

2024 call for entries

Entering your local American Advertising Awards competition is the first step toward winning a National ADDY. If your entry wins a Gold ADDY in the local competition, it will be automatically forwarded to the District competition at no charge. If the entry then wins Gold again it will be forwarded to the National competition with fees paid by the District.

How to Enter

1. Review this category list and decide what work you want to enter.
2. Visit AmericanAdvertisingAwards.com and select your local competition from the list.
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. Upload the entry assets as indicated in each category. **Upload a PDF of the ENTIRE entry to facilitate virtual judging.**
6. If you are entering categories with print or physical entries, **and your local competition is accepting physical entries**, take them—and payment if paying by check—to the designated local drop-off site on the deadline day. **PLEASE NOTE: All entries MUST be uploaded even if you are also submitting physical entries.**

Entry Fees/Deadlines

Your local entry fee, deadline information, and drop-off location (if physical entries are being accepted) 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, 2023.
- 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 market at AmericanAdvertisingAwards.com.

entry categories

Sales & Marketing Sales Promotion

Product or Service Sales Promotion

- 001A Catalog
- 001B Sales Kit or Product Information Sheets
- 001C Menu
- 001D Campaign (categories 01A–01C)

Packaging

- 002A Single Unit
- 002B Campaign

Point of Purchase

- 003A Counter Top or Free Standing
- 003B Campaign

Collateral Material

- 004 Stationery Package—Single or Multiple Pieces
- 005 Printed Annual Report

Printed Newsletter

- 006A Single Newsletter
- 006B Campaign

Brochure

- 007A Single Unit
- 007B Campaign

Publication Design

- 008A Cover
- 008B Editorial Spread or Feature
- 008C Magazine Design
- 008D Magazine Design Series
- 008E Book Design

Special Event Material

- 009A Card, Invitation, Announcement
- 009B Card, invitation, Announcement Campaign

Direct Marketing

Direct Mail

- 010A Flat—Single Unit
- 010B Flat—Campaign
- 010C 3D/Mixed—Single Unit
- 010D 3D/Mixed—Campaign

Specialty Advertising

- 011A Apparel
- 011B Other Merchandise
- 011C Campaign

Print Advertising

Magazine Advertising

- 012A Full Page or Less
- 012B Spread, Multiple Page or Insert
- 012C Campaign

Newspaper Advertising

- 013A Full Page or Less
- 013B Spread or Multiple Page
- 013C Specialty Advertising
- 013D Campaign

Branded Content & Entertainment

Branded content is original entertainment content that showcases a brand's value without being a direct promotional pitch. It generates positive brand perceptions without overtly mentioning anything about the brand or product. Product brochures are not branded content.

- 014 Branded Content & Entertainment—
Any Print Medium

Out-Of-Home & Ambient Media

Ambient Media

Entries in categories 15–17B should be accompanied by a written or video summary.

- 015 Guerrilla Marketing

Installations

- 016A Single Installation
- 016B Multiple Installations

Events

- 017A Single Event
- 017B Multiple Events

Out-Of-Home

Poster

- 018A Poster—Single Unit
- 018B Poster Campaign

Outdoor Board

- 019A Single Board
- 019B Multiple Boards
- 019C Animated or Video Board
- 019D Outdoor Board Campaign

Venue

- 020A Large Venue - Single
- 020B Out of Home (Venue) Campaign

Online/Interactive

Websites

- 021A Consumer
- 021B B-to-B
- 021C Microsites

Social Media

- 022A Single Execution
- 022B Campaign

Apps, Games & Virtual Reality

Apps and Virtual Reality entries will be judged using a video summary of 3 minutes or less, which must be uploaded by the entrant (not via URL).

- 023A Mobile App
- 023B Website Based App
- 023C Games
- 023D Tools & Utilities
- 023E Virtual Reality—Single

Advertising & Promotion

- 024A Web Banner Ad or Website Takeover
- 024B Campaign
- 025 Email

Blogs & Digital Publications

- 026A Blogs
- 026B Blog Series
- 027A Digital Publication—Single
- 027B Digital Publication—Campaign

Branded Content & Entertainment

Branded content is original entertainment content that showcases a brand's value without being a direct promotional pitch. It generates positive brand perceptions without overtly mentioning anything about the brand or product.

- 028 Branded Content & Entertainment for Online/Interactive

Film, Video & Sound

Audio/Radio

Audio/Radio Advertising—Local

- 029A Single Spot :30 seconds or less
- 029B Single Spot more than :30 seconds
- 029C Campaign

Audio/Radio Advertising—Regional/National (2 or More Markets)

- 030A Single Spot :30 seconds or less
- 030B Single Spot more than :30 seconds
- 030C Campaign

Television

Television Advertising—Local (One DMA)

- 031A Single Spot :30 seconds
- 031B Single Spot :60 seconds or more
- 031C Campaign

Television Advertising—Regional/National (More Than One DMA)

- 032A Single Spot—Up to 2:00
- 032B Campaign

Internet Commercial

- 033A Single Spot—Any Length
- 033B Campaign

Podcast

- 034A Single Podcast
- 034B Series

Webisodes

- 035A Single Webisode
- 035B Series

Branded Content & Entertainment

Branded content is original entertainment content that showcases a brand's value without being a direct promotional pitch. It generates positive brand perceptions without overtly mentioning anything about the brand or product. Sales videos are not branded content.

- 036A Single - :60 or less
- 036B Single - more than :60
- 037 Television
- 038 Non-Broadcast
- 039 Campaign (categories 36A–38)

Cinema Advertising

- 040 Movie Trailer
- 041 In-Theatre Commercials or Slides

Sales Promotion

- 042 Audio/Visual Sales Presentation

Music Videos

- 043 Music Video

Integrated Campaigns (Multiple Mediums)

- 044A B-to-B Campaign—Local
- 044B B-to-B Campaign—Regional/National
- 044C Consumer Campaign—Local
- 044D Consumer Campaign—Regional/National
- 045 Integrated Brand Identity Campaign—Local or Regional/National
- 046 Integrated Branded Content Campaign—Local or Regional/National
- 047 Online / Interactive Campaign

Elements Of Advertising

Copywriting

- 048 Copywriting

Visual

- 049 Logo Design
- 050 Infographic

Illustration

- 051A Illustration—Single
- 051B Illustration—Series

Still Photography

- 052A Black & White—Single
- 052B Color—Single
- 052C Digitally Enhanced—Single
- 052D Campaign (categories 052A–052C)

Art Direction

- 053A Art Direction—Single
- 053B Art Direction—Campaign

Film & Video

- 054A Cinematography—Single
- 054B Cinematography—Campaign
- 055A Animation, Special Effects or Motion Graphics
- 055B Computer Generated Imagery (CGI)
- 056 Video Editing

Sound

- 057A Music Without Lyrics—Single
- 057B Music With Lyrics—Single
- 057C Music With/Without Lyrics—Campaign
- 058 Voiceover Talent
- 059A Sound Design—Single
- 059B Sound Design—Campaign

Digital Creative Technology

- 060 Interface & Navigation
- 061 Augmented Reality
- 062 Mobile Interaction
- 063 User Experience
- 064 Data Driven Media
- 065 Innovative Use of Interactive/Technology

Corporate Social Responsibility

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

CSR Collateral

- 066A Brand Elements
- 066B Annual Report (printed or digital)
- 066C Brochure/Sales Kit

CSR Direct Marketing & Specialty Advertising

- 067A Single Unit
- 067B Campaign

CSR Print Advertising

- 068A Single Unit—Any Size
- 068B Campaign

CSR Out-Of-Home

- 069A Poster
- 069B Out-Of-Home
- 069C Campaign

CSR Ambient Media

- 070A Single Occurrence
- 070B Campaign

CSR Integrated Media Campaigns

- 071 CSR Integrated Media Campaign

CSR Online/Interactive

- 072A Single
- 072B Campaign

CSR Film, Video & Sound

- 073 Television—Single Spot Any Length
- 074 Radio—Single Spot Any Length
- 075 Online Film, Video & Sound—Single
- 076 Non-Broadcast Audio/Visual—Single
- 077 Campaign (categories 073–076)

Public Service

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. Please note: Pro bono work and elements are not eligible for Best of Show consideration.

NOTE: All Public Service and Corporate Social Responsibility work is also eligible for entry in The Angel Award competition recognizing excellence in Public Service advertising. Visit TheAngelAward.com for more information.

Public Service Collateral

- 078A Brand Elements
- 078B Annual Report (printed or digital)
- 078C Brochure/Sales Kit

Public Service Direct Marketing & Specialty Advertising

- 079A Single Unit
- 079B Campaign

Public Service Print Advertising

- 080A Single Unit—Any Size
- 080B Campaign

Public Service Out-Of-Home

- 081A Poster
- 081B Out-Of-Home
- 081C Campaign

Public Service Ambient Media

- 082A Single Occurrence
- 082B Campaign

Public Service Online/Interactive

- 083A Single
- 083B Campaign

Public Service Film, Video & Sound

- 084 Television—Single Spot Any Length
- 085 Radio—Single Spot Any Length
- 086 Online Film, Video & Sound—Single
- 087 Non-Broadcast Audio/Visual—Single
- 088 Campaign (categories 084–087)

Public Service Integrated Media Campaigns

- 089 Public Service Integrated Media Campaign

Advertising Industry Self-Promotion

All advertising and special event materials created to promote advertising agencies, media, suppliers, freelancers, and advertising clubs must be entered in these categories.

Collateral

- 090 Brand Elements
- 091 Direct Marketing & Specialty
- 092 Special Event Materials (printed or digital)

Magazine Self-Promotion

- 093A Single—Any Size
- 093B Campaign

Newspaper Self-Promotion

- 094A Single—Any Size
- 094B Campaign

Out-Of-Home Company Self-Promotion

- 095A Single Unit
- 095B Campaign

Out-Of-Home Self-Promotion

- 096 Advertising Industry Self-Promotion Out-Of-Home
- 097 Advertising Industry Self-Promotion Ambient Media

Online/Interactive Self-Promotion

- 098 Advertising Industry Self-Promotion
Online/Interactive

Audio/Radio Self-Promotion

- 099A Single Spot—Any Length
- 099B Campaign

Television Self-Promotion—Local

- 100A Single Spot—Any Length
- 100B Campaign

Television Self-Promotion—Regional or National

- 101A Single Spot—Any Length
- 101B Campaign

Film, Video & Sound Self-Promotion

- 102 Film, Video & Sound Self-Promotion (demo reels)

Ad Club or Marketing Club Self-Promotion

- 103 Ad Club or Marketing Club Self-Promotion

Self-Promotion Campaigns

- 104A Single Medium Self-Promotion Campaigns
- 104B Integrated Media Self-Promotion Campaign

entry submission guide

NOTE: Because virtual judging will be used at the district and national competitions, all entries must follow the instructions and upload all entry assets. The requirement of physical entry submissions is at the discretion of the local competition.

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

If your local competition is accepting 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.** All entries become the property of your local Ad Club, District, or the AAF and will not be returned.

We recommend submitting entries in 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

For a PDF of the complete unabridged national rules and category descriptions [CLICK HERE](#)

For Student eligibility requirements refer to the American Advertising Awards Student Division Rules and Categories at AmericanAdvertisingAwards.com.

AGAIN: The requirement of physical entry submissions is at the discretion of the local competition.