

AMERICAN
ADVERTISING
AWARDS



American Advertising Awards Workshop

August 27, 2022

Today's Agenda:

- What should already be done?
- What needs to be done now?
- What's next?
- National Updates
- Q&A

What should already
be done?

- Identification of an Awards Chair(s) as well as the committee
- Software registration
- Make sure your club's website and all promotional materials follow national branding rules and use correct terminology

Chairs and Committees

- Divide and conquer! Lean on committee members for planning and execution.
- Make sure your chair(s) names are submitted to AAF District 7 Awards email address, for inclusion on District webinars and important announcements.

Software

- If you are a returning chair and have login credentials from last year, you can still use them. However, all admins will be asked to accept the new guidelines from National on your first login.
 - If you are a new chair, you need to register for access to the OpenWater software that will be used to administer your local competition.
 - You also need to register for the Bill Highway software to accept online payments.
- Bill Highway training session October 25 at 2pm CST.

American Advertising Awards Branding

- All clubs were required to be compliant with the American Advertising Awards branding no later than July 1, 2020.
- Please review all materials related to Awards. The logo and style guide are available online at aaf.org, under American Advertising Awards.
- “American Advertising Awards” must be spelled out in its entirety. This is the only acceptable name to use in conjunction with the competition. No abbreviated versions should ever be used in any format. No AmAdAwards, no AAA, no ADDY Awards.

American Advertising Awards Branding (cont)

- Any reference (print, online or otherwise) to ADDY must specifically refer to the name of the trophy only.
- Only the American Advertising Awards logo is allowed for use in promotion of the competition, judging, celebrations, etc. No former logos are to be used in any instance or format.
- **Any use of “formerly known as the ADDYS,” must be removed immediately.**
- The only acceptable hashtag for the competition when referencing the trophy name is #winanADDY.
- The American Advertising Awards should in no way be associated with any theme or gala that promotes cultural, sexual or racial bias of any sort.

What needs to be
done now?

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- Develop a budget for your local Awards competition
- Develop a timeline for your local competition
- The national American Advertising Awards campaign will be ready in a few weeks.
- Start securing judges now. Judges cannot be from your local market, your state and preferably not from District 7.

Develop a Budget

- All local clubs should have a separate budget for the American Advertising Awards.
- The budget should account for the expected number of entries and their fees, as well as sponsorship revenue and ticket sales if an in-person event is held.
- Be sure to plan for all expenses related to both the competition as well as the event.
- Don't forget the handling fees to national, forwarding fees to AAF District 7, trophies with engraving and shipping, production of your reel, winner's book and show, judging expenses, etc.
- If you would like to see a sample budget, we can provide one.

Important Budget Details:

District 7 Forwarding Deadline – March 1, 2023

- \$90 Professional Gold Forwarding fee (paid by club)
- \$100 Professional Silver Forwarding fee (paid by entrant)
- \$30 Student Forwarding fee for Golds and Silvers (Gold paid by club, Silver paid by entrant)

- National handling fees are \$20 per entry and deducted directly from online payments. Any entries that pay by check, the club will be invoiced for these handling fees.

Competition Timeline

- Your competition should be setup and “open” in the system no later than October 1.
- Draft a timeline for the entire awards season including call for entry deadlines, your judging window and important dates leading up to your show.
- Do NOT close your competition before January. The longer it stays open, the more entries you can accept.
- Consider making the student early entry deadline before Thanksgiving. Many students leave campus and do not return until January.
- March 1 District 7 Forwarding Deadline – manifest and checks must be RECEIVED by this date, not postmarked.

Forwarding Requirements

- In order for your forwarded entries to be judged at the District level, your club must have completed the following:
 - National handling fees and national dues must be paid to AAF
 - District forwarding fees and District dues must be paid to District 7
 - Local winners marked to forward in the system
 - Two manifest reports submitted to District 7 – one for Gold winners and one for Silver winners

All of these items must be completed no later than March 1, 2023 or your entries will be disqualified from District judging.

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What's next?

SAVE THE DATE - District 7 Awards Webinars:

Tuesday 10/4 – Webinar 1

Tuesday 11/1 – Webinar 2

Tuesday 12/6 – Webinar 3

Tuesday 1/10 – Webinar 4

Calendar invites with screen share details will be emailed to all Chairs.

Remember – attendance is also worth COTY points!

National Updates:

- Online Judging
- Incentive Package
- Category/Software Changes
- Trophy Options
- Bronze Awards
- Award Percentages

Online Judging

- The American Advertising Awards will allow online judging again for the 2022-2023 competition. No physical entries are required.
- In some categories, entrants are allowed and/or required to upload additional digital examples of an entry. This is intended to provide more appropriate content for the judges, should a virtual judging solution be necessary.
- District 7 judging will be conducted online in the spring.

2022-2023 Incentive Package

The five clubs, regardless of AAF division with the greatest percentage increase year-over-year in total number of entries will receive \$1,500 and TWO complimentary tickets to the American Advertising Awards national show.

Winners will be announced Spring 2023.

2022-2023 Incentive Package (cont)

- To qualify to receive either incentive, clubs must have a **minimum of 80** entries in their local American Advertising Awards competition.
- Clubs conducting their first competition are not eligible.
- Clubs must comply with all American Advertising Awards branding guidelines as well as competition rules and guidelines to qualify.

Additions/Changes to Categories

- These will be indicated in red in the Rules and Categories PDF that will be posted to aaf.org in September.

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New Trophies from The Awards Group - \$35 each/\$5 engraving plus shipping



Bronze Awards

- 2023 will be the last year that any Bronze awards will be allowed. If your club chooses to award a Bronze, the name of the award must be Bronze Honorable Mention.
- Use of Bronze ADDY is NOT allowed.

Award Percentages

Updated guidelines have been published for the competition.

- Golds can be no more than 8-10% of the total entries.
- Silvers can be no more than 10-12% of the total entries.
- Bronze (if awarded) can be no more than 3% of the total entries.

Clubs who do not adhere to the award percentages above may receive a financial penalty or face suspension of their local competition.

Award Percentages, cont.

For clubs with extremely small competitions of less than 80 total entries, please contact AAF national for assistance in determining award allocation percentages.

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Your contacts for all things American Advertising Awards.

Sarah Jones and Michelle Clarke Payne

D7AmericanAdvertisingAwards@gmail.com

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Q&A