

Print out the Entry Form, attach the labels at the bottom to your entry.

72A-218149-12-TUC

Entry Title:Greatest Campaign Ever
Division:72A - B-to-B Campaign-Local

American Advertising Awards 2017-2018

Contact Information

Name:Marc Eisenberg
Email:emarc213@yahoo.com
Phone:5127973266

Company:District ADDY Chair
Address:11511 D K Ranch Road Austin
City, ST, Zip:Austin, Texas 78759
Country:United States

Agency / Advertiser Information

Media Counts

Media Types:
Television:3
Radio:0
Magazine:1
Newspaper:0
Outdoor:0
Interactive:0
Collateral:2
Other: 0

Outside Agency

Name:

**Outside Agency City,
ST, Zip:**

Client Company Name:Test Client

Client Company City, ST:Austin Texas

.....Please use as needed Cut along dotted line

72A - B-to-B Campaign-Local
72A-218149-12-TUC
Greatest Campaign Ever

72A - B-to-B Campaign-Local
72A-218149-12-TUC
Greatest Campaign Ever

72A - B-to-B Campaign-Local
72A-218149-12-TUC
Greatest Campaign Ever

72A - B-to-B Campaign-Local
72A-218149-12-TUC
Greatest Campaign Ever

.....Please use as needed Cut along dotted line.....

Assemble the Entries

Flat Entries - Attach an Entry Label at the top back of the entry with a piece of tape so the label can be clearly seen from the front and does not obscure the design on the back (see inset).

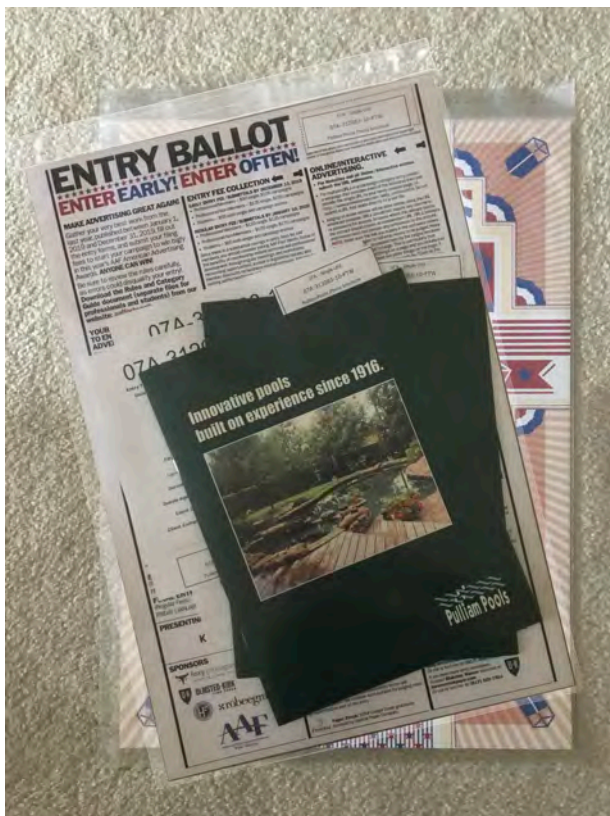


Completed Flat Entry

Place two Entry Forms and the Entry into the envelope with the Entry Label visible. Place the Entry Form and Entry back-to-back so that the judges cannot see the information on the entry form.

All print entries **MUST** be physically entered. The uploaded image is just for the winners book and the show tape.

DO NOT mount entry to boards, any entry mounted on board will be **disqualiŷed** at district and national.



Completed Flat Entry

If using a manila envelope attach one Entry Form to the front of the envelope, place two Entry Forms and the Entry inside the envelope.



3D Entries

For 3D entries - package the entry in a container, place the Entry Form in the container, attach the Entry Label on the outside of the container and another Entry Label on the entry itself. Then put a sheet of colored paper in your entry envelope, telling the ADDY committee what to look for -- in this case, a brown corrugated cardboard box a little larger than a bottle of wine.



3D Entries

For 3D entries - you may instead enter a photograph or print out of the entry if you prefer. Enter those as you would a flat entry. If you elect to enter the real item, please package it carefully -- if it wins, it has to be shipped to district and then to national -- and you want it to still look good when the judges at district and national see it!



3D Entries

For large entries such as trade show booths a photo will be a must.



Broadcast, Radio and Digital Entries

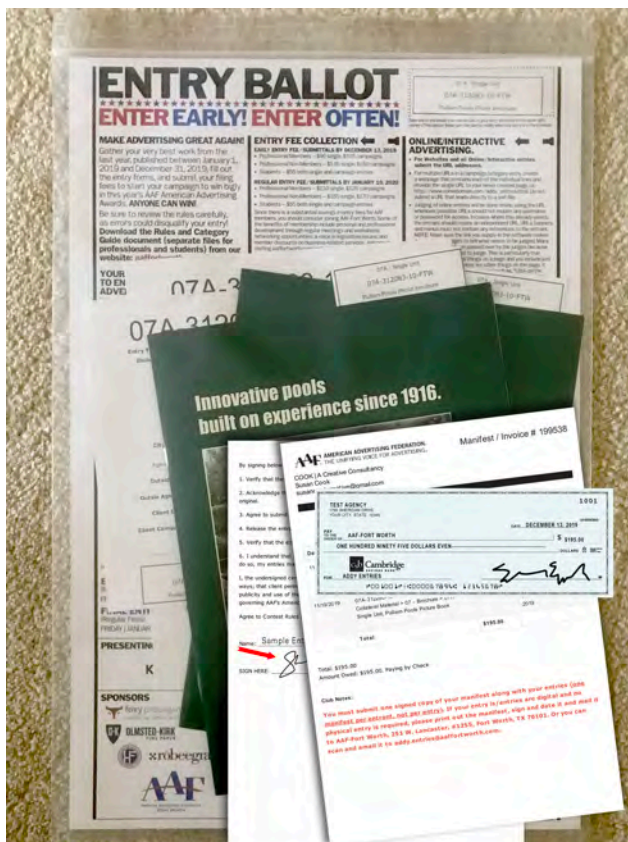
We do not require an entry form or envelope for broadcast, radio or digital (interactive) entries. Once these have been uploaded that is all you need to do. They will be recorded on the Manifest.



Heading out to the Entry Drop O~

Now that you have everything complete you are ready to head out to the drop o~ loca tion. Before you go make sure you have:

- All your Entries with entry forms in the envelope
- Manifest Form
- Form of Payment if not made online



Stu~ t o know



**DO NOT SUBMIT
ORIGINAL ART WORK!

IT WILL
NOT

BE RETURNED!!!**

Elements of Advertising

Logo - When entering logos a sample of usage **MUST** be included.

A short description of the logo may also be provided.



McCoy Myers • 4235 Coulter • Amarillo, Texas 79109

Elements of Advertising

Digitally Enhanced Photography - When entering digitally enhanced photos, the original photo **MUST** be provided so the judges can see what was changed.

Simply color correcting a photo does not qualify it as a digitally enhanced photo.



ORIGINAL



ENHANCED

Winner's Notification

You will be notified by email sometime during the week of January 27, 2020 whether you had entries that won.

If you win a Gold ADDY in the Fort Worth competition, it will automatically be forwarded to the district level of competition at no additional cost to you.

If you win a Silver ADDY at the FW level you will receive a Silver ADDY Winner Notification Email from the district. It will contain all you need to advance your silver winner(s) to the district level of competition. You will receive an Excel file with all of your silver winning entries, and will be asked to indicate which entries you want to advance to the district level of competition along with a link to pay online for those entries. Your local club will have shipped all silver winning entries to the district competition so there is no need for you to ship anything to district.

The district entry fee to advance silver winners is \$85. Student silver entry fees at district are \$25.

VERY IMPORTANT: The Silver ADDY Winner Notification Email will be sent to the ENTRANT'S EMAIL that filled out the original entry forms online. This email address should be one that will not change if this individual leaves the company. Many times we receive emails that an agency did not receive the email. Don't let this happen to you.

It is very important to provide a Secondary Contact so two people receive all communications from district and national.

It is also important that a physical mailing address be listed, as many times, awards need to be mailed to the winners.

Entry Tips

Contact Information

Notifications will be sent to the *ENTRANT'S* email address. Make sure this email address is a permanent address of the company and will be valid throughout the process. Some notifications go out as late as June. If the email address is no longer valid, you will not receive winner notifications or the Silver Advancement Notification emails that are sent by district and national.

Entry Titles

Give each entry a title... not a synopsis... keep it short! Remember, it may need to be printed on an award - if it's too long, it could be tiny, or even truncated!

Multiple Titles

If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when notified that you have won such-and-such you do not have to ask "which category did that win in"?


The Big Deal
The Big Deal
The Big Deal
The Big Deal
The Big Deal

The Big Deal - Cinematography
The Big Deal - Music
The Big Deal - Voiceover
The Big Deal - Sound Design
The Big Deal - Copywriting

Entry Forms

Keep in mind that what and *how* you enter information on the entry form matters. All information about winners is pulled from the system. Information typed in all lower case will appear that way on all awards, winners books and in award shows.

Media Counts

It is very important that for campaign categories that you indicate the Media Counts for every medium included in the campaign. This ensures that all elements of the campaign are seen and scored.

Student Entry Tips

Contact Information

Student Permanent Address - we know students move but we need a physical mailing address where we would mail any awards you may win as late as June.

Title

In Credits - Title, this is what your role was in creating the entry - Art Director, Copywriter, Illustrator, etc. This is the title that will go on your award. We know you are a STUDENT, don't list Student.

Entry Forms

Keep in mind that what and *how* you enter information on the entry form matters. All information is pulled from the system. Information with typos, or typed in all lower case will appear that way on all awards, winners books and in award shows.

Media Counts

It is very important that for campaign categories that you indicate the Media Counts for each medium used in the campaign. This ensures that all elements of the campaign are seen and scored.

Multiple Titles

If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when notified that you have won such-and-such you do not have to ask "which category did that win in"?

~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~
~~The Big Deal~~

The Big Deal - Cinematography
The Big Deal - Music
The Big Deal - Voiceover
The Big Deal - Sound Design
The Big Deal - Copywriting

Questions

If you have any questions please contact Jonathan Patterson via email at:

addy.entries@aaffortworth.com. Or call or text him at: (817) 369-8352

Thank you for your support of AAF-Fort Worth and the American Advertising Awards.

Good luck!!