

AMERICAN --- ADVERTISING --- AWARDS

2023-2024 AAF-LOUISVILLE ENTRY GUIDE

*To begin the process go to
<https://aaflouisville.org/addys/addys-enter>*

STEP 1: RULES & CATEGORIES

- **RULES & CATEGORIES** - Thoroughly review the entry rules and process. Review the full list of categories to find where your work should compete.





AMERICAN ADVERTISING AWARDS

STEP 2: LOGIN

■ LOGIN - Login to <https://enter.americanadvertisingawards.com/a/organizations/05-LVL/home> and click on either *Professional* or *Student*.

AMERICAN
ADVERTISING
AWARDS



Welcome Lauren Beckley

- [Home](#)
- [My Entries](#)
 - [In Cart \(1\)](#)
 - [Expired \(0\)](#)
- [My Profile](#)
- [Change Password](#)
- [Admin Panel](#)
- [Log Out](#)

HOW TO ENTER

Step 1: Thoroughly review the entry rules and process. ([click here](#) for professional; [click here](#) for student)

Step 2: Review the full list of categories to find where your work should compete.

Step 3: Register as an entrant.

Step 4: Follow the simple drop down menus to enter your information.

Step 5: Drop off your printed and signed manifest form, along with your entry forms and entry pieces* placed in an envelope/bag, to the AAF-Louisville office by the entry deadline. *Digital entries do not require a physical version of the entry.

Note: Please don't hesitate to contact the AAF-Louisville office if you have any questions about where your work should be entered. Call (502) 895-2500 or email ADDY@AAFLouisville.org. If the local staff cannot answer your question, they will contact the AAF American Advertising Awards committee on your behalf.

Online Entry and Judging Software

Don't have an account? Choose an entry category below to begin.

- [Professional Entries](#)
- [Student Entries](#)

Returning Entrants: [click here](#) to access your past submissions or select a category from above to make an additional entry.

To access the Judges Portal, you will need to use the credentials sent to you by AAF National.

The American Advertising Awards, home of the ADDY® Award, is one of the industry's largest creative competitions, attracting nearly 35,000 professional and student entries each year through competitions offered through local AAF clubs. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in advertising.

Conducted annually by the American Advertising Federation (AAF), the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards - recognition as the very best in their markets. At the second tier,

GUIDE TO ENTERING

AMERICAN
ADVERTISING
AWARDS

2019-2020
AAF-LOUISVILLE
ENTRY GUIDE

To begin the process go to
[www.enter.americanadvertisingawards.com](https://enter.americanadvertisingawards.com)

[Download Guide](#)

ENTRY DEADLINES

EARLY DROP-OFF DATES:
Monday, December 2, 2019 through Wednesday, January 8, 2020*
(by appointment only)

*The AAF-Louisville office will be closed Monday, December 23, 2019 through Friday, January 3, 2020

ENTRY DEADLINE:
Thursday, January 9, 2020
(drop-off anytime between 9:00 a.m. and 5:00 p.m.)

STEP 3: ENTRANT INFORMATION

■ ENTRANT INFORMATION - Complete the Entrant Information. Indicate if you are a member or non-member. If you are entering for a company make sure to list an additional contact person as back up. SAVE and go to next page.

Welcome to the American Advertising Awards Entry Form.

Entrant Information

This is you. Your company or organization, responsible for creating the work being entered and probably paying for this awards entry.

Entrant Company / Organization *

AAF - Louisville

First Name *

Last Name *

AAF Member Status *

AAF Member

Primary Address *

Street Address

130 St. Matthews Avenue, Suite 302

Line 2

City

Louisville

Country

United States

State / Province

Kentucky

Zip / Postal Code

40207

Daytime Phone *

5028952500

Cell Phone *

Best # you can be reached at on a weekend

Add Secondary Contact? *

☐ No

☐ Yes

SAVE SAVE AND NEXT

STEP 4: ENTRY INFORMATION

ENTRY INFORMATION - Select the proper category. Enter the title and usage of the entry. Enter the client information. **SAVE** and go to next page. *Note: if making multiple entries **DO NOT** use the same title for each entry.*

PRINT ADVERTISING
(newspaper & magazine advertising including branded content, public service and self promotion)

OUT OF HOME & AMBIENT MEDIA
(Posters, outdoor, transit, guerilla marketing, events and installations, including public service and self-promotion)

ONLINE/INTERACTIVE
(All Internet-based entries except online videos, including branded content, public service and self promotion)

FILM, VIDEO & SOUND
(Radio, TV and film, including online video, as well as branded content, public service and self-promotion)

CROSS PLATFORM
(Integrated campaigns, as well as campaigns for online/interactive, public service and self-promotion)

ELEMENTS OF ADVERTISING
(Individual creative components that make up the craft of advertising).

(select) ▼

Entry Title *
Character count: 0 / 35

Method of Distribution *
Select ▼

Language *
Select ▼

Client Information
This is the advertiser. It may be your client (for example if the entrant is an advertising agency), or it may be the same as the entrant company (for direct entries). But in the end, this is the brand that is advertising a product or service.

Client Company Name *

Street Address

City

State

Zip / Postal Code

Outside Agency *

Is this work your firm did on behalf of another agency?

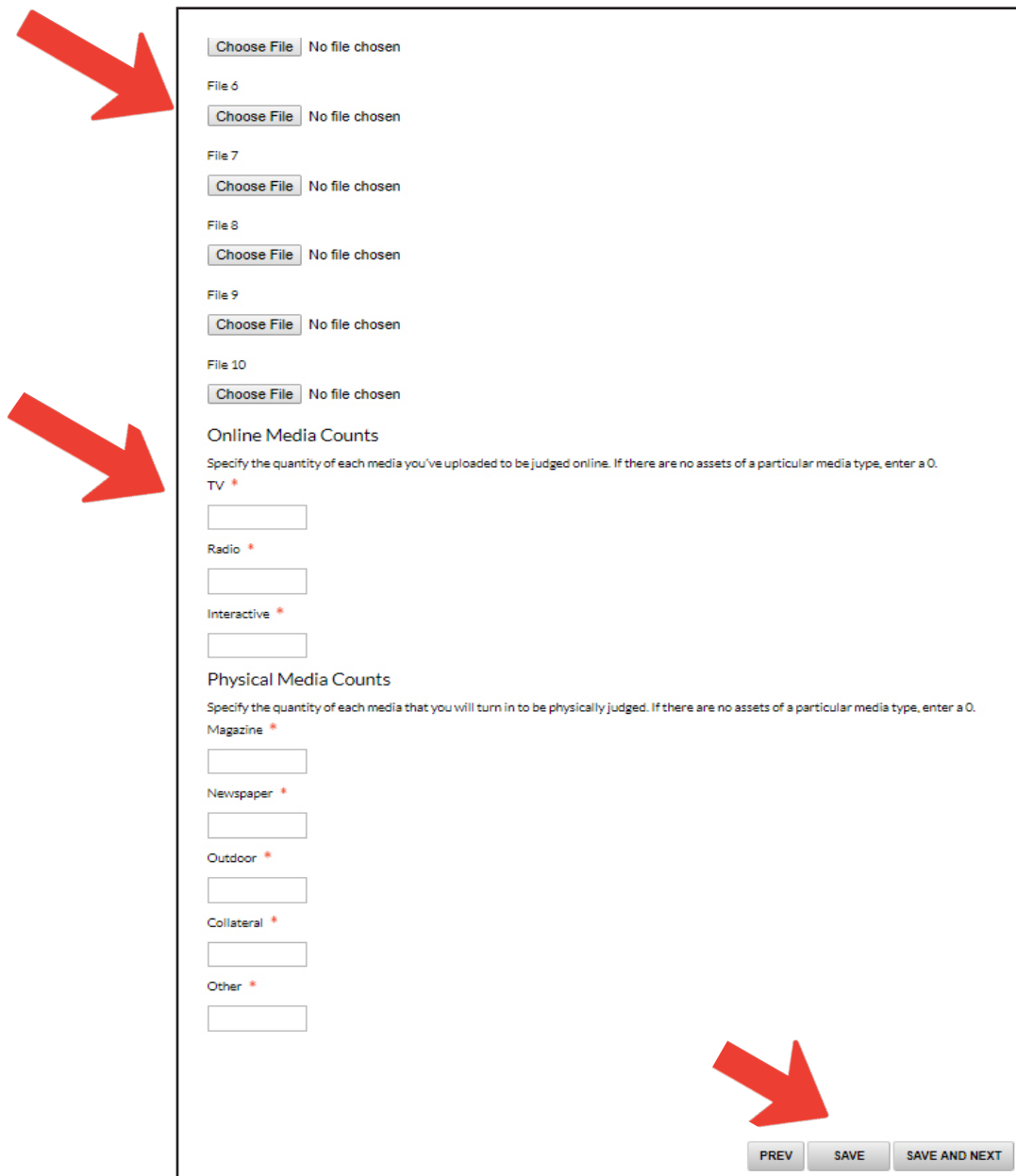
☐ No

☐ Yes

PREV SAVE SAVE AND NEXT

STEP 5: MEDIA

■ **MEDIA (FILE UPLOADS)** - All files need to be uploaded. Once uploaded an image of the file will be visible for verification. Enter Media Counts. **SAVE** and go to next page. ***This Year Only** - The number of file uploads has been increased to account for all digital judging. Please read each category's criteria carefully before submitting.



Choose File No file chosen

File 6

Choose File No file chosen

File 7

Choose File No file chosen

File 8

Choose File No file chosen

File 9

Choose File No file chosen

File 10

Choose File No file chosen

Online Media Counts

Specify the quantity of each media you've uploaded to be judged online. If there are no assets of a particular media type, enter a 0.

TV *

Radio *

Interactive *

Physical Media Counts

Specify the quantity of each media that you will turn in to be physically judged. If there are no assets of a particular media type, enter a 0.

Magazine *

Newspaper *

Outdoor *

Collateral *

Other *

PREV SAVE SAVE AND NEXT

STEP 6: CREDITS

- **CREDITS** - Add credits for the entry. You can list up to 20 credits. **PROOF READ!!!** What you type is what will be listed on the award (i.e. type in lower case and that is how it will appear on your award). You **MUST** agree to the Terms and Conditions. Click *Add to Cart*.

[Home](#) > [My Entries](#) > [Entry](#)

American Advertising Awards 2020 (Professional)

[Entrant Information](#) → [Entry Information](#) → [Media](#) → [Credits](#)

Credits will display in the order you enter them

Credit 1

Name of Credit 1

Title of Credit 1

Email of Credit 1

Do you want to add another credit?

☐ No

☐ Yes

Terms and Conditions

By entering, I accept and agree to be bound by the Rules and acknowledge that the AAF and its affiliated clubs and districts may use, reproduce, exhibit and publish my entry in connection with the American Advertising Awards competition and associated events and activities, in all media now known or hereafter devised (including print, broadcast, digital and online media), in perpetuity and throughout the world.

I confirm that this entry first appeared in 2018

Terms and Conditions *

☐ I Agree

STEP 7: REVIEW AND CHECKOUT

■ **REVIEW AND CHECKOUT** - After adding your first entry to your cart you can *Make Another Entry*. If you have multiple entries for the same client you can *Copy Entry* and not have to re-enter the client information, just edit the entry information.

Click *Print All Entries* to print your entry forms.

Click *Checkout* when all entries are complete.

The screenshot shows the 'Review and Checkout' page. At the top, there are navigation links: [Home](#) > [Carts](#) > [American Advertising Awards 2020 \(Professional\)](#). The main heading is 'Review and Checkout' in red. Below it is a table with columns: Title, Category, Cost, Details, #, and Action. A red arrow points to the 'Action' column for the first entry, which contains links: [select](#) | [Copy Entry](#) | [Remove](#). Below the table, the total is shown as 'Total: \$85.00'. There is a 'Discount Code' input field with an 'APPLY' button. At the bottom, there are three buttons: 'MAKE ANOTHER ENTRY', 'PRINT ALL ENTRIES', and 'CHECKOUT'. Red arrows point to each of these three buttons.

Title	Category	Cost	Details	#	Action
Sample	Print Advertising > Magazine Advertising > 15 - Magazine Advertising > 15A - Full Page Or Less - Single Unit	\$85.00	Member Base Fee - SINGLE	15A-311585-05-LVL	select Copy Entry Remove

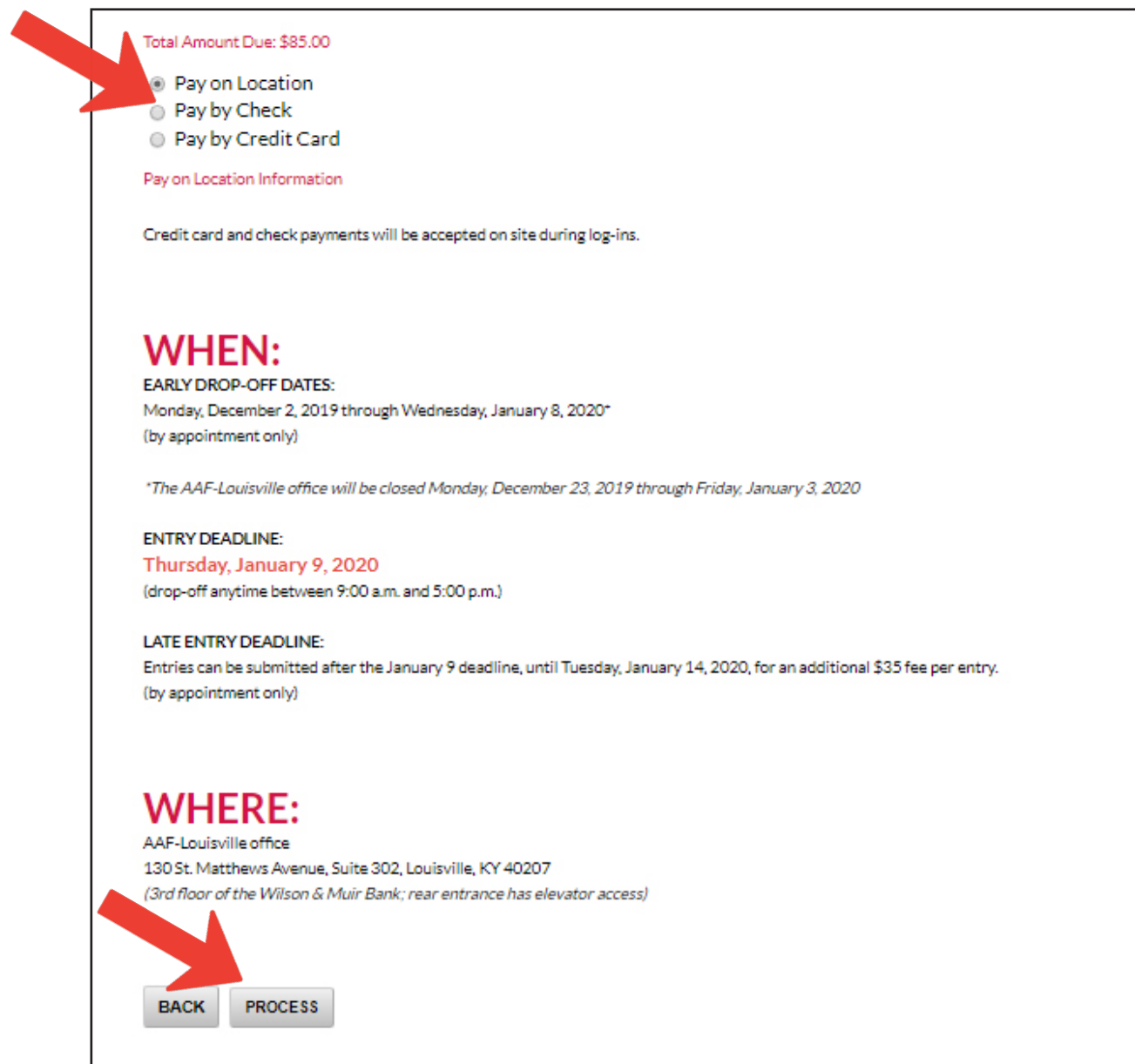
Total: \$85.00

Discount Code

STEP 8: PAYMENT

■ PAYMENT - Select payment method and follow the instructions on screen.

Click *Process* to submit and complete the online entry process. *Note: You will not be able to make changes after submitting your entry.*



Total Amount Due: \$85.00

☒ Pay on Location
☐ Pay by Check
☐ Pay by Credit Card

Pay on Location Information

Credit card and check payments will be accepted on site during log-ins.

WHEN:

EARLY DROP-OFF DATES:
Monday, December 2, 2019 through Wednesday, January 8, 2020*
(by appointment only)

*The AAF-Louisville office will be closed Monday, December 23, 2019 through Friday, January 3, 2020

ENTRY DEADLINE:
Thursday, January 9, 2020
(drop-off anytime between 9:00 a.m. and 5:00 p.m.)

LATE ENTRY DEADLINE:
Entries can be submitted after the January 9 deadline, until Tuesday, January 14, 2020, for an additional \$35 fee per entry.
(by appointment only)

WHERE:

AAF-Louisville office
130 St. Matthews Avenue, Suite 302, Louisville, KY 40207
(3rd floor of the Wilson & Muir Bank; rear entrance has elevator access)

BACK **PROCESS**

STEP 9: PRINT FORMS

■ PRINT MANIFEST - Click *Print Invoice/Manifest* to print out the MANIFEST. The manifest will also be your invoice or, if paid online, your receipt.

[Home](#) > [Invoices / Manifests](#) > [Invoice / Manifest # 199443](#)

Thank you
We have received your information successfully.

Invoice / Manifest # 199443

[BACK TO LIST](#) [PAY](#) [PRINT INVOICE / MANIFEST](#) [PRINT INVOICE / MANIFEST AND ALL ENTRIES](#)

Payment Status: Not Paid

Date	Details	Amount	Notes	Action
10/28/2019	15A-311586-05-LVL, Print Advertising > Magazine Advertising > 15 - Magazine Advertising > 15A - Full Page Or Less - Single Unit, Sample	\$85.00	Member Base Fee - SINGLE	Print View
Total:		\$85.00		

AMERICAN ADVERTISING AWARDS

STEP 10: MANIFEST

MANIFEST - You must SIGN and SUBMIT the MANIFEST form with your entries.

PRINT out the MANIFEST, SIGN it, SCAN it and EMAIL it to Awards@aaflouisville.org.

AAF AMERICAN ADVERTISING FEDERATION.
THE UNIFYING VOICE FOR ADVERTISING.

Lauren Beckley
lauren@aaflouisville.org

American Advertising Awards
Entry List and Fees

Date	Details	Amount
12/19/2018	01A-274551-05-LVL, Sales & Marketing > Sales Promotion > 01 - Product or Service Sales Promotion > 01A - Catalog, Test	\$85.00
	Total:	\$85.00

Total: \$85.00
Amount Owed: \$85.00. Paying by Check

If paying by check, make payable to: American Advertising Federation, Attn: ADDY Awards Competition, 130 St. Matthews Avenue, Suite 302, Louisville, KY 40207. Entry fees must be paid in full on January 10, 2019*, in person for judging.

Entries can be submitted after the January 10 deadline, until January 15, 2019, for an additional \$35 fee per entry.

Club Notes:

Print out manifest and all entry forms with physical entries in St. Matthews.

EARLY DROP-OFF DATES: Monday, December 3, 2018 (by appointment only)

*The AAF-Louisville office will be closed Monday, December 10, 2019

ENTRY DEADLINE: Thursday, January 10, 2019 (drop-off 5:00 p.m.)

LATE ENTRY DEADLINE: Entries can be submitted after January 15, 2019, for an additional \$35 fee per entry. (C)

Manifest

DROP OFF LOCATION: AAF-Louisville, 130 St. Matthews Avenue, Suite 302 (3rd floor of the Wilson & Muir Bank; rear entrance has elevator access)
Checks, cash and credit cards accepted.

Save the date for the ADDY Awards Gala on Thursday, February 28, 2019.

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.
6. I understand that I may be required to provide proof of performance for my entries, and if unable to do so, my entries may be disqualified and any entry fees for those entries will not be refunded.

I, the undersigned certify that this entry complies with the rules and regulations of this competition in all ways; that client permission has been received for the entry to compete; and that AAF-sponsored publicity and use of the entry is acceptable. I further certify that I have read the rules and regulations governing AAF's American Advertising Awards Contests and will abide by them.

Agree to Contest Rules and Regulations (please print):

Name: _____ Title: _____

SIGN HERE: _____ Date: _____

VIRTUAL ENTRY ONLY

■ ONLY FOR 2023-2024 COMPETITION - **DO NOT** submit a printed entry form or envelope.



ENTRY TIPS

- **UPLOAD FILE SIZE** - there is no maximum file size for uploads.
- **UPLOADS FOR PRINT** - **THIS YEAR ONLY** - additional uploads for print will be available. The judges will be scoring based on the information included in these uploads. You may upload a video of printed pieces.
- There are no guidelines on how to prepare the files. It is completely up to you to decide how you want to present the artwork to the judges.
- **CAMPAIGN** entries must enter at least two (2) executions but no more than four (4) executions.
- **INTEGRATED CAMPAIGNS** must contain two (2) to six (6) media with one (1) to four (4) executions in each media. Maximum executions is ten (10) per campaign. *Example: 3 PRINT, 4 BROADCAST, 3 INTERACTIVE.*
- **MULTIPLE CATEGORIES** - To have an entry judged in more than one category it must be entered in each category separately.

ENTRY TIPS

- **CONTACT INFORMATION** - Notifications will be sent to the ENTRANT'S email address. Make sure this email address will be valid throughout the process. Notifications go out as late as June. If the email address is no longer valid you will not receive the Silver Advancement Notification emails that are sent by district and national.

Student Permanent Address - we know students move but we need a physical mailing address where we would mail any awards you may win as late as June.

- **ENTRY TITLES** - This is an entry title, not an entry synopsis. Keep it short. Remember it may very well need to be printed on an award.
- **MULTIPLE TITLES** - If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when notified that you have won such-and-such you do not have to ask "which category did that win in"?

~~The Big Deal~~

~~The Big Deal~~

~~The Big Deal~~

~~The Big Deal~~

~~The Big Deal~~

The Big Deal - Cinematography

The Big Deal - Music

The Big Deal - Voiceover

The Big Deal - Sound Design

The Big Deal - Copywriting

- **ENTRY FORMS** - Keep in mind that what and how you enter information on the entry form matters. All information is pulled from the system. Information typed in all lower case will appear that way on awards, in the winners book, and in the awards show.
- **MEDIA COUNTS** - It is very important for campaign categories that you indicate the Media Counts for each medium of the campaign. This ensures that all elements of the campaign are scored.

ENTRY TIPS

■ ELEMENTS OF ADVERTISING - LOGO

When entering logos a sample of usage **MUST** be included.

A short description of the logo may also be provided.



McCoy Myers • 4235 Coulter • Amarillo, Texas 79109

ENTRY TIPS

■ ELEMENTS OF ADVERTISING - DIGITALLY ENHANCED PHOTOGRAPHY

When entering digitally enhanced photos, the original photo **MUST** be provided so the judges can see what was changed.

Simply color correcting a photo does not qualify it as a digitally enhanced photo.



ORIGINAL



ENHANCED

ENTRY DEADLINES

■ 2023-2024 COMPETITION ONLY

No physical entry submissions! The entry and judging process will be virtual. Please be sure to have all entries submitted online by the dates below.

■ ENTRY DEADLINE

Wednesday, January 10, 2024

Entries must be submitted no later than 5:00 p.m.

■ LATE ENTRY DEADLINE

Entries can be submitted after the January 10 deadline, until Friday, January 12, 2024 at 12:00 p.m., for an additional \$35 fee per entry.

QUESTIONS

■ If you have any questions please contact the AAF-Louisville office:

P: 502-895-2500

E: Awards@aaflouisville.org

Thank you for your support of AAF-Louisville and the American Advertising Awards.

Good luck!