



## TIPS FOR ENTERING THE 2020-2021 AMERICAN ADVERTISING AWARDS

Due to safety concerns for all involved, this year's American Advertising Awards will be entered and judged virtually. The good news is you will not have to prepare and drop off physical copies of your print entries as in years past, but we do want to make sure your entries are seen and considered by the judges in the best way possible. Here are our suggestions:

1. We recommend taking the time to shoot great photos of print and 3-D entries – like what you see in award show books. The images you upload here in our local Houston competition, are the same images that will be forwarded to the District and National competitions. If a print piece has an interesting fold or binding, consider including a video of it being opened in addition to the required PDF. Anything that will help the judges understand your entry's uniqueness is a plus.
2. A few categories allow for a written explanation and we suggest taking advantage of that. An example is Elements of Advertising, Logo Design, (Category 69) that states “Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.”
3. **Any non-English entry MUST include a written translation in English** for the judges, uploaded as a PDF. With judging being virtual, we cannot rely on our bilingual judges to translate for the other judges as in years past. You are welcome to enter broadcast with subtitles, but a written translation is still required.
4. **Do not include the name of your agency or agency logo** anywhere on the entry, description or translation. The judges are not allowed to know who entered the piece with the ONLY exception being those items entered in the Advertising Industry Self-Promotion categories.
5. **Make sure your membership is up to date.** To take advantage of the lower “member rate entry fees” you or your company MUST be a current paid member of AAF-Houston at the time of your entry. If you are not, you will be invoiced and responsible for paying the difference. If you are unsure of your membership status, please e-mail: [adclub@aaf-houston.org](mailto:adclub@aaf-houston.org). Our goal is more members and less non-member fees, so please consider joining and receiving the benefits of membership all year long. You can join [online](#) prior to submitting your entries. We welcome your membership.
6. There is a new category for Political Advertising this year. Additionally, don't overlook some of the more non-traditional categories such as blogs, webisodes, podcasts, augmented reality, cinema advertising, music videos and more.

7. There are also the Corporate Social Responsibility categories for advertising that has a goal for raising the public's awareness of social, ethical and/or environmental issues. This could also include COVID/Pandemic response work.

8. In addition to the categories in the guides, AAF-Houston also includes **“Local Only”** categories for **Retail, Healthcare, Real Estate, Energy and COVID/Pandemic Response** (NEW). Each of these areas include sub-categories for Print, TV, Outdoor, Radio, Collateral/Publications and Web/Interactive. These entries only compete with other Houston-area entries and do not move on to the District or National competitions.

9. **Cross-entering is allowed AND encouraged!** For example, if you have a series of three print ads, enter each ad as a single and then all three as a campaign. If you also have broadcast or digital components, combine them with the print entries to enter as an integrated campaign. You can also enter the same pieces in the regular categories as well as the Local Only categories. If the judges love it once, they will love it every time they see it and you will rack up the ADDYS!

10. **Make sure the credits you enter now are correct and complete.** They will be what appears during the Show and on the trophies, not just in Houston, but for the District and National competitions as well. All credits must be included at the time of your entry submission. Please proof carefully, use proper punctuation and if you have a large number of credits, abbreviate where possible. **YOU WILL NOT HAVE THE OPPORTUNITY TO ADD OR MAKE CHANGES TO CREDITS AFTER YOUR ENTRIES HAVE BEEN SUBMITTED.**

You can upload a few entries at a time and then review. The portal will save your entries until you make your final submission and create your Manifest (final invoice). Take the time to make sure everything is right.

11. Once you submit your entries, a Manifest will be created. For your entries to be complete, you **MUST PRINT** this Manifest form, **SIGN it, SCAN it and E-MAIL a copy to:** [adclub@aaf-houston.org](mailto:adclub@aaf-houston.org). Your entry **WILL NOT BE FINAL until this is completed**, so please do not forget this important last step.

Thank you for taking the time to read these suggestions before beginning your entry process. You will find more details on the Entry Portal. Best of luck in the competition!