

AAF TOLEDO (LOCAL ONLY) ADDY ENTRY CATEGORIES:

The AAF Toledo Mosaic Awards recognize companies, agencies and individuals whose commitment to diversity and inclusion is evident through their creative work. The recipients have embraced advanced marketing techniques and business practices and have developed diversity programs that not only help improve the bottom line, but also secure a relevant role in a continuously evolving corporate environment.

The AAF Toledo Mosaic Awards will be presented at the American Advertising Awards (ADDYs) show on February 21, 2019 at The Valentine Theatre. Below are the four categories available for entry, with the descriptions for each.

AAF Toledo Mosaic Award for Advocacy: Individual or Company (Single Entry) – Mosaic1

This award will be given to an advertising-related professional or company who, through their work, has addressed issues and given voice to groups that have been stereotyped, ignored or excluded in media. This individual or organization has helped increase viewer's perceptions and understanding of multicultural communities and nurtured up and coming multicultural advertising professionals.

AAF Toledo Mosaic Award for Innovation in Storytelling (Single Entry) – Mosaic2

The Innovation in Storytelling award will recognize content that presents storylines that extend beyond stereotypical portrayals and depict multicultural communities and individuals as the complex, multifaceted and dynamic groups they are.

AAF Toledo Mosaic Award for Multicultural Ad Campaign – Mosaic3

This category recognizes a series of three (3) or more related campaign media mix (must include both traditional media and digital media) that demonstrates understanding and sensitivity of targeted ethnic audiences and their buying practices and behaviors. This can include any of the listed mediums in the campaign: Broadcast, online, radio, print, mobile, streaming, outdoor and apps ads.

AAF Toledo Mosaic Award for Multicultural Digital Campaign – Mosaic4

Recognizes campaigns that are executed primarily or exclusively online or through interactive marketing. The winner of this category utilized interactive media targeted toward multicultural markets. This includes digital media, mobile, interactive advertising and video game production advertising.