

AAF – Great Lakes Bay Region



AMERICAN ADVERTISING AWARDS 2020

AMERICAN
ADVERTISING
AWARDS

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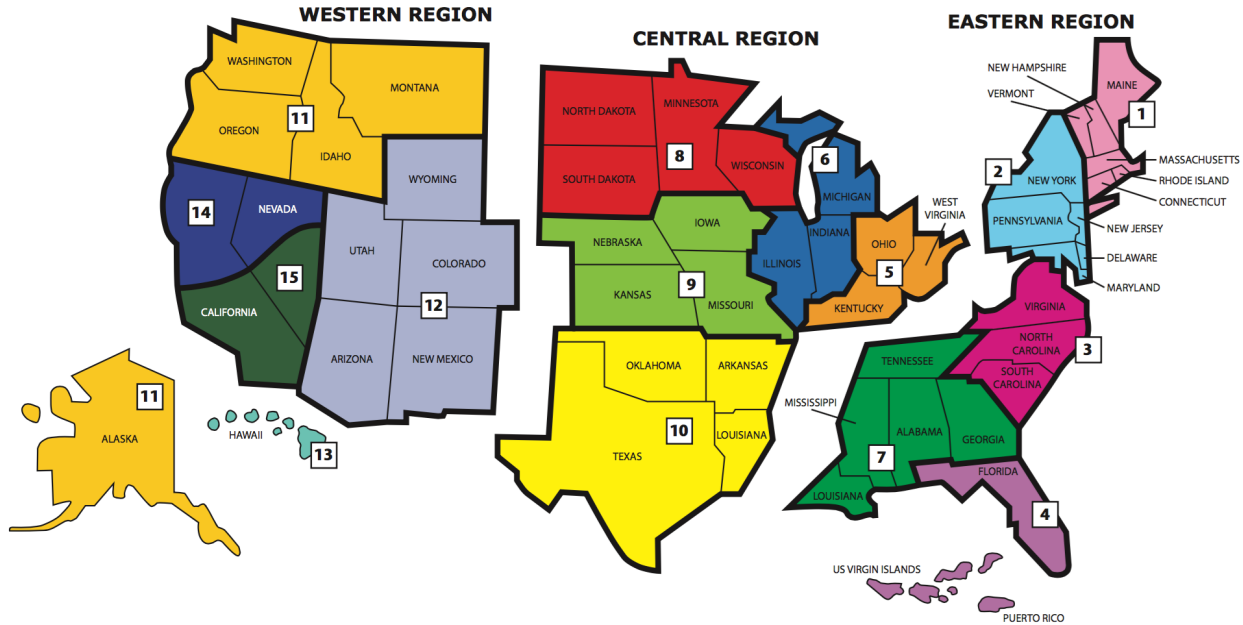
THE ADDY AWARDS

- The American Advertising Awards is one of the advertising industry's largest creative competitions
- Recognizes the spirit of great advertising across the breadth of the advertising business, in all types of media, created by all sizes and types of entrants, for advertisers from every industry, from all around the country

THREE-TIER COMPETITION

- Winners from the local level advance to the second level of judging.
- Participate in one of 15 district competitions.
- District winners advance to the third level of judging – the national finals
- National ADDY® Award winners represent the best of the best

AAF's 15 DISTRICTS:



DISTRICT 1	DISTRICT 6	DISTRICT 11
DISTRICT 2	DISTRICT 7	DISTRICT 12
DISTRICT 3	DISTRICT 8	DISTRICT 13
DISTRICT 4	DISTRICT 9	DISTRICT 14
DISTRICT 5	DISTRICT 10	DISTRICT 15



REMINDERS TO ENTRANTS:

- It is the size of the idea that matters most, not the size of the organization that created the work, nor the size of the budget behind it
- National winners come from large and small markets and large and small agencies
- Entrants cannot be national winners without first entering a local competition!
- To see National ADDY Award winners from last year, click [here](#)

LAST YEAR – BY THE NUMBERS

- **Professional Entries:** 26,888
- **Student Entries:** 5,401
- **Total Entries:** 32,289
- **Professional National Gold ADDY® Award Winners:** 77
- **Professional National Silver ADDY® Award Winners:** 91
- **Student National Gold ADDY® Award Winners:** 29
- **Student National Silver ADDY® Award Winners:** 34

AMERICAN ADVERTISING AWARDS STUDENT COMPETITION

- The student competition is held concurrently with the professional competition
- Largest student advertising competition of its kind
- Fewer categories, but the competition mirrors three-tier professional competition

CATEGORIES OF ENTRY

- Sales & Marketing
- Print Advertising
- Out-Of-Home & Ambient Media
- Online/Interactive
- Film, Video & Sound
- Cross Platform
- Elements of Advertising
- Public Service (Corporate Social Responsibility & Pro Bono)

CHANGES TO PUBLIC SERVICE

ADDED CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) Corporate Social Responsibility advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues leading to a positively enhanced corporate image.

Corporate Social Responsibility advertising should have a combination of both social marketing with the intent to persuade consumers to adopt behaviors advocated by social, ethical, or environmental cause and corporate image advertising.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Corporate Social Responsibility category.

CHANGES TO PUBLIC SERVICE ADDED PRO BONO

Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a Pro Bono category.

All Pro Bono advertising, must be entered in these categories and does not qualify in any other. Individual elements of Pro Bono advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Pro Bono category. Please Note: Pro Bono entries and Pro Bono Elements of Advertising entries are not eligible for Best of Show consideration.

NEW CATEGORIES

- 64 – Integrated Media Corporate Social Responsibility Campaign
- 65 – Integrated Media Pro Bono Campaign
- 88A – Corporate Social Responsibility Brand Elements
- 88B – Corporate Social Responsibility Annual Report
- 88C – Corporate Social Responsibility Brochure/Sales Kit
- 89A – Corporate Social Responsibility Direct Marketing, Direct Mail, or Specialty Advertising
- 89B – Corporate Social Responsibility Direct Marketing, Direct Mail, or Specialty Advertising Campaign

NEW CATEGORIES

- 90A – Pro Bono Brand Elements
- 90B – Pro Bono Annual Report
- 90C – Pro Bono Brochure/Sales Kit
- 91A – Pro Bono Marketing & Specialty Advertising
- 91B – Pro Bono Marketing & Specialty Advertising Campaign
- 92A – Corporate Social Responsibility Print Advertising
- 92B – Corporate Social Responsibility Print Advertising Campaign
- 93A – Pro Bono Print Advertising
- 93B – Pro Bono Print Advertising Campaign

NEW CATEGORIES

- 94A – Corporate Social Responsibility Poster
- 94B – Corporate Social Responsibility Out-of-Home
- 94C – Corporate Social Responsibility Campaign
- 95A – Corporate Social Responsibility Ambient Media
- 95B – Corporate Social Responsibility Ambient Media Campaign
- 96A – Pro Bono Poster
- 96B – Pro Bono Out-of-Home
- 96C – Pro Bono Campaign
- 97A – Pro Bono Ambient Media
- 97B – Pro Bono Ambient Media Campaign
- 98A – Corporate Social Responsibility Online/Interactive
- 98B - Corporate Social Responsibility Online/Interactive Campaign

NEW CATEGORIES

- 99A – Pro Bono Online/Interactive
- 99B – Pro Bono Online/Interactive Campaign
- 100 – Corporate Social Responsibility Television
- 101 – Corporate Social Responsibility Radio
- 102 – Corporate Social Responsibility Film, Video & Sound
- 103 – Corporate Social Responsibility Non-Broadcast Audio/Visual
- 104 – Corporate Social Responsibility Campaign (categories 100-103)
- 105 – Pro Bono Television
- 106 – Pro Bono Radio
- 107 – Pro Bono Online Film, Video & Sound
- 108 – Pro Bono Non-Broadcast Audio/Visual
- 109 – Pro Bono Campaign (categories 105-108)



2019-2020 RULES & CATEGORIES

Professional

Student

