



# The Show 2019

## CALLING ALL ENTRIES FOR **THE SHOW 2019**

ENTRIES ARE DUE **JANUARY 25, 2019**

• **SAVE THE DATE - THE SHOW, FRIDAY, MARCH 8<sup>th</sup>**

### HOW TO ENTER

Visit [TheShowMN.org](http://TheShowMN.org) 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 press releases and other 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

Entries are due **January 25, 2019**. Upon completion of your online entry, your hard copies and submission forms must be delivered to:

### NEW LOCATION

**Foundry, ATTN: Ad Fed**  
**100 South 5th Street, Suite 900**  
**Minneapolis, MN 55402**

Foundry is located in the Fifth Street Towers. Use the elevator bank for the 100 Tower and go to 9th floor. Drop off available M-F 10AM-4PM.

Entry Fees:

- \$120** for Professional Single Entries
- \$130** for Professional Campaign Entries
- \$60** for Student Single Entries
- \$70** for Student Campaign Entries

### ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2018.
- 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 [TheShowMN.org](http://TheShowMN.org).
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at [AmericanAdvertisingAwards.com](http://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:

- Verify that the above information is accurate.
- Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
- Agree to submit documentation deemed necessary for review.
- Release the entry for Internet, broadcast and/or print (allow reuse of material).
- Verify that the entry was created within the local MSA of the competition.

### ENTRY SUBMISSION

Physical entries must be placed inside an appropriately-sized envelope. Ad Fed MN **highly recommends** transparent plastic envelopes found in most office supply stores and catalogs. Manila envelopes may also be used. Please consult with your local club for physical entries as specifications may vary. **Mounted entries may be disqualified.**

If a transparent plastic envelope is used, insert two copies of the entry form securely 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. Firmly affix the entry number to the BACK of every piece in the entry (use removable entry number tabs from the bottom of printable entry form).

If a manila envelope is used, spray-mount the entire entry form and attach to the front of the envelope. Insert a second copy of the entry form inside the envelope. Also firmly affix the entry number to the BACK of every piece in the entry (use removable entry number tabs from the bottom of printable entry form).

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope. (If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

When a three-dimensional (3-D) item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box. Secure the entry number to the top of the box in the upper right hand corner. An entry number label should be affixed to the bottom of the piece for identifying. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside the box.

Campaign entries may be handled in the same manner as above, placing the campaign inside an appropriately sized envelope. Firmly affix the entry number to the BACK of 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. Include an extra copy of the entry form inside the envelope.

All components of Campaign and Integrated Campaign entries must be entered together in an appropriately sized envelope whenever possible. Firmly affix the entry number to the BACK of every piece in the entry (use removable entry number tabs from the bottom of printable entry form). Label each component with an entry number and include the total components for each campaign, (1 of 10, 2 of 10, 3 of 10, etc.).

### ENTRY IDENTIFICATION

Detach the category and entry number labels from the printable entry form generated when you submitted your entry information online. The entry number must be firmly affixed in the upper right corner on the back of all pieces which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. Label each component of an Integrated Campaign in a similar fashion. **No information identifying the entrant should appear on the face of an entry, or within the title of video slates or online URLs for digital submissions.**

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 ten executions for judging. Integrated Campaign 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.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

### SUBMISSION OF DIGITAL ENTRIES

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories (#37-47 and 75)
- Entries in all Film, Video & Sound categories (#48-71)
- Entries in select Elements of Advertising categories (#85-98)

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads, (JPG screenshots (for Social Media) or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process FOR THESE CATEGORIES ONLY requires only the online portion of the process—no physical work samples or entry forms are required for submission. However, for ALL OTHER CATEGORIES, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry.

### ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage 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](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.

### SUBMISSION OF ENTRIES

Physical submissions are REQUIRED for all entries in the following divisions: Sales & Marketing, Print Advertising, Out-of-Home & Ambient Media, Cross Platform and Categories 79-84 of Elements of Advertising. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. Entries and entry fees should be sent to the address indicated by your local Ad Club competition. All entries become the property of your local Ad Club, district, or the AAF and will not be returned. Do NOT send original or irreplaceable artwork. **It will NOT be returned.**



## SALES & MARKETING

**NOTE:** All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

### SALES PROMOTION

#### Product or Service Sales Promotion

- 01A Catalog
- 01B Sales Kit or Product Information Sheets
- 01C Menu
- 01D Campaign

#### Packaging

- 02A Single Unit
- 02B Campaign

#### Point-of-Purchase (POP)

- 03A Counter Top
- 03B Free-Standing

### COLLATERAL MATERIAL

- 04 Stationery Package – Single or Multiple Pieces

- 05 Printed Annual Report

#### Printed Newsletter

- 06A Single Newsletter
- 06B Campaign

#### Brochure

- 07A Single Unit
- 07B Campaign

#### Publication Design

- 08A Cover
- 08B Editorial Spread or Feature
- 08C Cover/Editorial Spread or Feature – Series

- 08D Magazine Design
- 08E Book Design

#### Special Event Material

- 09A Card, Invitation, Announcement – Single Unit
- 09B Card, Invitation, Announcement – Campaign

### DIRECT MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories.

#### Direct Mail

- 10A Flat - Single Unit
- 10B Flat - Campaign
- 10C 3D / Mixed - Single Unit
- 10D 3D / Mixed - Campaign

#### Specialty Advertising

- 11A Apparel
- 11B Other Merchandise
- 11C Campaign

### PUBLIC SERVICE

#### Public Service Collateral

- 12A Brand Elements
- 12B Annual Report (printed or digital)
- 12C Brochure/Sales Kit

#### Public Service Direct Marketing & Specialty Advertising

- 13A Single Unit
- 13B Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

#### Collateral

- 14 Brand Elements
- 15 Direct Marketing & Specialty Advertising (printed or digital)
- 16 Special Event Materials (printed or digital)

### PRINT ADVERTISING

**NOTE:** All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

### MAGAZINE ADVERTISING

Advertising that appears in periodic (annually, bi-annually, quarterly, monthly, weekly etc.) publications. Circulation/ distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

- 17A Full Page Or Less – Single Unit
- 17B Spread, Multiple Page or Insert
- 17C Campaign

#### Magazine Self-Promotion

- 18A Single Unit – Any Size
- 18B Campaign

#### Newspaper Advertising

- 19A Fractional Page – Single Unit
- 19B Full Page – Single Unit
- 19C Spread or Multiple Page – Single Unit
- 19D Specialty Advertising – Single Unit
- 19E Campaign

#### Newspaper Self-Promotion

- 20A Single Unit - Any Size
- 20B Campaign

### BRANDED CONTENT & ENTERTAINMENT

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. Any branded content and/or branded entertainment placed or appearing in print media.

- 21 Branded Content & Entertainment – Any Print Medium

### PUBLIC SERVICE

#### Print Advertising

- 22A Single Unit - Any Size
- 22B Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

- 23 Advertising Industry Self-Promotion – Print Advertising

### OUT-OF-HOME & AMBIENT MEDIA

**NOTE:** All entries in the Out-of-Home & Ambient Media division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

### AMBIENT MEDIA

#### Guerrilla Marketing

- 24A Single Occurrence
- 24B Campaign

#### Installations

- 25A Single Installation
- 25B Multiple Installations

#### Events

- 26A Single Event
- 26B Multiple Events

### OUT-OF-HOME

#### Poster

- 27A Poster - Single Unit
- 27B Poster - Campaign

#### Outdoor Board

- 28A Flat – Single Unit
- 28B Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

#### Mass Transit/Airlines

- 29A Interior – Single
- 29B Exterior – Single

#### Site

- 30A Interior – Single
- 30B Large Venue – Single
- 31 Out-Of-Home Campaign

#### Out-Of-Home Self-Promotion

- 32A Single Unit
- 32B Campaign

### PUBLIC SERVICE

#### Public Service Out-Of-Home

- 33A Poster
- 33B Out-Of-Home
- 33C Campaign

#### Public Service Ambient Media

- 34A Single Occurrence
- 34B Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

- 35 Advertising Industry Self-Promotion Out-Of-Home
- 36 Advertising Industry Self-Promotion Ambient Media

### ONLINE/INTERACTIVE

**NOTE:** Entries for categories within the Online/Interactive division do not require physical submission. Judging of these entries will be done online, using the digital content provided via URL or by JPG screenshots during the online entry process.

#### Websites

- 37A Consumer
- 37B B-to-B
- 37C Microsites

#### Social Media

- 38A Single Execution
- 38B Campaign

#### Apps, Games and Virtual Reality

- 39A Mobile App
- 39B Website Based App
- 39C Games
- 39D Tools & Utilities
- 39E Virtual Reality - Single

### ADVERTISING & PROMOTION

- 40 Web Banner Ad or Website Takeover
- 41 Campaign
- 42 Email

### BLOGS & DIGITAL PUBLICATIONS

- 43 Blogs
- 44A Digital Publication - Single
- 44B Digital Publication - Campaign

### BRANDED CONTENT & ENTERTAINMENT

- 45 Branded Content & Entertainment for Online/Interactive

### PUBLIC SERVICE

- 46A Public Service Online/Interactive
- 46B Public Service Online/Interactive Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

- 47 Advertising Industry Self-Promotion Online/Interactive

### FILM, VIDEO & SOUND

**NOTE:** Entries for categories within the Film/Video & Sound division do not require physical submission. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

### RADIO ADVERTISING

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via mass media transmission. Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the radio category, commercials aired on stations in more than one market or “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.” Any time a commercial extends past one “metro” (two or more), it is defined as regional/national and must be entered accordingly. 2–4 commercials for the same client, with a common theme that are placed in one market only (no more than one “metro”) are considered a campaign. If placed in two different markets, they do not qualify as a local campaign.

#### Radio Advertising / Local

- 48A Single Spot :30 seconds or less
- 48B Single Spot more than :30 seconds
- 48C Campaign

#### Radio Advertising – Regional/National

- 49A Single Spot :30 seconds or less
- 49B Single Spot more than :30 seconds
- 49C Campaign

#### Radio Self-Promotion

- 50A Single Spot – Any Length
- 50B Campaign

### TELEVISION ADVERTISING

#### Television Advertising – Local (One DMA)

- 51A Single Spot :15 or less
- 51B Single Spot :30 seconds
- 51C Single Spot :60 seconds or more
- 51D Campaign

#### Television Advertising – Regional/National

- 52A Single Spot – Up to 2:00
- 52B Campaign

### TELEVISION SELF-PROMOTION

#### Television Self Promotion / Local

- 53A Single Spot – Any Length
- 53B Campaign

#### Television Self-Promotion – Regional or National

- 54A Single Spot – Any Length
- 54B Campaign

### ONLINE FILM, VIDEO AND SOUND

#### Internet Commercial

- 55A Single Spot – Any Length
- 55B Campaign

#### Podcast

- 56A Single Podcast
- 56B Campaign

#### Webisode(s)

- 57A Single Webisode
- 57B Series

### BRANDED CONTENT & ENTERTAINMENT

#### Branded Content & Entertainment For Online Film, Video & Sound

- 58A Single Entry – :60 seconds or less
- 58B Single Entry – more than :60 seconds
- 59 Branded Content & Entertainment For Television
- 60 Branded Content & Entertainment – Non-Broadcast
- 61 Branded Content & Entertainment Campaign

### CINEMA ADVERTISING

- 62 Movie Trailer
- 63 In-Theatre Commercials or Slides

### SALES PROMOTION

- 64 Audio/Visual Sales Presentation

### MUSIC VIDEOS

- 65 Music Video

### PUBLIC SERVICE

- 66 Public Service Television
- 67 Public Service Radio
- 68 Public Service Online Film, Video & Sound
- 69 Public Service Non-Broadcast Audio/Visual
- 70 Public Service Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

- 71 Advertising Industry Self-Promotion Film, Video & Sound

### CROSS PLATFORM

**NOTE:** All entries in the Cross Platform division (excluding Category 75) must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.

### INTEGRATED CAMPAIGNS

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 ten executions for judging. Integrated Campaign 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.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

#### Integrated Advertising Campaigns

- 72A B-to-B Campaign – Local
- 72B B-to-B Campaign – Regional/National
- 72C Consumer Campaign – Local
- 72D Consumer Campaign – Regional/National
- 73 Integrated Brand Identity Campaign – Local or Regional/National
- 74 Integrated Branded Content Campaign – Local or Regional/National

### ONLINE/INTERACTIVE CAMPAIGN

- 75 Online/Interactive Campaign

### PUBLIC SERVICE

#### Public Service Campaigns

- 76 Integrated Media Public Service Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

- 77 Ad Club or Marketing Club
- 78A Single Medium Campaign
- 78B Integrated Media Campaign

### ELEMENTS OF ADVERTISING

**NOTE:** All entries in Elements of Advertising categories 77–81 must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. Digital entries can be uploaded and do not require physical entry.

### COPYWRITING

- 79 Copywriting

### VISUAL

- 80 Logo Design
- 81 Infographic
- 82A Illustration—Single
- 82B Illustration—Series

### STILL PHOTOGRAPHY

- 83A Black & White, Single
- 83B Color, Single
- 83C Digitally Enhanced, Single
- 83D Campaign

### ART DIRECTION

- 84A Art Direction - Single
- 84B Art Direction - Campaign

### FILM & VIDEO

- 85A Cinematography - Single
- 85B Cinematography - Campaign
- 86 Animation, Special Effects or Motion Graphics
- 86B Computer Generated Imagery (CGI)
- 87 Video Editing

### SOUND

- 88A Music Without Lyrics
- 88B Music With Lyrics - Single
- 88C Music With Lyrics - Campaign
- 89 Voiceover Talent
- 90A Sound Design - Single
- 90B Sound Design - Campaign

### DIGITAL CREATIVE TECHNOLOGY

- 91 Interface & Navigation
- 92 Responsive Design
- 93 GPS & Location Technology
- 94 Augmented Reality
- 95 Mobile Interaction
- 96 User Experience
- 97 Data Driven Media
- 98 Innovative Use of Interactive/Technology

### STUDENT ENTRIES

Visit [www.TheShowMN.org](http://www.TheShowMN.org), click ‘Submit Your Work,’ and you will be directed to the competition site and login as a student entrant. The road for Student entries mirrors that of the professional submissions. Please review the student categories on [www.TheShowMN.org](http://www.TheShowMN.org).

Expanded definitions of all categories at [www.TheShowMN.org](http://www.TheShowMN.org)  
**QUESTIONS? Email Kathy Buggy**  
[show@adfed.org](mailto:show@adfed.org)

## SPECIAL AWARDS

**BEST OF SHOW • BEST OF DIGITAL • BEST OF B2B • BEST OF IN-HOUSE • BEST OF DATA  
BEST OF SOCIAL • BEST OF DESIGN • BEST OF STUDENT • BEST OF PUBLIC SERVICE • BEST OF EXPERIENTIAL**