

The Show 2022

CALLING ALL ENTRIES FOR THE SHOW 2022

ENTRIES ARE DUE JANUARY 24, 2022

SAVE THE DATE – THE SHOW, FRIDAY, MARCH 4, 2022

HOW TO ENTER

Visit 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. Trophies are engraved based on information submitted at time of entry. Please make sure all fields are accurate. 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 24, 2022. No hard copies are needed for any category this year due to submissions moving entirely digital.

ENTRY FEES

Early Bird (Nov. 2 - Dec. 31):

- \$125 for Professional Single Entries
- \$135 for Professional Campaign Entries
- \$25 for Student Single Entries
- \$25 for Student Campaign Entries

Regular Season (Jan. 1 - Jan. 24):

- \$140 for Professional Single Entries
- \$150 for Professional Campaign Entries
- \$25 for Student Single Entries
- \$25 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, 2021.
- 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.
- 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 or an account. This type of work is not accepted. Eligible entries must consist of placed media created in the aforementioned timeframe.

'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.

SUBMISSION OF ENTRIES

Due to ongoing concerns about COVID-19, the American Advertising Awards competition rules, categories and entry procedures for 2021-2022 have been modified to allow for online judging. NO physical submissions needed. Please submit all categories digitally.

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

- Entries in all Online/Interactive categories (#023-031, and 050)
- Entries in all Film, Video & Sound categories (#032-046, 114)
- Entries in select Elements of Advertising categories (#057-070)

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).

IMPORTANT NOTE: 2021-2022 UPLOADS

Due to this year's online judging, categories 1-19, and 92 and 93 are permitted up to five uploads and one video. If your entry falls within these categories, you may add the additional uploads.

Entries outside of these categories must follow the official rules on the permitted number of uploads - any files uploaded here in breach of these rules will be disregarded for judging.

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.

BRANDED CONTENT & ENTERTAINMENT

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand's value without being a diector promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

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. 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.

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.

AUTO-FORWARDING

Bronze awarded work is not eligible to be forwarded to the next level of competition.

SALES & MARKETING

3-5 digital images and one optional video upload.

SALES PROMOTION

Product or Service Sales Promotion

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

Packaging

- 02A Single Unit
- 02B Campaign

Point-of-Purchase (POP)

- 03A Counter Top
- 03B Free-Standing
- 03C Point of Purchase Campaign

COLLATERAL MATERIAL

- 04. Stationary Package - Single or Multiple Pieces
- 05 Printed Annual Report

- 06A Single Newsletter
- 06B Campaign

Brochure

- 07A Single Unit
- 07B Campaign
- 08A Cover
- 08B Editorial Spread or Feature
- 08C Cover/Editorial Spread or Feature - Series
- 08D Magazine Design
- 08E Book Design

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

DIRECT MARKETING

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

PRINT ADVERTISING

Categories 015A-017 are allowed 3-5 digital images and one optional video upload.

MAGAZINE ADVERTISING

- 12A Full Page Or Less - Single Unit
- 12B Spread, Multiple Page or Insert
- 12C Campaign

Newspaper Advertising

- 13A Fractional Page - Single Unit
- 13B Full Page - Single Unit
- 13C Spread or Multiple Page - Single Unit
- 13D Specialty Advertising - Single Unit
- 13E Campaign
- 17E Campaign

Branded Content & Entertainment

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand's value without being a director promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

- 14 Branded Content & Entertainment - Any Print Medium

OUT-OF-HOME & AMBIENT MEDIA

Categories 018-025 are allowed 3-5 digital images and one optional video upload.

AMBIENT MEDIA

Guerrilla Marketing

- 15 Guerrilla Marketing

Installations

- 16A Single Installation
- 16B Multiple Installations

Events

- 17A Single Event
- 17B Multiple Events

OUT-OF-HOME

Categories 018-025 are allowed 3-5 digital images and one optional video upload.

Poster

- 18A Poster - Single Unit
- 18B Poster - Campaign

Outdoor Board

- 19A Flat - Single Unit
- 19B Super-sized, Extension/Dimensional, Digital or Animated - Single Unit

Mass Transit/Airlines

- 20A Interior - Single
- 20B Exterior - Single

Site: Interior or exterior signage that is restricted to public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas, etc. Does not include posters described in category 27, or signage in the outdoor or transit categories but would include murals.

- 21A Interior or Exterior - Single
- 21B Large Venue - Single

- 22 Out-Of-Home Campaign

ONLINE/INTERACTIVE

Websites

- 23A Consumer
- 23B B-to-B
- 23C Microsites

Social Media

24A. Single Execution: Single create execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

- 24B. Campaign

Apps, Games and Virtual Reality

- 25A Mobile App
- 25B Website Based App
- 25C Games
- 25D Tools & Utilities
- 25E Virtual Reality - Single

ADVERTISING & PROMOTION

- 25 Web Banner Ad or Website Takeover
- 27 Campaign
- 28 Email

BLOGS & DIGITAL PUBLICATIONS

- 29 Blogs
- 30A Digital Publication - Single
- 30B Digital Publication - Campaign

BRANDED CONTENT & ENTERTAINMENT

- 31 Branded Content & Entertainment for Online/Interactive

FILM, VIDEO & SOUND

AUDIO/RADIO ADVERTISING

Audio/Radio Advertising / Local

- 32A Single Spot :30 seconds or less
- 32B Single Spot more than :30 seconds
- 32C Campaign

Audio/Radio Advertising - Regional/National

- 33A Single Spot :30 seconds or less
- 33B Single spot more than :30 seconds
- 33C Campaign

TELEVISION ADVERTISING

Television Advertising - Local (One DMA)

- 34A Single Spot :15 or less
- 34B Single Spot :30 seconds
- 34C Single Spot :60 seconds or more
- 34D Campaign

Television Advertising - Regional/National

- 35A Single Spot - Up to 2:00
- 35B Campaign

ONLINE FILM, VIDEO AND SOUND

Internet Commercial

- 36A Single Spot - Any Length
- 36B Campaign

Podcast

- 37A Single Podcast
- 37B Campaign

Webisode(s)

- 38A Single Webisode
- 38B Series

BRANDED CONTENT & ENTERTAINMENT

Branded Content & Entertainment For Online Film, Video & Sound

- 39A Single Entry - :60 seconds or less
- 39B Single Entry - more than :60 seconds
- 40 Branded Content & Entertainment For Television
- 41 Branded Content & Entertainment - Non-Broadcast
- 42 Branded Content & Entertainment Campaign

CINEMA ADVERTISING

- 43 Movie Trailer
- 44 In-Theatre Commercials or Slides

SALES PROMOTION

- 45 Audio/Visual Sales Presentation

MUSIC VIDEOS

- 46 Music Video

CROSS PLATFORM

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

- 47A B-to-B Campaign - Local
- 47B B-to-B Campaign - Regional/National
- 47C Consumer Campaign - Local
- 47D Consumer Campaign - Regional/National
- 48 Integrated Brand Identity Campaign - Local or Regional/National
- 49 Integrated Branded Content Campaign - Local or Regional/National

ONLINE/INTERACTIVE CAMPAIGN

- 50 Online/Interactive Campaign

ELEMENTS OF ADVERTISING

COPYWRITING

- 51 Copywriting

VISUAL

- 52 Logo Design
- 53 Infographic
- 54A Illustration—Single
- 54B Illustration—Series

STILL PHOTOGRAPHY

- 55A Black & White, Single
- 55B Color, Single
- 55C Digitally Enhanced, Single
- 55D Campaign

ART DIRECTION

- 56A Art Direction - Single
- 56B Art Direction - Campaign

FILM & VIDEO

- 57A Cinematography - Single
- 57B Cinematography - Campaign
- 58A Animation, Special Effects or Motion Graphics
- 58B Computer Generated Imagery (CGI)
- 59 Video Editing

SOUND

- 60A Music Without Lyrics - Single
- 60B Music With Lyrics - Single
- 60C Music With Lyrics - Campaign
- 61 Voiceover Talent
- 62A Sound Design - Single
- 62B Sound Design - Campaign

DIGITAL CREATIVE TECHNOLOGY

- 63 Interface & Navigation
- 64 Responsive Design
- 65 GPS & Location Technology
- 66 Augmented Reality
- 67 Mobile Interaction
- 68 User Experience
- 69 Data Driven Media

- 70 Innovative Use of Interactive / Technology

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR): CSR advertising has a goal of raising the public's awareness of social, ethical and/or environmental issues which include branding that leads to a positively enhanced corporate image. CSR 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.

SALES & MARKETING

CORPORATE SOCIAL RESPONSIBILITY COLLATERAL

- 71A Brand Elements
- 71B Annual Report
- 71C Brochure/Sales Kit

CSR Marketing & Specialty Advertising

- 72A Single Unit
- 72B Campaign

CSR Print Advertising

- 73A Single Unit
- 73B Campaign

OUT-OF-HOME & AMBIENT MEDIA

CSR Out Of Home

- 74A Poster
- 74B Out-Of-Home
- 74C Campaign

- 75A Single Occurance
- 75B Campaign

CSR Social Responsibility

- 76 Integrated Media Corporate Social Responsibility Campaign

CSR Online/Interactive

- 77A CSR Online/Interactive
- 77B CSR Online/Interactive Campaign

FILM, VIDEO & SOUND

- 78 CSR TV
- 79 CSR Radio
- 80 CSR Film, Video, Sound
- 81 CSR Non-Broadcast Audio/Visual
- 82 CSR Campaign

PUBLIC SERVICE

Public Service: Public Service Advertising has as its goal the improvement of the public's health, education, and/or welfare. This work may be paid or pro bono. All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into Elements of Advertising categories. Please note: Pro bono work and elements are not eligible for Best of Show consideration.

Pro Bono: Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. Charitable organizations are nonprofits whose goal is to benefit the general public. 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 but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as pro bono.

Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.

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.

PUBLIC SERVICE

Public Service Collateral

- 83A Brand Elements
- 83B Annual Report (print or digital)
- 83C Brochure/Sales Kit

Public Service Marketing & Specialty Advertising

- 84A Single Unit
- 85B Campaign

Public Service Print Advertising

- 85A Single Unit - Any Size
- 85B Campaign

OUT-OF-HOME & AMBIENT MEDIA

Public Service Out-Of-Home

- 86A Poster
- 86B Out-Of-Home
- 86C Campaign

Public Service Ambient Media

- 87A Single Occurrence
- 87B Campaign

ONLINE/INTERACTIVE

- 88A Public Service Online/Interactive
- 88B Public Service Online/Interactive Campaign

FILM, VIDEO & SOUND

- 89 Public Service Television
- 90. Public Service Radio
- 91 Public Service Online Film, Video & Sound
- 92 Public Service Non-Broadcast Audio/Visual
- 93 Public Service Campaign
- 94 Integrated Media Public Service Campaign

ADVERTISING INDUSTRY SELF-PROMOTION

COLLATERAL

- 95 Brand Elements
- 96 Direct Marketing & Specialty Advertising (print or digital)
- 97 Special Event Materials (print or digital)

Magazine Self-Promotion

- 99A Single Unit - Any Size
- 99B Campaign

Newspaper Self-Promotion

- 99A Single Unit - Any Size
- 99B Campaign

Out-Of-Home Self-Promotion

- 100A Single Unit
- 100B Campaign
- 101 Advertising Industry Self-Promotion Out-Of-Home
- 102 Advertising Industry Self-Promotion Ambient Media

Out-Of-Home Self-Promotion

- 103 Advertising Industry Self-Promotion Online/Interactive

AUDIO/RADIO SELF-PROMOTION

- 104A Single Spot - Any Length
- 104B Campaign

Television Self-Promotion/Local

- 105A Single Spot - Any Length
- 105B Campaign

Television Self-Promotion-Regional or National

- 106A Single Spot - Any Length
- 106B Campaign
- 107 Advertising Industry Self-Promotion Film, Video & Sound
- 108 Ad Club or Marketing Club

Advertising Industry Self-Promotion Campaigns

- 109A Single-Medium Campaign
- 109B Integrated Media Campaign

STUDENT ENTRIES

Visit www.TheShowMN.org, to 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.

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



QUESTIONS?
Please email info@adfed.org
for fastest response