

ADDY[®]

THE CREATIVE SPIRIT OF ADVERTISING

*More Than You Ever Thought You Should
Know About The ADDYs*

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Past National ADDY Chair



ADDY[®] Awards Competition

- This is not a “local” award. You are winning at the first level of a national competition that is recognized as the largest creative competition in the industry.
- Started here in 1960
- Unique 3-tier structure makes it one of the most rigorous national competitions to win
 - Local level - 210 local competitions nationwide
 - District level - 14 District/Regional competitions
 - National level
- Largest and most representative creative competition in the industry
 - 6 times larger than Cannes
 - 3 and a half times larger than Clio



What It's All About The Work

- The creative idea and how well it is executed
- It doesn't matter the size of the shop or the budget

Recognizing and honoring outstanding creative work and the creative minds behind the work.



Why Forward?

- It's an even playing field at the next level
 - New judges
 - Judges don't know what an entry won at the previous level
 - Judges do not see entrant or market information
- Many entries that won Silver at the local level have gone on to win District and National ADDYs
- Winning District and National ADDYs increases your business exposure



Student ADDY Competition

- **National 3-tier competition co-sponsored by National Ad 2**
 - Local winners advance to District
 - District winners advance to National
- **Eligibility requirements**
 - Enrolled full or part time in an accredited US educational institution
 - Work must be developed specifically for this competition or have been developed for a class project – in other words, **it should all be spec**
 - Work must be completed while the entrant is a student not employed in the advertising industry
 - Student interns are eligible if work submitted was not done for the company they are working for



Categories & Guidelines

8D Magazine Design. Entire magazine design from cover-to-cover, with advertising.

8E Book Design. Entire book design from cover-to-cover, no advertising.

Interactive Media

(Includes Social Media Websites)

Websites, B-to-B Flash

32A Products

32B Outlets

32C Services



Categories & Guidelines

Websites, B-to-B HTML/Other

33A Products

33B Outlets

33C Services

Websites, Consumer Flash

34A Products

34B Outlets

34C Services



Categories & Guidelines

Websites, Consumer HTML/Other

35A Products

35B Outlets

35C Services

ADVERTISING INDUSTRY SELF-PROMOTION

69E Broadcast (Demo Reels go in this category)



Categories & Guidelines

ELEMENTS OF ADVERTISING

13A Logo

14A Illustration

14B Digitally Enhanced Illustration

15A Photography

15B Digitally Enhanced Photography

(All digitally enhanced entries must show original)



Categories & Guidelines

Elements of Advertising

- The goal of this category is to recognize only the creative execution of individual components of an advertising entry (illustration, photography, music, **logo**, etc.). **Each entry in this section MUST include a sample showing how the element was actually used in the advertising message.** For print entries, this sample should be included in the entry envelope. **When submitting a logo, if the type of company is not evident or obvious, it is recommended to include a one or two words explaining the type of business the logo represents.**



Categories & Guidelines

- Geographic Considerations
 - Entries may be entered into only one local ADDY® Awards competition, which is determined by the location of the agency at which the work was created. 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 DMA, MSA or CBSA in which it was created, not by the agency using the element.**



Categories & Guidelines

- REMEMBER - If it's not advertising... it's not eligible!
- Questions? Email amahoney@white-wilson.com



Determining What to Enter

- Study the Call For Entries
 - Most comprehensive competition in the advertising industry.
- 3 primary eligibility requirements:
 - Work must be new creative that ran during the calendar year 2009 (January 1 - December 31).
 - Work must be the result of paid creative services and media placement in the normal course of business (*with the exception of Public Service, Advertising for the Arts and Advertising Industry Self-Promotion categories*).
 - Creative must be entered in the market in which it was developed.



Determining What to Enter

- Review your work for the year
 - Pull all of the work you would put in your personal portfolio or show to prospective clients
- Enter work in all eligible categories
 - If entering campaigns, also enter individual executions in single categories
 - Enter photography or illustrations in Elements categories
 - If the work included original music, enter it in the appropriate Elements category
 - If print ads ran in different sizes, enter the different sizes (same applies to broadcast lengths)



Reminders

- **Non-Traditional Advertising Category**
 - *Alternative, buzz, grassroots, guerilla, viral or word-of-mouth: single or campaign examples with description.*
- **PDFs of ALL Print Work**
 - *Entrants will be expected to provide a PDF of each print entry at the time the entry is submitted.*
 - *The local chapter will be responsible for forwarding PDFs of their winners to the District.*
 - *Why? This is for the show and/or winners book.*



Entry Formatting

- All entries must be submitted in the proper format, according to the current ADDY Awards Competition Rules & Guidelines
- **Improperly formatted entries will be disqualified**
- National competition with national guidelines
 - Must be consistent at all levels



Entry Formatting

- **Mounting of entries is no longer accepted.**
- Entries should be submitted in the appropriate sized envelope
 - Transparent envelopes preferred
 - Manila or white envelopes accepted
 - **No size restrictions on envelopes**



Entry Formatting

- **For transparent envelopes**
 - Entry number is affixed to back of entry
 - Two copies of entry forms inserted in envelope behind the entry
- **For manila/white envelopes**
 - Entry number is affixed to back of entry
 - Spray mount entire entry form to front of envelope
 - Insert one full copy of entry form in envelope with entry



Entry Formatting

- **Three-dimensional entries**
 - Place inside an envelope
 - Entry number label should be securely attached to bottom of entry
 - Insert two copies of full entry form in envelope
- **If 3-D entry is too large for an envelope**
 - Submit in an appropriately sized box
 - Secure entry number to top of box in upper right corner
 - Affix an entry number label to the **bottom** of the entry
 - Spray mount entry form to bottom of box
 - Include second copy of entry form in box



Entry Formatting

- **Single Medium Campaign Entries**
 - No less than 2 and no more than 4 total entries
 - One medium
 - Label each piece with entry number on back in upper right hand corner
 - Indicate on each entry “1 of 2” “2 of 2,” etc.
 - Include an extra copy of entry form inside envelope
- **Mixed Media Campaigns**
 - No less than 2 executions spread over 2 or more media
 - Minimum of 2 media and maximum of 6 media
 - No more than 4 ads per medium
 - Max number of total entries for campaign is 9
 - Submit in one large envelope



Entry Formatting

- **Radio Entries**
 - **CD is only format accepted**
 - Single spots must be submitted on separate CDs
 - Campaigns must be submitted on one CD
 - NO LABELS
 - **Write entry number, spot name and number of spots (for campaigns) on CD with a Sharpie**
 - Include 2 copies of entry forms



Entry Formatting

- **Broadcast/Audio Visual or Computer Presentation Entries**
 - **DVD only format accepted for video and television entries**
 - Must be able to play on a consumer DVD player
 - Campaign entries must be submitted on one DVD
 - Must be viewing copy only - no tones, bars or slates
 - **Write entry number, spot name and number of spots (for campaigns) on DVD with a Sharpie**
 - Include 2 copies of entry forms



Entry Formatting

- **Interactive Entries**
 - Submit URL on entry form (must be input in software)
 - Submit CD with entry as back-up
 - Submit 8.5" x 11" print-out as back-up
 - **URLs should not require any username or password**



Entry Formatting

- **NO....**
 - VHS
 - Beta
 - 3/4"
 - Cassettes
 - MP3s
 - Data DVDs
 - Executable files (interactive)



Entry Process

- Enter online at:

<http://www.omnicontests.com/addy/omnicontests/logon.cfm?clubid=91>

Fill out all entrant information

- Fill out all entry information
- Print two copies of each entry form
- Print copy of manifest
- Prepare entries according to formatting guidelines
- Bring physical entries with entry forms properly attached, manifest and payment to Entry Day drop off



Online Entry Tips

- Start early!!
 - You can add and/or delete all the way up to the entry deadline
- Make sure all contributors are properly credited
- Check spelling
- Remember, the information in the system is used for the Winners' Book, Show Reel, Winners' Certificates and Press Releases
 - It is your responsibility to make sure it is correct
- **SAVE after every page**



What Should You Enter?

- Ask yourself...
 - Would I put this in my portfolio?
 - Would I show this to a potential clients?
 - Would this be included on my demo reel?
- Ask people around you...
 - Co-workers: But be careful, every baby is the most beautiful baby in the world.
 - Clients: It can be very enlightening.
- Enter pieces in multiple categories
 - Single and campaign
 - Full-page versus partial-page within reason
 - Elements: photos, illustrations, animations, logos
 - Multimedia campaign

Multiple entries + Multiple wins = >Best of Show chances

