

*TIME TO IMPRESS THE*  
**BIGWIGS**

*2018 American  
Advertising Awards*





***YOU ALREADY HAVE AWARD-WINNING IDEAS.  
IT'S TIME TO MAKE IT OFFICIAL.***

***ENTER YOUR BEST WORK IN THE WNY STUDENT ADDYS.***

The awards are hosted by AAF Buffalo (formerly the Advertising Club of Buffalo), the local chapter of the American Advertising Federation. There are designated categories that you can easily enter for a nominal fee. And if you use something you designed in school or at an internship, then this won't require much work at all.

This awards show is the first tier of the American Advertising Awards Student Division. So if you win, your work can advance to the regional and national competitions and compete with other student entries from around the country.

***Questions?***

*[addyhelp@aafbuffalo.com](mailto:addyhelp@aafbuffalo.com)*

## OFFICIAL RULES

For complete rules and category descriptions, visit the “resources” section of [americanadvertisingawards.com](http://americanadvertisingawards.com).

### Eligibility

Applicants must be enrolled in an accredited U.S. post-secondary educational institution. You can submit work from previous school projects and competitions, or develop something entirely new. But your work must be created as a student, not as someone employed in the advertising industry. Student intern work is only eligible if it is not used or paid for by a client.

### Entry Requirements

- Meet all eligibility, submission and deadline requirements.
- Pay appropriate entry fee in full.
- Enter in the correct category and identify entry properly.
- Include completed entry forms.
- Conform to all copyright laws.

### Entry Fee \$35

All fees must be paid in full upon submission. Pay by credit card when entering online, or enclose a check at drop-off. Please make checks payable to AAF Buffalo.

### Deadline

Final deadline is 5:00 pm on January 23. Entries will be accepted at the student or professional drop-off.

### Campaigns

- In addition to regular submission guidelines, you must also:
- Include each element in the same envelope.
  - Place entry number on back, upper right-hand corner of each piece.
  - Number each piece (Ex: 1 of 2; 3 of 9).
  - Single Medium Limit: 2-4 pieces
  - Integrated Campaign Limit: 2-9 pieces across 2-6 mediums; no more than 4 pieces per medium.

### Digital Entries

- For websites and all online entries, a URL address must be included. Digital entries do not require a physical entry. Do not submit a URL that leads directly to a .swf file.
- Judging will be done online using the URL, whenever possible. URLs should not require a username or password for access. URLs, banners and menus must not contain any reference to the entrant.
- Social media and digital apps may be accompanied by a written or video summary not to exceed 250 words (written) or 90 seconds (video).

### Video / Audio

- All video and audio entries should be submitted as a digital upload.
- Assembling an envelope is not necessary.
- Accepted video files: 100MB limit; .mov, .mpg, .mp4
- Accepted audio files: 5MB limit; .mp3, .wav
- File name must be entry number in appropriate format.
- Long-form video entries must be edited down to representative content no longer than 5 minutes.

### 3D Items

If too large for an envelope, place in a box. This box should be assembled in the same manner as an envelope.

### Entry Image

- All entries, including audio/video submissions, must include an image for use in award materials.
- It can be a single-page PDF, or a high-resolution image (.jpg/.tiff). Do not include multi-page PDFs.
- Images must be uploaded at time of entry.

## STUDENT CATEGORIES

### SALES AND MARKETING

#### SALES PROMOTION

- S01A Packaging
- S01B Point of Purchase

#### COLLATERAL MATERIAL

- S02 Stationery Package
- S03 Annual Report or Brochure
- S04 Special Event Materials (invitations, cards, etc.)

#### Publication Design (Magazine or Book)

- S05A Cover
- S05B Spread or Feature
- S05C Series
- S05D Magazine Design
- S05E Book Design

#### DIRECT MARKETING

- S06 Direct Marketing

### PRINT ADVERTISING

#### MAGAZINE ADVERTISING

- S07A Single (full page or less)
- S07B Campaign (2 to 4 of above)

#### NEWSPAPER ADVERTISING

- S08A Single (full page or less)
- S08B Campaign (2 to 4 of above)

### OUT-OF-HOME AND AMBIENT MEDIA

#### OUT-OF-HOME

##### Poster

- S09A Single
- S09B Campaign (2 to 4 of above)

#### Outdoor and Transit Advertising

- S10A Outdoor Board (flat or 3D)
- S10B Mass Transit (interior or exterior)
- S10C Campaign (2 to 4 of above)

#### AMBIENT MEDIA

##### Guerrilla Marketing, Installations and Events

- S11A Single Occurrence or Installation
- S11B Campaign (2 to 4 of above)

### ONLINE/INTERACTIVE

#### WEBSITES

- S12 Website (desktop or mobile)

#### SOCIAL MEDIA

- S13A Single Execution
- S13B Multiple Platforms (Campaign)

#### APPS

- S14 App (mobile or web-based)

#### ADVERTISING AND PROMOTION

- S15A Web Banner Ads or Takeovers
- S15B Campaign (2 to 4 of above)

#### BLOGS AND DIGITAL PUBLICATIONS

- S16 Blogs
- S17 Digital Publications

### FILM, VIDEO & SOUND

#### RADIO ADVERTISING

- S18A Single
- S18B Campaign (2 to 4 of above)

#### TELEVISION ADVERTISING

- S19A Single
- S19B Campaign (2 to 4 of above)

### CROSS PLATFORM

#### INTEGRATED CAMPAIGNS

##### Integrated Advertising Campaign

- S20 B-to-B Campaign
- S21 Consumer Campaign

##### Integrated Brand Identity Campaign

- S22A Single
- S22B Campaign (2 to 4 of above)

### ELEMENTS OF ADVERTISING

#### COPYWRITING

- S23 Copywriting

#### VISUAL

- S24 Logo Design

#### Illustration

- S25A Illustration – Single
- S25B Illustration – Campaign (2 to 4 of above)

#### Still Photography

- S26A Black & White, Single
- S26B Color, Single
- S26C Digitally Enhanced, Single
- S26D Campaign (2 to 4 of above)

#### Art Direction

- S27A Single
- S27B Campaign (2 to 4 of above)

#### Film, Video & Sound

- S28 Cinematography
- S29 Animation or Special Effects
- S30 Music and Sound Design

#### DIGITAL CREATIVE TECHNOLOGY

- S31 Digital Creative Technology

# Student Entry Drop-Off

GELIA 390 South Youngs Rd., Williamsville, NY 14221

Monday & Tuesday, January 22-23 | 2:00-5:00 pm

1.  **Be an AAF Member**  
Join online at [aafbuffalo.com/membership](http://aafbuffalo.com/membership)

2.  **Register Online**  
[aafbuffalo.com/awards](http://aafbuffalo.com/awards)


3.  **Upload Your Work**  
Supply a .pdf or .jpg for the show book.

4.  **Check Out and Finish**  
You can pay online or in person at drop-off.


5.  **Online/Video Entries Are Done!**  
(If you paid online.)

6.  **Print Entries Need to be Packaged and Dropped Off**

7.  **Print Out Two Entry Forms**  
These are available after checkout.

8.  **Put Entry Number on the Back of Your Work**  
You can also cut a label from the bottom of the entry form.

9.  **Put Your Work in an Envelope**  
No need to seal it.

10.  **Put One Entry Form in the Envelope**  
You can also cut a label from the bottom of the entry form.

11.  **Attach the Other Form to the Outside**  
TIP: Use a clear plastic envelope and you can skip this step.

12.  **Drop Off Your Entries**  
Each entry needs its own envelope.

YOU MAY ALSO SUBMIT WORK AT THE PROFESSIONAL DROP-OFF

Friday, January 12 | 12:00-5:00pm | dPost, 678 Main St., Buffalo, NY 14202