 06A. Editions submitted must all be distributed to the same audience. Digital newsletters should be entered in Category 027–Digital Publications.

Brochure

007A Single Unit
Multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. Digital brochures should be entered in Category 027–Digital Publications.

007B Campaign
5-7 brochures may be entered for the same product, service and/or brand. Digital brochures should be entered in Category 027–Digital Publications.

Publication Design
Layout and design of the interior and/or exterior of a magazine or book.

008A Cover
Layout & design of the front exterior of a magazine or book

008B Editorial Spread or Feature
One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Entire publications should be entered into the Magazine Design (008C) or Book Design (008E) categories.

008C Magazine Design
Entire magazine design from cover-to-cover

008D Magazine Design Series
5-7 pieces may be submitted for work that qualifies in categories 008A, 008B and/or 008C.

008E Book Design
Entire book design from cover-to-cover

Special Event Material
Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. This category does not include Advertising Industry Self-Promotion or Public Service. They must be entered in their respective categories.

009A Card, Invitation, Announcement—Single Unit

009B Card, Invitation, Announcement—Campaign
2–4 pieces may be submitted from work that qualifies in category 009A.

Direct Marketing

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking, or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories.

Direct Mail
Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

010A Flat—Single Unit
Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertising or promotional effort. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

010B Flat—Campaign
2–4 pieces may be submitted from work that qualifies in category 010A.

010C 3D/Mixed—Single Unit
Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat but take on dimension in their final forms. Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

010D 3D / Mixed—Campaign
2–4 pieces may be submitted from work that qualifies in category 010C.

Specialty Advertising

011A **Apparel**
Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

011B **Other Merchandise**
Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a company, corporate image, brand or event.

011C **Campaign**
2–4 pieces may be submitted from work that qualifies in categories 011A and/or 011B.

PRINT ADVERTISING

AMERICAN ADVERTISING AWARDS

NOTE: All entries in the Print Advertising division are allowed 3-5 digital uploads and one optional video upload.

Magazine Advertising

Advertising that appears in periodic (annually, bi-annually, quarterly, monthly, weekly, etc.) publications. Circulation/ distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

Magazine Advertising

012A **Full Page or Less—Single Unit**

012B **Spread, Multiple Page or Insert**

012C **Campaign**
2–4 pieces may be submitted from work that qualifies in categories 012A and/or 012B.

Newspaper Advertising

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule.

Newspaper Advertising

013A **Full Page or Less**
Newspaper ad that fills a full page or less than a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.).

013B **Spread or Multiple Page—Single Unit**
Newspaper advertising sections, etc.

013C **Specialty Advertising—Single Unit**
Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, "post-it" promotions, calendars, flat sample packs, poly bags and wrappers.

013D **Campaign**
2–4 pieces may be submitted from work that qualifies in categories 013A, 013B and/ or 013C.

Branded Content & Entertainment

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand's value without being a direct promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

014 **Branded Content & Entertainment—Any Print Medium**
Any branded content and/or branded entertainment placed or appearing in print media.

OUT-OF-HOME & AMBIENT MEDIA

NOTE: All entries in the Out-of-Home & Ambient Media division are allowed 3-5 digital uploads and one optional video upload, unless otherwise noted.

Ambient Media

015 Guerrilla Marketing

Formerly known as a form of "non-traditional advertising" guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

Installations

Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

016A Single Installation

016B Multiple Installations

2–4 pieces may be submitted from work that qualifies in category 016A.

Events

Event execution (not architecture—see Installation). Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

017A Single Event

017B Multiple Events

2–4 pieces may be submitted from work that qualifies in category 017A.

Out-of-Home

Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service, or event. Does not include point-of-purchase materials, nor any outdoor signage.

018A Poster—Single Unit

018B Poster—Campaign

2–4 pieces may be submitted from work that qualifies in category 018A.

Outdoor Board

The outdoor display of advertising messages, notices, or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, mass transit, airlines, etc.

019A **Single Board**

019B **Multiple Boards**

2-4 boards combining to communicate one message or advertisement.

019C **Animated/Video Boards**

019D **Outdoor Board Campaign**

2-4 pieces may be submitted from work that qualifies in categories 019A-019C.

020A **Large Venue—Single**

Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage, etc.

020B **Out-Of-Home Campaign**

2–4 pieces may be submitted from work that qualifies in categories 020A.

ONLINE/INTERACTIVE

NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

Websites

Websites

021A Consumer
Any website created primarily for consumer use.

021B B-to-B
Any website created primarily for business-to-business commerce.

021C Microsites
Any web page or series of pages that are a part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. Does not include animated movies or intros, which should be entered in Elements of Advertising. When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

Social Media

Social Media

022A Single Execution
Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

022B Campaign
Creative executions of brand advertising, marketing and/or promotion across social media. The campaign may have appeared on one or multiple platforms. 2–4 pieces may be submitted from work that qualifies in category 022A.

Apps, Games, Virtual Reality

Apps, Games, Virtual Reality

Apps must advertise a product or service. Apps and Virtual Reality entries will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This summary should describe and demonstrate the design and functionality of the entry as well as the most important user benefits and attributes of the entry. Judges will not be given access to the app itself or headsets for virtual judging.

023A Mobile & Web-Based Apps
Interactive apps for desktops, laptops, tablets, smart phones and wearable devices.

023B **Games, Tools & Utilities**
Online, interactive games and applications regardless of the device or interface, such as widgets, screensavers, etc.

023C **Virtual Reality**
The computer-generated simulation of a three-dimension image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

Advertising & Promotion

024A **Web Banner Ad or Website Takeover**

024B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 024A.

025 **Email**
Single or multiple (campaign) email occurrences.

Blogs & Digital Publications

026A **Blogs**
Eligible blog content must support a brand or advertise a product or service.

026B **Blog Series**
2–4 pieces may be submitted from work that qualifies in category 026A

027A **Digital Publication—Single**
Online publication in support of a brand, such as annual reports, magazines, newsletters, or books.

027B **Digital Publication—Campaign**
2–4 pieces may be submitted from work that qualifies in category 027A.

Branded Content & Entertainment

028 **Branded Content & Entertainment for Online/Interactive**
Original content that may or may not directly promote the brand or product but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 036.

FILM, VIDEO & SOUND

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Audio/Radio Advertising

Audio/Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via mass media transmission. Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the audio/radio category, commercials aired on stations in more than one market or "metro" (even if placed on only one station in each of two "metros") do not qualify as "local." Any time a commercial extends past one "metro" (two or more), it is defined as regional/national and must be entered accordingly. 2–4 commercials for the same client, with a common theme that are placed in one market only (no more than one "metro") are considered a campaign. If placed in two different markets, they do not qualify as a local campaign.

Audio/Radio Advertising—Local
A local audio/radio commercial is one that is broadcast on the station(s) of one market (no more than one "metro"). Radio commercials broadcast on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local."

029A Single Spot :30 seconds or less
029B Single Spot more than :30 seconds
029C Campaign
2–4 pieces may be submitted from work that qualifies in categories 029A and/or 029B.

Audio/Radio Advertising—Regional/National
A single audio/radio commercial that is broadcast in two or more markets (metros), or on national radio networks or streaming outlets.

030A Single Spot :30 seconds or less
030B Single spot more than :30 seconds
030C Campaign
2–4 pieces may be submitted from work that qualifies in categories 030A and/or 030B.

Television Advertising

Television Advertising—Local (One DMA)
A single TV commercial that is broadcast on the station(s) of one market (no more than one DMA). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as "local." If no competition exists in a DMA, the District will direct entrants of correct entry procedure.

031A Single Spot :30 or less
TV Commercial that consumes :30 seconds or less of airtime.

031B Single Spot :60 seconds or more
TV commercials longer than :30 seconds should be entered here. Includes all TV "direct marketing" commercials that are longer than one minute but does not include "Infomercials which should be entered in the Branded Content and Entertainment for Television category 107.

031C Campaign
2–4 pieces may be submitted from work that qualifies in categories 031A and/or 031B

Television Advertising—Regional/National
TV commercials which have aired on national broadcast, cable, streaming services, or satellite networks or in more than one local market (DMA).

032A Single Spot—Up to 2:00
032B Campaign
2–4 pieces may be submitted from work that qualifies in category 032.

Online Film, Video And Sound

Internet Commercial
Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category unless there is a change in content (see "New Creative" under "Eligibility" above). Entry must be submitted as an online video using its URL, not as a digital upload.

033A Single Spot—Any Length
033B Campaign
2–4 pieces may be submitted from work that qualifies in category 033A.

Podcast
A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for playback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

034A Single Podcast
034B Campaign
2–4 pieces may be submitted from work that qualifies in category 034A.

Webisode(s)
An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entry must be submitted as an online video using its URL(s), not as a digital upload.

035A **Single Webisode**

035B **Series**
2–4 pieces may be submitted from work that qualifies in category 035A.

Branded Content & Entertainment

Branded Content & Entertainment for Online Film, Video & Sound
Original content that may or may not directly promote the brand or product but is created on behalf of the brand. All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

036A **Single Entry—:60 seconds or less**

036B **Single Entry—more than :60 seconds**

037 **Branded Content & Entertainment for Television**
All forms of audio/visual branded content and/or branded entertainment created for and distributed via broadcast, cable, or satellite television. This category is for executions of any length and may include infomercials. Long-form entries must be edited to five minutes or less for judging purposes. Single entry—any length.

038 **Branded Content & Entertainment—Non-Broadcast**
All forms of audio/visual branded content and/or branded entertainment created for and distributed via methods other than the Internet or television, such as theatrical films and presentation videos. Single entry—short or feature length. Entries in this category must be edited to five minutes or less for judging purposes.

039 **Branded Content & Entertainment Campaign**
2–4 pieces may be submitted from work that qualifies in categories 036A-038.

Cinema Advertising

040 **Movie Trailer**
Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films.

041 **In-Theatre Commercials or Slides**
In-theatre commercials and slides for any product or service other than theatrical films.

Sales Promotion

042 **Audio/Visual Sales Presentation**
Any advertising, promotional and/or marketing message that is conveyed via audio and/or video method usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length for judging purposes.

Music Videos

043 **Music Video**
A short film integrating a song and imagery created for the purpose of promoting, marketing and/or advertising the music, performance, or artist. Must be edited to a maximum length of 5 minutes.

CROSS PLATFORM

Integrated Campaigns

An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign 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.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

Integrated Advertising Campaigns

044A **B-to-B Campaign—Local**
Business-to-business ad campaign using more than one medium that appears in just one market (DMA).

044B **B-to-B Campaign—Regional/National**
Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).

044C **Consumer Campaign—Local**
Consumer ad campaign using more than one medium that appears in just one market (DMA).

044D **Consumer Campaign—Regional/National**
Consumer ad campaign using more than one medium that appears in more than one market (DMA).

045 **Integrated Brand Identity Campaign—Local or Regional/National**
An Integrated Brand Identity Campaign is defined as a series of mixed elements created to support a brand. Examples might include logo designs, stationery package components, signage, jingles, logo animations, etc. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

046 **Integrated Branded Content Campaign—Local or Regional/National**
Original content that may or may not directly promote the brand or product but is created on behalf of the brand. An Integrated Branded Content Campaign is defined as a series of executions representing branded content and/or branded entertainment efforts across more than one medium in support of a single brand and theme (campaign). Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

Online/Interactive Campaign

047 **Online/Interactive Campaign**
Up to 10 pieces may be submitted from work that qualifies in categories 021-028 and/or 033-035.

ELEMENTS OF ADVERTISING

AMERICAN ADVERTISING AWARDS

NOTE: All entries in the Elements of Advertising division are allowed 3-5 digital uploads and one optional video upload.

Copywriting

048 Copywriting
Copywriting for any advertising medium.

Visual

049 Logo Design
An icon, symbol, typeface or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective. Proof of usage is required.

050 Infographic
A representation of information in a graphic format designed to make the data easily understandable. Proof of usage is required.

Illustration
Flat, dimensional, or animated illustration, any number of colors.

051A Illustration—Single
051B Illustration—Series
2–4 pieces may be submitted from work that qualifies in category 051A.

Still Photography
052A Black & White—Single
052B Color—Single
052C Digitally Enhanced—Single
Photographic images whose content has been digitally altered to create a new image (often creating an image 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(s) MUST be supplied for proper judging.

052D Black & White/Color/Digitally Enhanced—Campaign
2–4 pieces may be submitted from work that qualifies in category 052A–052C.

Art Direction
Art direction for any advertising medium.

053A Art Direction—Single
053B Art Direction—Campaign
2–4 pieces may be submitted from work that qualifies in category 053A

Film & Video

054A Cinematography—Single
Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

054B Cinematography—Campaign
2–4 pieces may be submitted from work that qualifies in category 054A.

055A Animation, Special Effects or Motion Graphics
2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

055B Computer Generated Imagery (CGI)
Computer graphics to create or contribute to images in art, printed media, video games, films, television programs, shorts, commercials, videos, and simulators.

056 Video Editing
Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

Sound

057A Music Without Lyrics—Single
Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.

057B Music with Lyrics—Single
Any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including "re-sing" jingles and library music, are not eligible for entry.

057C Music with/without Lyrics—Campaign
2–4 pieces may be submitted from work that qualifies in Category 057A and/or 057B.

058 Voiceover Talent
Audio performance by a narrator, announcer, or voice actor in the execution of an advertising message regardless of the audio or visual medium.

059A Sound Design—Single
Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

059B Sound Design—Campaign
2–4 pieces may be submitted from work that qualifies in category 059A.

Digital Creative Technology

060 Interface & Navigation
The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.

061 Augmented Reality
Creative use of augmented reality technology in the execution of a website or app.

062 User Experience
The totality of elements that make up the interface of an advertisement, brand message or campaign—including layout, visual design, text, brand, sound, and interaction. Learnability, usability, usefulness, and aesthetic appeal are key factors in users' experience.

063 Data Driven Media
Innovative use of data-driven digital media that delivers a personalized experience to each user.

064 Innovative Use of Interactive/Technology
Creative, novel, and groundbreaking uses of digital technology, including Artificial Intelligence in the design, development, and execution of an advertisement, brand message, or campaign.

Artificial Intelligence

Use of AI as a creative tool for copywriting and other creative elements of an advertisement.

065A Copywriting Single
065B Creative Element(s) Single
065C Copywriting Campaign
065D Creative Element(s) Campaign

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging but note there is no specific Corporate Social Responsibility category.

SALES & MARKETING

Corporate Social Responsibility Collateral

066A **Brand Elements**
Stationery, logo, invitations, POS materials, newsletters, etc.

066B **Annual Report (Print or Digital)**
Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

Corporate Social Responsibility Marketing & Specialty Advertising

067 **Single Unit or Campaign**
CSR direct marketing, direct mail, or specialty advertising.

PRINT ADVERTISING

Corporate Social Responsibility Print Advertising

CSR advertisement placed in any print medium.

068 **Single Unit or Campaign—Any Size**

OUT-OF-HOME & AMBIENT MEDIA

Corporate Social Responsibility Out-Of-Home

069A **Poster**
Any CSR poster.

069B **Out-Of-Home**
Any CSR out-of-home advertising.

069C **Campaign**
2–4 pieces may be submitted from work that qualifies in categories 069A and/or 069B.

Corporate Social Responsibility Ambient Media

070 **Single Occurrence or Campaign**
Any CSR ambient media single or campaign entries, including guerilla marketing, installations and events.

Social Responsibility

Corporate Social Responsibility Campaigns

071 **Integrated Media Corporate Social Responsibility Campaign**
A CSR advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign 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.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

ONLINE/INTERACTIVE

NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

072A **Corporate Social Responsibility Online/Interactive**
Single CSR entries for Online/Interactive—excluding Corporate Social Responsibility Online Film, Video & Sound which should be entered in category 076.

072B **Corporate Social Responsibility Online/Interactive Campaign**
2–4 pieces may be submitted from work that qualifies in category 072A.

FILM, VIDEO & SOUND

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

073 **Corporate Social Responsibility Television**
Any CSR TV advertising. Single spot—any length.

074 **Corporate Social Responsibility Radio**
Any CSR radio advertising. Single spot—any length.

075 **Corporate Social Responsibility**
Film, Video & Sound
CSR advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence–any length.

076 **Corporate Social Responsibility**
Non-Broadcast Audio/Visual
CSR advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.

077 **Corporate Social Responsibility Campaign**
Campaign consisting of 2–4 executions of categories 073-076.

PUBLIC SERVICE

AMERICAN ADVERTISING AWARDS

Public Service advertising has as its goal the improvement of the public's health, education and/or welfare. This work may be paid or pro bono.

All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into the Elements of Advertising categories. Please Note: Pro bono work and elements are not eligible for Best of Show.

PRINT

Public Service Print Advertising

Public service advertisement placed in any print medium.

078A **Single Unit—Any Size**

078B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 080A.

OUT-OF-HOME & AMBIENT MEDIA

Public Service Out-Of-Home

079A **Poster**
Any public service poster.

079B **Out-Of-Home**
Any public service out of home advertising.

079C **Campaign**
2–4 pieces may be submitted from work that qualifies in categories 081A and/or 081B.

Public Service Ambient Media

080A **Single Occurrence**
Any public service ambient media, including guerrilla marketing, installations, and events.

080B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 082A.

ONLINE/INTERACTIVE

NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

081A **Public Service Online/Interactive**
Single Public Service entries for Online/Interactive—excluding Public Service Online Film, Video & Sound which should be entered in category 093.

081B **Public Service Online/Interactive Campaign**
2–4 pieces may be submitted from work that qualifies in category 083A.

FILM, VIDEO & SOUND

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

082 **Public Service Television**
Any public service TV advertising. Single spot—any length.

083 **Public Service Radio**
Any public service radio advertising. Single spot—any length.

084 **Public Service Online Film, Video & Sound**
Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence–any length.

085 **Public Service Non-Broadcast Audio/Visual**
Public service advertising content that is not created for television, radio, or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.

086 **Public Service Campaign**
Campaign consisting of 2–4 executions of 084-087.

087 **Integrated Media Public Service Campaign**
A public service advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging. Integrated Advertising Campaign 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.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

SALES & MARKETING

Public Service Collateral

088A **Brand Elements**
Stationery, logo, invitations, POS materials, newsletters, etc.

088B **Annual Report (Print or Digital)**
Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

088C **Brochure/Sales Kit**
All public service sales kits, information sheets and brochures.

Public Service Marketing & Specialty Advertising

089A **Single Unit**
Public service direct marketing, direct mail or specialty advertising.

089B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 079A.

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories. *Please note: Advertising/Media Industry Self-Promotion work is NOT eligible for Best of Show consideration.*

Collateral

090 **Brand Elements**
Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures, etc.

091 **Direct Marketing & Specialty Advertising (Print or Digital)**
Advertising industry self-promotion direct marketing, direct mail, and specialty advertising.

092 **Special Event Materials (Print or Digital)**
Advertising industry self-promotion special event materials, including cards, invitations, or announcements.

Magazine Self-Promotion

Any advertisement which appears in a magazine, promoting that magazine.

093A **Single Unit—Any Size**
093B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 093A.

Newspaper Self-Promotion

Any advertisement which appears in a newspaper, promoting that newspaper.

094A **Single Unit—Any Size**
094B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 094A.

Out-Of-Home Self-Promotion

Advertising for an out of home company appearing on that company's out-of-home media.

095A **Single Unit**

095B **Campaign**

2–4 pieces may be submitted from work that qualifies in category 094A

Out-of-Home Self-Promotion

096 **Advertising Industry Self-Promotion Out-Of-Home**

Any advertising industry self-promotion out-of-home advertising, including outdoor boards, transit advertising and posters.

Ambient Media Self-Promotion

097 **Advertising Industry Self-Promotion Ambient Media**

Any advertising industry self-promotion ambient media, including guerrilla marketing, installations, and events.

Online/Interactive Self-Promotion

098 **Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality**

Single Advertising Industry Self-Promotion entries for Online/Interactive/ Virtual Reality—excluding Online Film, Video & Sound, which should be entered in Category 107.

Audio/Radio Self-Promotion

Any advertisement which appears on a audio/radio station or outlet, promoting that station.

099A **Single Spot—Any Length**

099B **Campaign**

2–4 pieces may be submitted from work that qualifies in category 099A.

Television Self-Promotion

Television Self-Promotion—Local

Any advertisement which appears on a local TV station, promoting that TV station.

100A **Single Spot—Any Length**

100B **Campaign**

2–4 pieces may be submitted from work that qualifies in category 100A.

Television Self-Promotion—Regional or National
Any advertisement which appears on a regional or national TV outlet or network, promoting that TV outlet or network.

101A **Single Spot—Any Length**

101B **Campaign**
2–4 pieces may be submitted from work that qualifies in category 101A.

Film, Video & Sound Self Promotion

102 **Advertising Industry Self-Promotion Film, Video & Sound**
Any film, video or sound content created as self-promotion material by a member of the advertising industry, regardless of the intended medium. Includes online video, television, radio, and demo reels. Single occurrence—any length.

Ad Chapter or Marketing Chapter Self Promotion

103 **Ad Chapter or Marketing Chapter**
Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category. Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering American Advertising Awards-related materials, all campaign elements should be entered in the competition year *following the year they promote,* regardless of usage date.

Campaigns

Advertising Industry Self-Promotion Campaigns

104A **Single-Medium Campaign**
2–4 executions from a single medium from any advertising industry self-promotion campaign.

104B **Integrated Media Campaign**
An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Advertising Campaign entries should 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. Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

NOTE: Additional Local Only Categories may be added at the discretion of the local organization.