

# The Show 2021

CALLING ALL ENTRIES FOR **THE SHOW 2021**  
ENTRIES ARE DUE JANUARY 25, 2021 • SAVE THE DATE - THE SHOW, THURSDAY, MARCH 4TH 2021

## HOW TO ENTER

Visit [TheShowMN.org](http://TheShowMN.org) to enter. You will be directed to the competition site to register as an entrant. Review the category list in this document or on these websites to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. Trophies are engraved based on information submitted at time of entry. Please make sure all fields are accurate. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

## DEADLINES

Entries are due **January 25, 2021. No hard copies are needed for any category this year due to submissions moving entirely digital.**

## ENTRY FEES

Early Bird (Dec. 1 - Dec. 31):

**\$120** for Professional Single Entries

**\$130** for Professional Campaign Entries

**\$50** for Student Single Entries

**\$60** for Student Campaign Entries

Regular Season (Jan. 1 - Jan. 25):

**\$130** for Professional Single Entries

**\$140** for Professional Campaign Entries

**\$60** for Student Single Entries

**\$70** for Student Campaign Entries

## ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1 and December 31, 2020.
- With the exceptions of Public Service Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and/or media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple Ad Clubs are in the same CBSA, DMA or MSA the Ad Club located nearest to the entrant geographically will be the entry site.
- In the event there are entrants located in markets not served by a local American Advertising Awards-affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the district in which the entrant is located. Additional geographic considerations are covered in the Professional Rules and Categories document that can be found on [TheShowMN.org](http://TheShowMN.org).
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com).

## “REAL” ADVERTISING

The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure, as if the entry was created solely for the purpose of winning an award. This type of work is not accepted.

## “NEW” CREATIVE

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the national American Advertising Awards Committee (N3AC).

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

## ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

## INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form, listing all of your entries. This form states that by signing below you:

- Verify that the above information is accurate.
- Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
- Agree to submit documentation deemed necessary for review.
- Release the entry for Internet, broadcast and/or print (allow reuse of material).
- Verify that the entry was created within the local MSA of the competition.

## SUBMISSION OF DIGITAL ENTRIES

Due to ongoing concerns about COVID-19, the American Advertising Awards competition rules, categories and entry procedures for 2020-2021 have been modified to allow for online judging. NO physical submissions needed. Please submit all categories digitally.

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 while they judge virtually.

Please carefully follow all online submission guidelines provided within the entry system, in order to ensure that your work is properly represented during all three tiers of the American Advertising Awards competition.

## IMPORTANT NOTE: 2020-2021 UPLOADS

Due to this year's online judging, categories 1-19, and 92 and 93 are permitted **up to five uploads and one video**. If your entry falls within these categories, you may add the additional uploads.

Entries outside of these categories must follow the official rules on the permitted number of uploads - any files uploaded here in breach of these rules will be disregarded for judging.

## CAMPAIGN ENTRIES

A **SINGLE-MEDIUM CAMPAIGN** is no less than two and no more than four total pieces in the entry.

An **INTEGRATED CAMPAIGN** is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

## SUBMISSION OF DIGITAL ENTRIES

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories (#31-40 and 63)
- Entries in all Film, Video & Sound categories (#41-59)
- Entries in select Elements of Advertising categories (#74-87)

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads, (JPG screenshots (for Social Media) or submission of URLs for judging (carefully follow the submission instructions during the online entry process). Completion of the entry process **FOR THESE CATEGORIES ONLY** requires only the online portion of the process—no physical work samples or entry forms are required for submission. However, for **ALL OTHER CATEGORIES**, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry.

## ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category 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](http://www.somedomain.com/addy_entries.html). Do not submit a URL that leads directly to a “swf” file. Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

## SUBMISSION OF ENTRIES

Physical submissions are **REQUIRED** for all entries in the following divisions: Sales & Marketing, Print Advertising, Out-of-Home & Ambient Media, Cross Platform and Categories 69-73 of Elements of Advertising. This includes submission of a physical copy of the creative work—**SUITABLE FOR IN-PERSON JUDGING** and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. **All entries become the property of your local Ad Club, district, or the AAF and will not be returned. Do NOT send original or irreplaceable artwork. It will NOT be returned.**

## SALES & MARKETING

### SALES PROMOTION

**Product or Service Sales Promotion**  
01A Catalog  
01B Sales Kit or Product Information Sheets  
01C Menu  
01D Campaign

**Packaging**  
02A Single Unit  
02B Campaign

**Point-of-Purchase (POP)**  
03A Counter Top  
03B Free-Standing

**COLLATERAL MATERIAL**  
04 Stationery Package – Single or Multiple Pieces

05 Printed Annual Report

**Printed Newsletter**  
06A Single Newsletter  
06B Campaign

**Brochure**  
07A Single Unit  
07B Campaign

**Publication Design**  
08A Cover  
08B Editorial Spread or Feature  
08C Cover/Editorial Spread or Feature – Series  
08D Magazine Design  
08E Book Design

**Special Event Material**  
09A Card, Invitation, Announcement – Single Unit  
09B Card, Invitation, Announcement – Campaign

### DIRECT MARKETING

**Direct Mail**  
10A Flat - Single Unit  
10B Flat - Campaign  
10C 3D / Mixed - Single Unit  
10D 3D / Mixed - Campaign

**Specialty Advertising**  
11A Apparel  
11B Other Merchandise  
11C Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

**Collateral**  
12 Brand Elements  
13 Direct Marketing & Specialty Advertising (printed or digital)  
14 Special Event Materials (printed or digital)

### PRINT ADVERTISING

#### MAGAZINE ADVERTISING

15A Full Page Or Less – Single Unit  
15B Spread, Multiple Page or Insert  
15C Campaign

**Magazine Self-Promotion**  
16A Single Unit – Any Size  
16B Campaign

**Newspaper Advertising**  
17A Fractional Page – Single Unit  
17B Full Page – Single Unit  
17C Spread or Multiple Page – Single Unit  
17D Specialty Advertising – Single Unit  
17E Campaign

**Newspaper Self-Promotion**  
18A Single Unit – Any Size  
18B Campaign

**Branded Content & Entertainment**  
19 Any Print Medium

### OUT-OF-HOME & AMBIENT MEDIA

#### AMBIENT MEDIA

**Guerrilla Marketing**  
20 Guerrilla Marketing

**Installations**  
21A Single Installation  
21B Multiple Installations

**Events**  
22A Single Event  
22B Multiple Events

#### OUT-OF-HOME

**Poster**  
23A Poster - Single Unit  
23B Poster - Campaign

**Outdoor Board**  
24A Flat – Single Unit  
24B Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

**Mass Transit/Airlines**  
25A Interior – Single  
25B Exterior – Single

**Site:** Interior or exterior signage that is restricted to public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas, etc. Does not include posters described in category 27, or signage in the outdoor or transit categories but would include murals.

26A Interior or Exterior– Single  
Interior or exterior signage, animated or static placed in airports, malls, transit stations, places of business.  
26B Large Venue – Single  
27 Out-Of-Home Campaign

**Out-Of-Home Self-Promotion**  
28A Single Unit  
28B Campaign

### ADVERTISING INDUSTRY SELF-PROMOTION

29 Advertising Industry Self-Promotion Out-Of-Home  
30 Advertising Industry Self-Promotion Ambient Media

### ONLINE/INTERACTIVE

**Websites**  
31A Consumer  
31B B-to-B  
31C Microsites

**Social Media**  
32A Single Execution: Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

32B Campaign

**Apps, Games and Virtual Reality**  
33A Mobile App  
33B Website Based App  
33C Games  
33D Tools & Utilities  
33E Virtual Reality – Single

**ADVERTISING & PROMOTION**  
34 Web Banner Ad or Website Takeover  
35 Campaign  
36 Email

### BLOGS & DIGITAL PUBLICATIONS

37 Blogs  
38A Digital Publication - Single  
38B Digital Publication - Campaign

**BRANDED CONTENT & ENTERTAINMENT**  
39 Branded Content & Entertainment for Online/Interactive

**ADVERTISING INDUSTRY SELF-PROMOTION**  
40 Advertising Industry Self-Promotion Online/Interactive

### FILM, VIDEO & SOUND

#### AUDIO/RADIO ADVERTISING

**Audio/Radio Advertising / Local**  
41A Single Spot :30 seconds or less  
41B Single Spot more than :30 seconds  
41C Campaign

**Audio/Radio Advertising – Regional/National**  
42A Single Spot :30 seconds or less  
42B Single spot more than :30 seconds  
42C Campaign

**Audio/Radio Self-Promotion**  
43A Single Spot - Any Length  
43B Campaign

#### TELEVISION ADVERTISING

**Television Advertising – Local (One DMA)**  
44A Single Spot :15 or less  
44B Single Spot :30 seconds  
44C Single Spot :60 seconds or more  
44D Campaign

**Television Advertising – Regional/National**  
45A Single Spot - Up to 2:00  
45B Campaign

#### TELEVISION SELF-PROMOTION

**Television Self Promotion / Local**  
46A Single Spot - Any Length  
46B Campaign

**Television Self-Promotion – Regional or National**  
47A Single Spot - Any Length  
47B Campaign

#### ONLINE FILM, VIDEO AND SOUND

**Internet Commercial**  
48A Single Spot – Any Length  
48B Campaign

**Podcast**  
49A Single Podcast  
49B Campaign

**Webisode(s)**  
50A Single Webisode  
50B Series

### BRANDED CONTENT & ENTERTAINMENT

**Branded Content & Entertainment For Online Film, Video & Sound**  
51A Single Entry – :60 seconds or less  
51B Single Entry – more than :60 seconds  
52 Branded Content & Entertainment For Television

53 Branded Content & Entertainment – Non-Broadcast  
54 Branded Content & Entertainment Campaign

**CINEMA ADVERTISING**  
55 Movie Trailer  
56 In-Theatre Commercials or Slides  
**SALES PROMOTION**  
57 Audio/Visual Sales Presentation

#### MUSIC VIDEOS

58 Music Video

### ADVERTISING INDUSTRY SELF-PROMOTION

59 Advertising Industry Self-Promotion Film, Video & Sound

### CROSS PLATFORM

**INTEGRATED CAMPAIGNS**  
An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary

not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process. Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

**Integrated Advertising Campaigns**  
60A B-to-B Campaign – Local  
60B B-to-B Campaign – Regional/National  
60C Consumer Campaign – Local  
60D Consumer Campaign – Regional/National  
61 Integrated Brand Identity Campaign – Local or Regional/National  
62 Integrated Branded Content Campaign – Local or Regional/National

**ONLINE/INTERACTIVE CAMPAIGN**  
63 Online/Interactive Campaign

**CORPORATE SOCIAL RESPONSIBILITY**  
64 Integrated Media CSR Campaign

**PRO BONO**  
65 Integrated Media Pro Bono Campaign

**ADVERTISING INDUSTRY SELF-PROMOTION**  
66 Ad Club or Marketing Club  
67A Single Medium Campaign  
67B Integrated Media Campaign

### ELEMENTS OF ADVERTISING

**COPYWRITING**  
68 Copywriting

**VISUAL**  
69 Logo Design  
70 Infographic  
71A Illustration—Single  
71B Illustration—Series

**STILL PHOTOGRAPHY**  
72A Black & White, Single  
72B Color, Single  
72C Digitally Enhanced, Single  
72D Campaign

**ART DIRECTION**  
73A Art Direction - Single  
73B Art Direction - Campaign

**FILM & VIDEO**  
74A Cinematography - Single  
74B Cinematography - Campaign  
75A Animation, Special Effects or Motion Graphics  
75B Computer Generated Imagery (CGI)  
76 Video Editing

**SOUND**  
77A Music Without Lyrics  
77B Music With Lyrics - Single  
77C Music With Lyrics - Campaign  
78 Voiceover Talent  
79A Sound Design - Single  
79B Sound Design - Campaign

**DIGITAL CREATIVE TECHNOLOGY**  
80 Interface & Navigation  
81 Responsive Design  
82 GPS & Location Technology  
83 Augmented Reality  
84 Mobile Interaction  
85 User Experience  
86 Data Driven Media  
87 Innovative Use of Interactive/Technology

### PUBLIC SERVICE

**Corporate Social Responsibility (CSR):** CSR advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which include branding that leads to a positively enhanced corporate image. CSR advertising should have a combination of both social marketing with the intent to persuade consumers to adopt behaviors advocated by social, ethical, or environmental cause and corporate image advertising.

**Pro Bono:** Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. Charitable organizations are nonprofits whose goal is to benefit the general public. Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a Pro Bono category but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as Pro Bono. Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.

All Pro Bono advertising must be entered in these categories and does not qualify in any other. Individual elements of Pro Bono advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Pro Bono category. Please Note: Pro Bono entries and Pro Bono Elements of Advertising entries are not eligible for Best of Show consideration.

**NOTE:** All entries in the Cross Platform division (excluding Category 98A-99B) must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work—SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form..

**SALES PROMOTION**  
88A Brand Elements  
88B Annual Report

88C Brochure/Sales Kit  
89A Marketing & Specialty Advertising  
89B Single Unit  
89B Campaign  
90A Pro Bono Collateral  
90A Brand Elements  
90B Annual Report  
90C Brochure/Sales Kit  
90D Pro Bono Marketing & Specialty Advertising  
91A Single Unit  
91B Campaign

**PRINT**  
92A CSR Print Advertising  
92A Single Unit  
92B Campaign  
93A Pro Bono Print Advertising  
93A Single Unit  
93B Campaign

### OUT-OF-HOME & AMBIENT MEDIA

**CSR Out Of Home**  
94A Poster  
94B Out-Of-Home  
94C Campaign  
95A CSR Ambient Media  
95A Single Occurance  
95B Campaign  
96A Pro Bono Out Of Home  
96A Poster  
96B Out-Of-Home  
96C Campaign  
97A Pro Bono Ambient Media  
97A Single Occurance  
97B Campaign

**ONLINE/INTERACTIVE**  
98A CSR Online/Interactive  
98B CSR Online/Interactive Campaign  
99A Pro Bono Online/Interactive  
99B Pro Bono Online/Interactive Campaign

**FILM, VIDEO & SOUND**  
100 CSR TV  
101 CSR Radio  
102 CSR Film, Video, Sound  
103 CSR Non-Broadcast Audio/Visual  
104 CSR Campaign  
105 Pro Bono TV  
106 Pro Bono Radio  
107 Pro Bono Film, Video, Sound  
108 Pro Bono Non-Broadcast Audio/Visual  
109 Pro Bono Campaign

# NEW CATEGORIES

### POLITICAL ADVERTISING

Political Advertising is advertising used for advocating, fundraising, endorsement of or opposition to a candidate, political issue, referendum, ballot proposition, constitutional amendment, or political party. Any political or issue advertising placed by a corporate entity which includes branding for a corporation must be entered in the CSR categories. All advertising must comply with federal, state and local political advertising regulations or may be disqualified.

**110 Political Print Collateral Material**  
Stationery, invitations, direct mail, packaging, newsletters, brochures and special advertising such as t-shirts or a promotional product such as pens, bumper stickers, door hangers etc.

**111 Political Print Advertising**  
Any size ad placed in any print medium such as magazines and newspapers.

**112 Political Out-of-Home & Ambient Media**  
Posters, installations, events, outdoor boards, guerrilla marketing. Guerrilla marketing entries must include proof of usage and should be accompanied by a written or digital (video) summary not to exceed 250 words or 3-minute video. Digital summaries must be submitted by uploading the video file.

**113 Political Online/Interactive**  
Websites, microsites, social media. Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

**114 Political Broadcast Television**  
Television ads (any length)

**115 Political Audio**  
Radio ads (any length), podcasts  
**116 Political Non-Broadcast and Online Video**  
Internet commercials/webisodes. Entries must be submitted as an online video using its URL, not as a digital upload.

**117 Political Campaign**  
Single medium campaign in any of the above categories consisting of 2-4 executions.

**118 Political Integrated Campaign**  
A series of ads, commercials, or executions that utilize more than one medium. Up to ten executions may be submitted for judging. Integrated campaigns may be accompanied by a written or video summary not to exceed 250 words (written) or 3 minutes (video).

### STUDENT ENTRIES

Visit [www.TheShowMN.org](http://www.TheShowMN.org), to be directed to the competition site and login as a student entrant. The road for Student entries mirrors that of the professional submissions. Please review the student categories on [www.TheShowMN.org](http://www.TheShowMN.org).

**QUESTIONS?**  
Please email [info@adfed.org](mailto:info@adfed.org) for fastest response

## SPECIAL AWARDS

**BEST OF SHOW • BEST OF DIGITAL • BEST OF B2B • BEST OF IN-HOUSE • BEST OF DATA  
BEST OF SOCIAL • BEST OF DESIGN • BEST OF STUDENT • BEST OF PUBLIC SERVICE • BEST OF EXPERIENTIAL**