



2021 American Advertising Awards

CALL FOR ENTRIES

DEADLINE JAN. 15, 2021

HOW TO ENTER

Visit aaffoxriver.org/2021-american-advertising-awards/ to enter. 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 any AAF winner publications. 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

There are no physical entries due this year, as judging will be done virtually. All entries should be submitted **online**, in accordance with the following deadlines:
Deadline for All Entries: **Jan. 15, 2021, 5 p.m.**
Final Deadline (\$30 late fee per entry): **Jan. 22, 2021, 5 p.m.**

ENTRY FEES

\$50 per entry Professional Members
\$100 per entry Professional Non-Members
\$15 per entry All Students

ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between Jan. 1 and Dec. 31, 2020.
- With the exceptions of Public Service 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 Ad Clubs are in the same CBSA, DMA or MSA the Ad Club 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 in the Professional Rules and Categories document that can be found on aaffoxriver.org/2021-american-advertising-awards/.
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at AmericanAdvertisingAwards.com.

"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. This type of work is not accepted.

"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 (N3AC). 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.

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

Due to COVID-19 protocol, judging will be handled virtually at all levels of the American Advertising Awards this year (local, district and national). As a result, there is no need to submit physical entries this year. Instead, all entries will be submitted online only. In years past, you have been asked to have two physical copies of each entry submitted. This year, all entries (physical and digital) will just be submitted through the online portal, and you will not be asked to deliver any physical submissions. Categories that ordinarily would take physical submissions (i.e. collateral material, direct marketing, magazine advertising, etc.), have now been expanded to include more file uploads online. You may upload your files and also upload a video for any pieces that may require video footage in order to fully comprehend (i.e. custom boxes or packages). 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.

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 10 executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or three 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.

ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a web page that contains each of the individual links and provide the single URL to your newly created page, i.e.- http://www.somedomain.com/addy_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 whenever possible. 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.

QUESTIONS?

We understand that this is an unusual year, and are happy to assist with any questions during your entry process. At any time, please feel free to email us:

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THANK YOU!