

S T U D E N T
ADDY[®]

THE FUTURE OF ADVERTISING

What are the Student ADDYs?

Advertising industry's largest and most representative competition (*over 50,000 entries every year*)

Portion of the ADDY awards program designed especially for college students

Sponsored by the American Advertising Federation (AAF) and National Ad2

Our Mission

To recognize and reward creative excellence in the art of advertising.

How do the Student ADDYs work?

The ADDY Awards is a three-tier, national competition

1st Tier: Local

Entries are submitted for local, individual AAF chapters

2nd Tier: District

At the second tier, local winners compete against other winners in one of 14 district competitions

3rd Tier: National

District winners are then forwarded to the third tier, the national ADDY Awards competition.

Winning entries receive either a Gold or Silver ADDY

- Gold winners are automatically forwarded to the next level at no charge
- Silver winners may choose to forward their entry at the normal entry fee

Entries get a clean slate at each level

- The judges do not know whether entries were Gold or Silver winners
- Not uncommon for Silver entries at the Local level to receive Gold at Districts or Nationals

Who can enter the Student ADDYs?

Applicants must be enrolled full or part-time in an accredited U.S. educational institution

Does not matter what your intended degree is

Recent graduates may also apply, however work submitted **MUST** be from the previous academic year

Why should I enter?

National winning entries may receive the following:

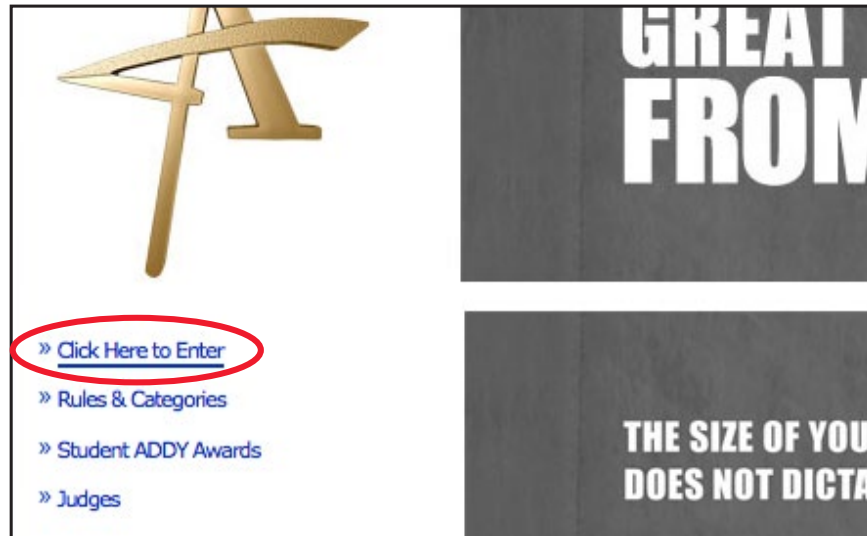
- Finalist certificate—great for résumés and portfolios
- Prestigious Student ADDY Award for first-place winners
- \$1,000 cash prize for National Best of Show winner

Certificates and statues are usually given at the other levels as well

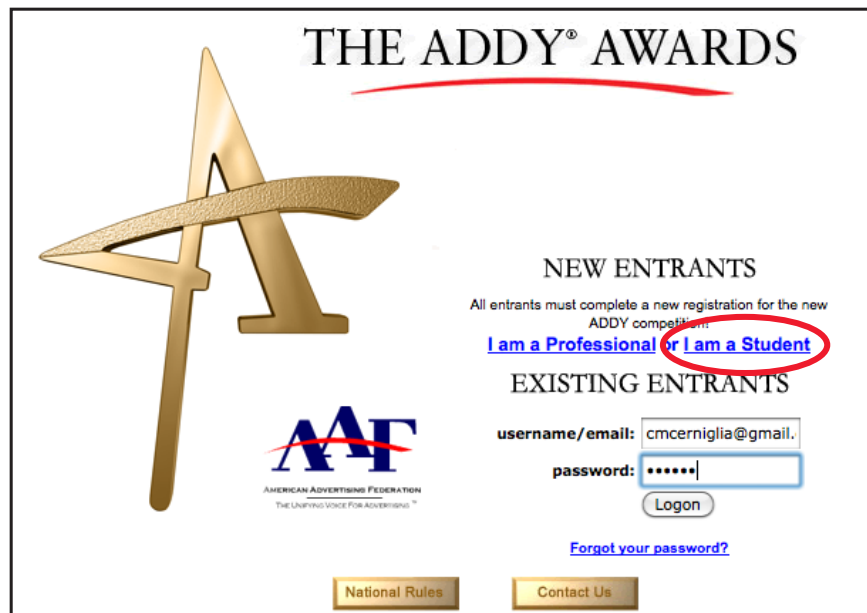
Your entry supports our entire industry

AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

How do I enter?



Visit www.addycompetition.com and click on “Enter”. You will be directed to the competition site.



You will first need to register by clicking “I am a Student” and filling out the registration form.

How do I enter?

Registration

Please complete the form below.
(Required fields are marked in bold.)

Ad Club: AAF - Orlando

Member: Yes

Student First Name: Christine Cerniglia

Student Middle Initial: M

Student Last Name: Cerniglia

School Name: Valencia Community College

Advisor's Name: Kristy Pennino

School Address

Address1: P.O. BOX 3028

Address2:

City / State: Orlando, Florida 32802 FL

Zip: 32801 USA

Phone: 407-493-3237
(Best number to contact you on judging day.
Cell phone preferable.)

Fax: 407-299-5000

e-mail: cmcerniglia@gmail.com
(All communications regarding your entry and
the competition will be sent to this email address.)

Website: www.cmcerniglia.com

Password:
(max 10 characters)

Confirm Password:

States:

Delaware
District of Columbia
Florida
Georgia

Ad Club Cities:

New Port Richey
Ocala
Odessa
Orlando

Ad Clubs:

AAF - Orlando

Under **Ad Club**, a pop up will appear, and you will make the selections as you see above.

Fill out the entire form completely and accurately.

It is recommended that you use **YOUR** phone number and email address in both the school and preferred portions.

When and where do I submit?

WHEN:

January 7
9am - 7pm

WHERE:

Full Sail University
Building B
3300 University Blvd
Winter Park, FL 32792

No late entries accepted

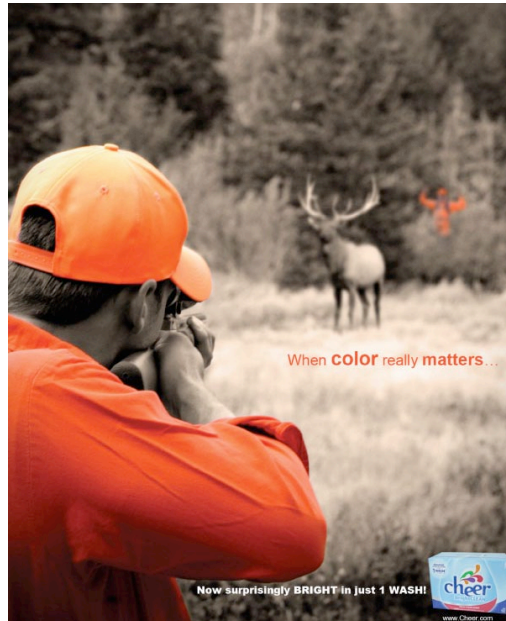
You may pay by credit card or check when you bring your entries to the entry day location. Credit card payments will be accepted at the entry day.

Cost Per Entry \$40

(For Single AND Campaign Entries)

What should I submit?

- Work from previous projects or student contests
- Work may be developed specifically for this competition
- NO work developed for a paying client (with the exception of work created by clubs as fundraisers or work created for student publications)
- Work must be created while entrant is a student not employed in the advertising industry
- Published or aired between January 1, 2009 and December 31, 2010
- Ads, brochures, and packaging usually do best



How do I submit my entries?

For ALL entries

Do **NOT** mount your entries to black matte or foam board.

Plastic envelopes with a clasp, **NO** adhesive closures

Larger label permanently affixed to the exterior of the envelope

NOTE: If using a clear, plastic envelope... No need to affix an entry label to the front. Just include 2 loose copies.

Smaller label affixed to the back of each piece in the entry

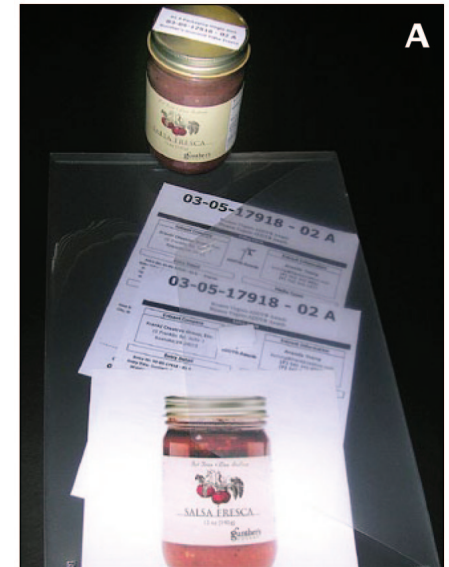
An extra, loose copy of the large label included in the envelope

Be sure to check the [Competition Rules page on the Entry Site](#) for a complete set of rules and guidelines.

How do I submit my entries?

(A) Three Dimensional Entries (Product packaging, POP, etc)

- Professional color print of the entry (with small entry label affixed to the back)
- Actual three dimensional piece (with small entry label affixed somewhere to the product)



(B) Print Entries (Ads, Editorial, Photographs, etc)

- Professional color print of the entry (with small entry label affixed to the back)
- For campaigns, have a separate print for each piece (with a small entry label on the back)
- Larger entries (like posters) will need a larger envelope



How do I submit my entries?

All print entries **MUST** include a CD with digital images of the entry.

- Can be photographs of the product
- Flattened TIFF or JPG of the piece
- High resolution images preferred

Hand write the entry number and category on the CD/DVD itself along with title.

DO NOT PUT A LABEL ON THE CD/DVD!

Use a separate CD/DVD for each single entry.

For campaign entries, include all pieces on one CD/DVD.

How do I submit my entries?

(C) Interactive Entries (Websites, TV, Radio, etc)

Radio **MUST** be on audio CD

- CDs are the only accepted audio format.
- No AIFF, MP3, WMV or WAV files.

TV **MUST** be on DVD that is playable on a DVD player.

- If it has a single spot it should auto play.
- If there are multiple spots IT **MUST** have a DVD navigation system included allowing spots to be played individually.
- A QuickTime Movie burned onto a DVD is **NOT** acceptable.

Websites

- Submit the URL address in the online entry system
- For multiple URLs in a campaign 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
- Print a screen capture of the front page of the site
- If there is no live, online version of the website, you **MUST** include a local copy of the complete site on CD.
- If there is a live version, you should still include a CD copy of the site is a “last resort”

Hand write the entry number and category on the CD/DVD itself along with title.
DO NOT PUT A LABEL ON THE CD/DVD!



How do I submit my entries?

Campaign Entries

Single Medium Campaign

2-4 total pieces in the entry, all in the same medium (all print OR all web, etc)

Mixed/Multiple Media Campaign

2 or more executions spread over 2 or more types of media

Between 2-6 different types of media used

Up to 4 pieces per medium, but no more than 9 **TOTAL** pieces in the entry

Indicate on each label “1 of 2” or “2 of 2”, etc

For campaign entries, include all components on one CD/DVD

Don't forget to include digital images, when applicable.

Hand write the entry number and category on the CD/DVD itself along with title.

DO NOT PUT A LABEL ON THE CD/DVD!

How do I add entries online?



The screenshot displays the user interface for the Addy Awards website. At the top right, there is a navigation menu with six buttons: "Competition Rules", "Modify Entry", "Contact Us", "Add Entry", "View Manifest", and "Log Off". The "Add Entry" button is highlighted with a red oval. Below the navigation menu, the text "THE ADDY® AWARDS" is prominently displayed in a large, serif font, with a red curved underline underneath. To the left of this text is a large, stylized gold letter "A" with a horizontal bar. Below the "A" is the logo for the American Advertising Federation (AAF), which consists of the letters "AAF" in a bold, blue, serif font, with a red curved underline underneath. Below the "AAF" logo is the text "AMERICAN ADVERTISING FEDERATION" and "The Unbiased Voice For Advertisers™". To the right of the AAF logo, the text "AAF - Orlando" is displayed in a blue, sans-serif font, followed by "welcomes" in a smaller, black, sans-serif font, and "Christine Cerniglia Cerniglia" in a blue, sans-serif font. At the bottom left of the page, the text "ary 7, 2011 9AM - 7PM" is visible.

After logging in on the competition entry website, click **“Add Entry”** to be taken to the entry form page.

How do I submit my entries?

Create/Save Entry

Entry Information

Entry Title:

Division:

Category:

Language:

Website:

Media Types Not a campaign, no media type required.

Television:	<input type="checkbox"/>	Radio:	<input type="checkbox"/>	Magazine:	<input type="checkbox"/>	Newspaper:	<input type="checkbox"/>
Outdoor:	<input type="checkbox"/>	Collateral:	<input type="checkbox"/>	Interactive:	<input type="checkbox"/>	Other:	<input type="checkbox"/>

Entrant Information

Student First Name: Student Last Name:

Company:

Name on Award:

Address:

Address2:

City: State: Zip:

Phone: Fax: Country:

e-mail:

Agency Information

Agency (if different from entrant):

Address:

City: State: Zip:

Project Information

Advertiser/Client:

City: State:

Date this entry first appeared:(mm/dd/yyyy)

Method of Distribution:

Credits

Only first four credits will show at the national level.

Name	Title	Email
1 Christian Knightly	Designer	Christian@email.com

Entry Information

- Give your entry a title
- Division will be Student ADDY
A separate window will pop up which lists all the student categories
- Select the appropriate Category
- If submitting a live website, list the URL

Entrant Information

- Company = Your school name
- It is recommended that you change the Address to your preferred address info

Agency Information

- You do not need to enter agency information if created for school

Project Information

- Advertiser/Client = Company that your project was designed for
- City you created the work in (where your school is located)
- Date = when the project was created
- Distribution = Print, radio, internet, etc

Credits

- List the name, title, and email of anyone who should be credited for your project
(Hint: Instructors like to be credited...)

How do I print my manifest?



The screenshot shows a user interface for the ADDY Awards. At the top right, there are six buttons: 'Competition Rules', 'Modify Entry', 'Contact Us', 'Add Entry', 'View Manifest', and 'Log Off'. The 'View Manifest' button is circled in red. Below the buttons, the text reads 'THE ADDY® AWARDS' with a red curved line underneath. Below that, it says 'AAF - Orlando' in blue, followed by 'welcomes' in black, and 'Christine Cerniglia Cerniglia' in blue. At the bottom left, there is a large gold 'A' logo and the AAF logo (American Advertising Federation) with the tagline 'The Unbiased Voice of Advertising'. At the bottom left, the text 'ary 7, 2011 9AM - 7PM' is visible.

Once you have added all your entries, click the “**View Manifest**” button to print out a list of all your entries and payment information.

You MUST bring your manifest with you on Entry Day!

How do I print my entry labels?

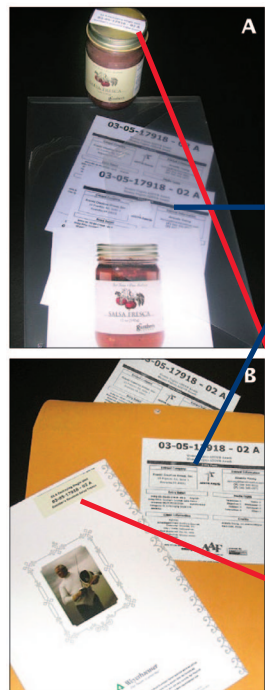


Click “**Modify Entry**” to bring up a list of your entries

Contest Entries
[Add Entry](#)
Click on the entry title below to edit.

Entry ID	Title	Category	Delete	Add to Another Category	Print
04-13-355877	Test Entry 11/30/10 11:10 AM	S01 A Packaging	Delete	Add	Print

You must select “**Print**” for each of your entries, and then print out the corresponding page.



Label your entries according to the submission guidelines

The large label must be affixed to the outside of your envelope. **You must also include an extra loose copy in the folder itself!**

If you're using a clear, plastic envelope, then you do NOT need to affix a label on the front. Just include 2 loose copies in the envelope itself.

04-13-355877 - S01 A
AAF - Orlando
2010 Orlando ADDY Awards
Entry Form

Entrant Company Valencia Community College 355 Northlake Blvd Altamonte Springs, FL 32701	Entrant Information Christine Cerniglia Cerniglia cmcerniglia@gmail.com (P) 407-493-3237 (F) 407-299-5000
Entry Detail Entry ID: 04-13-355877 - S01 A English Entry Title: Test Entry Division: STUDENT ADDY Categories Category: S01 A Sales Promotion Packaging Website:	Media Types Television: 0 Radio: 0 Magazine: 0 Newspaper: 0 Outdoor: 0 Collateral: 0 Interactive: 0 Other: 0
Client Information Agency: Advertiser/Client Company: ADDYS City / State: Orlando FL Date Entry First Appeared: Feb 15, 2010 City, State or Distribution Channel: Print	Credits Christian Knightly, Designer

data driven and hosted by **omnisg** powered by **omni** **contests.com**

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

S01 A Sales Promotion Packaging 04-13-355877 - S01 A Test Entry	S01 A Sales Promotion Packaging 04-13-355877 - S01 A Test Entry
S01 A Sales Promotion Packaging 04-13-355877 - S01 A Test Entry	S01 A Sales Promotion Packaging 04-13-355877 - S01 A Test Entry

Individually cut out these smaller labels and affix one to the back of **EACH** piece for that entry

What are the categories?

(1) SALES PROMOTION

- 1A Packaging
- 1B Point of Purchase

(2) COLLATERAL MATERIAL

- 2A Stationery Package
- 2B Brochure, Annual Report
- 2C Poster

(3) DIRECT MARKETING

(4) OUT-OF-HOME

(5) NON-TRADITIONAL ADVERTISING

(6) CONSUMER or TRADE PUBLICATION

- 6A Single
- 6B Campaign (2 - 4 ads)

(7) NEWSPAPER

- 7A Ad
- 7B Insert

(8) INTERACTIVE MEDIA

- 8A Website
- 8B Interactive CD/DVD
- 8C Online Advertising (Pop-Up/Banner/Email/Other)

(9) EDITORIAL DESIGN

- 9A Cover
- 9B Editorial Spread or Feature
- 9C Series (Covers or spreads or features)

(10) RADIO

(11) TELEVISION

(12) CAMPAIGNS

(Mixed Media)

(13) ELEMENTS OF ADVERTISING

- 13A Logo
- 14A Illustration
- 14B Digitally Enhanced Illustration
- 15A Photography
- 15B Digitally Enhanced Photography
- 16 Animation

Important Links

The ADDY Awards

www.addycompetition.com

(AAF) American Advertising Federation

www.aaf.org

AAF - Orlando Chapter

www.oaf.com

National Ad2

www.ad2.org

Ad2 - Orlando Chapter

www.ad2orlando.org

Questions?

Christine Cerniglia

2011 Orlando Student ADDY Chair

cmcerniglia@gmail.com