

2017 WNY AMERICAN ADVERTISING AWARDS STUDENT DIVISION.

You already have award-winning ideas. It's time to make it official. Enter your best in the WNY Student ADDYS.

It's 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 Student American Advertising Awards. So if you win, your work can advance to the regional and national competitions and compete with other student entries from around the country.



Join our mailing list for updates on this year's show including important due dates and the always-buzzed-about theme when it's revealed in December. aafbuffalo.com

Questions? addyhelp@aafbuffalo.com

NEW THIS YEAR: EXTENDED DEADLINE FOR STUDENT ENTRIES STUDENT DROP-OFF

Wednesday and Thursday, January 25-26, 2:00 - 5:00 p.m.

GELIA

390 South Youngs Rd.
Amherst, NY 14226

You may also submit work at the professional drop-off:
Friday, January 13, at: **IMG_INK**, 825 Main St., Buffalo, NY 14203

OFFICIAL RULES

For complete rules and category descriptions, visit the "resources" section of americanadvertisingawards.com.

Eligibility

Applicants must be enrolled full- or part-time in an accredited U.S. 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 a worker 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 the Advertising Club of Buffalo.

Deadline

Final deadline is 5:00 p.m. on Thursday, January 26. 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.

For multiple URLs in a campaign category, you must create a webpage that includes each individual link, then provide the single URL for this newly created page. 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 (except category 40).
- 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 five 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. Single entries may include up to two images. Campaigns may include one image per piece entered.

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 & 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 & AMBIENT MEDIA

OUT-OF-HOME

Poster

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

Outdoor & Transit Advertising

- S10A Outdoor Board (Flat or 3D)
- S10B Mass Transit (Interior or Exterior)
- S10C Campaign (2 to 4 of above)

AMBIENT MEDIA

Guerilla 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 & PROMOTION

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

BLOGS & 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

- S22 Integrated Brand Identity Campaign

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)
- S27 Art Direction

Film, Video & Sound

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

DIGITAL CREATIVE TECHNOLOGY

- S31 Digital Creative Technology

HOW TO ENTER

