

# OFFICIAL 2009 ADDY® AWARDS CALL FOR ENTRIES



## ELIGIBILITY

The RAF ADDY® Awards is open to any individual, company, or organization engaged in the creation of marketing communications messages. There is no limit to the number of entries a person or organization may enter. Entries in the RAF ADDY® Awards may not be entered in any other local ADDY® Awards competition and must have been created within the Greater Rochester Area MSA. Local ADDY® winners will be auto-forwarded FREE OF CHARGE to the District level, and District winners will eventually compete in the AAF's National ADDY® Awards. All entries must have appeared, aired, or been published for the first time in the media between **January 1 and December 31, 2008** (ODDYs must have been created and presented to the client within the same time frame.) The expressed intent of the ADDY® Awards is to recognize and reward creative excellence in the legitimate everyday workplace of marketing communications – “real” work, for “real” clients, with “real” marketing objectives, in “real” media. Occasionally, an entry is submitted which appears to have been created outside the conventional agency-to-client-to-media marketing structure. The appearance given by such entry – to other entrants and the judge – is that the entry was created solely for the purpose of winning an award, rather than satisfying a legitimate client's needs. The AAF and District level ADDY® Awards will not accept any such “unreal” entry. Recognizing that the client doesn't always buy your best ideas, the RAF ADDY® Awards has created a special local category (82, ODDYs). All other entries submitted in the competition, with the exceptions of Public Service Advertising, Advertising for the Arts & Sciences, and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business. Entries which meet the criteria of Public Service Advertising, Advertising for the Arts & Sciences, or Industry Self-Promotion can only be entered in those categories. Student work may have been created independently or in the course of completing class assignments. Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by online submission or his/her signature on the entry form, to furnish the necessary documentation for review by the RAF ADDY® Award committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification.

## ENTRIES MUST

1. Meet all eligibility requirements.
2. Be submitted in the correct category, as run.  
(Absolutely no alteration or “clean-up” is allowed.)
3. Be correctly labeled with entry number and category code.
4. Include a completed and signed entry form  
(off-line entries).
5. Conform to all mounting and submission requirements.
6. Conform to all applicable copyright laws.
7. Be paid in full at time of submission. Entries not conforming to the above seven requirements may be subject to disqualification.

## ENTRY IDENTIFICATION

Online submissions will receive a unique number for each entry. This entry number and the appropriate category code, must appear in the top right corner on the face of all entries. Include this information on each component of multi-piece entries. Offline entrants must affix the proper category code, leaving room for staff to assign an entry number. Offline entries must also have two copies of the entry form, one attached to the back of the entry, one attached to the summary form. Online entrants need only supply a summary form.

## ENTRY DEADLINE – 5:00 PM, JANUARY 30, 2009

Entries will be accepted at John Myers Photography  
29 Richmond St., Rochester, NY 14607.

## ENTRY FEES\*

2009 RAF Members: Single \$80; Campaign \$110;  
ODDY \$35. Non Member: Single: \$115; Campaign \$135;  
ODDY \$40. Students: \$20 per entry, single or campaign  
\*\$5 surcharge for each off-line entry.  
\$25 late fee if received after January 30, 2009  
RAF accepts checks and most major credit cards.

## SHIPMENT OF ENTRIES

PLEASE NOTE there are two options for delivery of your submissions. No freight or delivery charges will be paid by the RAF. All entries become the property of the RAF and will not be returned, unless advance arrangements have been made by the entrant and confirmed by the RAF.

Delivery to:  
Amy Pellow, RAF Administrator, 585-739-2100  
c/o John Myers Photography  
29 Richmond St. Rochester, NY 14607  
Between 10AM – 4PM.

## FOR MORE INFORMATION

General ADDY inquiries: 585-461-0561 or email  
rafconnect@gmail.com.  
All entry preparation, online entry or judging-related inquiries,  
call 585-739-2100 or email apellow@rochester.rr.com.

# ENTRY FORMAT/MOUNTING REQUIREMENTS



## PRINT & COLLATERAL

Mount all single entries on black mounting board or foamcore, cut to fit with a one-inch margin. Generally, the size of the board should not exceed 20" x 30". Campaigns may be mounted on one or more boards. If more than one board is needed for a campaign, securely hinge/fasten them in such a way that they may be folded for transport, and unfolded so that the entire entry may be viewed at once. If the entry is larger than 20" x 30", mount photo or representative image on the board. A label containing the entry number and category code must be affixed to the top right corner on the face of the board. Offline entrants must also attach a copy of the entry form to the back of the entry.

Collateral materials should be enclosed in a durable, clear plastic pocket securely glued to the board using a permanent spray adhesive. Spray mount and tape **DO NOT LAST**.

Materials that are either too large or heavy to reasonably mount should be submitted unmounted, with the entry number and category code clearly noted in the top right corner on the face of the entry. Offline entrants should also insert or attach an entry form to the entry.

Complex/packaged collateral materials are handled by many judges, and edibles are usually sampled. You may wish to submit a second sample, marked "Display Only" for photography in the winner's book or display at the award show. Display samples should be submitted at the same time as other entries. There is no additional charge or paperwork.

## BROADCAST, AUDIO/VISUAL OR COMPUTER PRESENTATION

Radio and other audio entries must be submitted on standard audio CDs. DVD is preferred format for television and other video entries. Entries must be "viewing copy only" and contain no color bars, tones or slates. Use a separate CD or DVD for each single entry. For campaign entries, enter all components on a single disc. Transfer all sales presentation entries to DVD.

## INTERACTIVE MEDIA

For website entries, you must provide a color print of the site's home page, pop-up, or banner only, and a CD of the site/entry. Please provide a guest login if necessary for viewing by the judges. In the event that a site is database driven, please indicate this on the entry form as the explanation for no CD. Note the appropriate category code and entry number in the top right corner of the print. These should NOT be mounted. For disc-based packages, submit on the original medium of distribution (CD or DVD) which is PC compatible, along with appropriate installation instructions and system software/hardware requirements.

## SINGLE AND MIXED MEDIA CAMPAIGNS

Single-medium campaign entries must include at least two, but no more than three components. Business identity

materials are considered to be a single entry, not a campaign, and multiple pieces may be affixed to the same board.

Mixed media campaigns must use at least two, but no more than nine, different media. The maximum number of components that may be entered is nine, with no more than three pieces representing a given media. Television and radio components of campaigns may be no longer than 60 seconds each. All components of the campaign must be entered and bundled together. Be sure to indicate the total number of spots on each CD or DVD.

Please label each component with the appropriate entry number and category code, PLUS "1 of 9," "2 of 9," etc, except when mounted together. Refer to the appropriate format for mounting and submission requirements of each media.

## DEFINITION OF PUBLIC SERVICE

Public service advertising is that which enlists public support or action in the solution or remedy of problems and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education, and/or welfare. For example: An ad that says, "Go get a mammogram today" is public service. An ad that says, "Come to Memorial General Hospital for your mammogram today" is not public service. Media space and/or time may or may not have been donated. It is the mission of the advertising that shall determine whether or not it is public service.

## AWARDS

ADDY® Awards and LADDY Awards may or may not be awarded in each category of competition at the discretion of the judges. All work submitted to competition will be displayed. Winners will NOT be notified in advance, and will be publicly honored on March 13, 2009.

## PLEASE REMEMBER

- Enter online at [www.rafconnect.com](http://www.rafconnect.com) to avoid the \$5 surcharge per entry. After finishing entries, create a summary form.
- Follow all mounting and submission instructions carefully.
- Affix an entry number and category code to every piece.
- Attach a signed summary form to your package of entries.
- **Member entry savings are significant.**  
To become a member, go to [www.rafconnect.com](http://www.rafconnect.com).
- Full payment is due at time of submission.
- Deadlines are for real, no matter how much we like you.
- Award Ceremony, March 13, 2009.

# OFFICIAL 2009 ADDY® AWARD ENTRY CATEGORY CODES



## SALES PROMOTION

Product or Service Sales Presentation

- 1A. Catalog
- 1B. Sales Kit or Product Info Sheets
- 1C. Printed Newsletter
- 1D. Menu
- 1E. Campaign
- 1S. Student work

Packaging

- 2A. Single Unit
- 2B. CD, DVD, VHS or Cassette
- 2C. Campaign
- 2S. Student work

Point-of-Purchase (POP)

- 3A. Counter Top, or Attached
- 3B. Free-Standing
- 3C. Trade Show Exhibit
- 3D. Campaign (2-4 of categories 1A-3C)
- 3S. Student work
- 4. Audio/Visual Sales Presentation
- 4S. Student work

## COLLATERAL MATERIAL

Stationery Package

- 5A. Flat Printed or Multiple Process
- 5S. Student work

Annual Report

- 6A. Less than four-color
- 6B. Four-color
- 6S. Student work

Brochure

(See definition for clarification)

- 7A. Less than four-color
- 7B. Four-color
- 7C. Campaign
- 7S. Student work

Publication Design (Magazine or Book)

- 8A. Cover
- 8B. Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C. Series (Covers or spreads or features)
- 8S. Student work

Poster

- 9A. Single
- 9B. Campaign
- 9S. Student work

Special Event Material

- 10A. Card
- 10B. Invitation
- 10C. Announcement
- 10D. Campaign
- 10S. Student work

## DIRECT MARKETING

Single (Either B2B or Consumer)

- 11A. Flat
- 11B. 3-D
- 11S. Student work

Campaign

- 12A. Flat
- 12B. 3-D/Mixed
- 12S. Student work

Specialty Advertising

- 13A. Apparel
- 13B. Other Merchandise
- 13S. Student work

## OUT-OF-HOME

Outdoor Board

- 14A. Flat
- 14B. Extension/Dimensional
- 14C. Other (Electronic, Digital, Moving, Animated and or Super-sized, etc.)
- 14S. Student work

Vehicle Graphic

- 15A. Company Identification
- 15B. Wrap
- 15S. Student work

Mass Transit

- 16A. Interior
- 16B. Exterior
- 16C. Shelter
- 16S. Student work

Site

- 17A. Interior Animated (with motion)
- 17B. Interior Still or Static
- 17C. Exterior Animated (with motion)
- 17D. Exterior Still or Static
- 17S. Student work

Campaign

- 18. Out-of-Home Campaign
- 19. Out-of-Home, Self-promotion
- 19S. Student work

## NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements.)

- 20A. Single
- 20B. Campaign
- 20S. Student work

## CONSUMER OR TRADE PUBLICATION

Fractional Page

- 21A. Less than four-color
- 21B. Four-color
- 21S. Student work

Full Page

- 22A. Less than four-color
- 22B. Four-color
- 22S. Student work

Spread, Multiple Page or Insert

- 23A. Less than four-color
- 23B. Four-color
- 23S. Student work

Campaign

- 24A. Less than four-color
- 24B. Four-color
- 24S. Student work

Magazine Self-Promotion

(Consumer or Trade Publications)

- 25A. Single
- 25B. Campaign
- 25S. Student work

## NEWSPAPER

Fractional Page

- 26A. Black and White
- 26B. Color (any color besides black)
- 26S. Student work

Full Page

- 27A. Black and White
- 27B. Color (any color besides black)
- 27S. Student work

Spread or Multiple Page

- 28A. Black and White
- 28B. Color (any color besides black)
- 28S. Student work

Newspaper Specialty Advertising

- 29A. Single Insert (of any type)
- 29B. Poly Bag/Wrapper
- 29S. Student work

## Campaign

- 30A. *Black and White*
- 30B. *Color (Any color besides black)*
- 30S. *Student work*

## Newspaper Self-Promotion

- 31A. *Single*
- 31B. *Insert*
- 31C. *Campaign*
- 31S. *Student work*

## INTERACTIVE MEDIA

### Web Sites, B-to-B

- 32A. *Flash*
- 32B. *HTML/Other*
- 32S. *Student work*

### Web Sites, Consumer

- 33A. *Flash*
- 33B. *HTML/Other*
- 33S. *Student work*

### Online

- 34A. *Banners/Pop-Ups/Screensavers*
- 34B. *E-Mail/E-Cards*
- 34C. *Micro or Mini site*
- 34D. *Online Games*
- 34E. *Online Newsletters*
- 34F. *Podcasts*
- 34G. *Mobile Marketing (Text Messaging)*
- 34H. *Internet Commercials (Run on the Internet only)*
- 34I. *Webisodes*
- 35. *Web/Online Campaign (2–4 of the above)*
- 35S. *Student work*

### Interactive Multimedia (CD/DVD)

- 36A. *B-to-B*
- 36B. *Consumer*
- 36C. *Interactive Multimedia Campaign*
- 36S. *Student work*

## RADIO

### Local (one metro)

- 37A. *:30*
- 37B. *:60 or more*
- 37S. *Student work*
- 38. *Campaign*
- 38S. *Student work*

### Regional/National

- 39A. *:30*

- 39B. *:60 or more*

- 40. *Regional/National Campaign*
- 40S. *Student work*

### Radio Self-Promotion

- 41A. *Single*
- 41B. *Campaign*
- 41S. *Student work*

## TELEVISION (TV)

### Under \$50K

- 42A. *Local*
- 42B. *Regional*
- 42C. *Statewide/multi-state*
- 42D. *National*
- 42E. *PSA*

### \$50 - \$150K

- 43A. *Local*
- 43B. *Regional*
- 43C. *Statewide/multi-state*
- 43D. *National*
- 43E. *PSA*

### \$150K & Up

- 44A. *Local*
- 44B. *Regional*
- 44C. *Statewide/multi-state*
- 44D. *National*
- 44E. *PSA*

- 45. *Student*

### Elements of Broadcast

- 46A. *Editing*
- 46B. *Cinematography*
- 46C. *Graphics/Animation*
- 46D. *Direction*
- 46E. *Music*

## MIXED MEDIA

### (Cross Platform) Campaign

- 49. *B-to-B, Local*
- 50. *B-to-B, Regional / National*
- 51. *Consumer, Local*
- 52. *Consumer, Regional / National*
- 52S. *Student work*

## ADVERTISING FOR THE ARTS & SCIENCES

### Collateral

- 53A. *Stationery Package*
- 53B. *Annual Report*
- 53C. *Brochure/Sales Kit*

- 53D. *POP or POS Materials (Other than Posters)*

- 53E. *Poster*
- 53F. *Newsletter*
- 53G. *Cards, Invitations or Announcements (Special Event Material)*
- 53S. *Student work*

### Print

- 54A. *Magazine*
- 54B. *Newspaper*
- 54S. *Student work*

### Broadcast/Electronic

- 55A. *TV*
- 55B. *Radio*
- 55C. *Audio/Visual*
- 55D. *Interactive*
- 56. *Out-of-Home*
- 57. *Non-Traditional (See definition for clarification)*
- 58. *Direct Marketing, Specialty Items*
- 58S. *Student work*

### Campaign

- 59A. *Single Medium Campaign (for categories 53–58)*
- 59B. *Mixed/Multiple Media Campaign (for categories 53–58)*
- 59S. *Student work*

## PUBLIC SERVICE

### Collateral

- 60A. *Stationery Package*
- 60B. *Annual Report*
- 60C. *Brochure/Sales Kit*
- 60D. *POP or POS Materials (Other than Posters)*
- 60E. *Poster*
- 60F. *Newsletter*
- 60G. *Cards, Invitations or Announcements (Special Event Material)*
- 60S. *Student work*

### Print

- 61A. *Magazine*
- 61B. *Newspaper*
- 61S. *Student work*

### Broadcast/Electronic

- 62A. *TV*
- 62B. *Radio*

62C. Audio/Visual

62D. Interactive

63. Out-of-Home

64. Non-Traditional

(See definition for clarification)

64S. Student work

65. Direct Marketing, Specialty Items

65S. Student work

Campaign

66A. Single Medium Campaign

(for categories 60–65)

66B. Mixed/Multiple Media Campaign (for categories 60–65)

66S. Student work

## ADVERTISING INDUSTRY SELF-PROMOTION

*Creative Services and Industry Suppliers (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer, Paper Companies, Printers, Advertising Specialty Companies, Color Separation Houses, Photographers, Video/Film and Audio Production Houses, etc.)*

67A. Collateral (brochures, posters, etc.)

67B. Stationery Package

67C. Print

67D. Newsletter

67E. Broadcast

67F. Interactive

67G. Out-of-Home

67H. Non-Traditional

(See definition for clarification)

67I. Direct Marketing, Specialty Items

67J. Cards, Invitations

or Announcements

67S. Student work

(Special Event Material)

68. Ad or Marketing Club

68S. Student work

69A. Single Medium Campaign

(for categories 67 & 68)

69B. Mixed/Multiple Media Campaign (for categories 67 & 68)

69S. Student work

## ELEMENTS OF ADVERTISING

70. Logo

70S. Student work

Illustration

71A. Single

71B. Illustration Campaign

71S. Student work

Photography

72A. Black and White

72B. Color

72C. Digitally Enhanced

72D. Photo Campaign

72S. Student work

Animation or Special Effects

73A. Video, Film

73B. Internet

73S. Student work

Sound

74A. Music Only

74B. Music with Lyrics

74C. Sound Design

74S. Student work

75. Cinematography

75S. Student work

Printing & Related Services

76A. Folders & Binders 1-4/c

76B. Folders & Binders 4/c or more

76S. Student work

77A. Booklets/Catalogs 1-4/c

77B. Booklets/Catalogs 4/c or more

77S. Student work

78. Alternative Printing Methods

78S. Student work

79. On-Demand/Digital

79S. Student work

80. Environmentally Sound

80S. Student work

81. Special Finishing

81S. Student work

82. Pro Bono

82S. Student work

83. Misc.

83S. Student Work

## ODDYS

84. Great work the client didn't buy or wouldn't run

**R.O.I.** (Return on Investment)

Any category above may be entered for ADDY R.O.I. consideration. (Excludes ODDYS and Student Work). Entries must include a written description of results achieved in 150 words or less.

85. Recognizes strong creative work that also delivered strong results.

# OFFICIAL 2009 ADDY® AWARD ONLINE ENTRY INSTRUCTIONS

## USING THE RAF ONLINE ENTRY SYSTEM

You may find it helpful to make copies of the entry form included in this document to assist with data collection for each entry.

Please remember to create a summary form for each batch of entries you submit.

To submit your entry, and receive an entry number, go to [www.rafconnect.com](http://www.rafconnect.com) and follow the links to Online ADDY® Entry. You will need to create a login identity (or log in using the one you created previously). This will allow you to add new entries and edit existing entries up until the publication deadline for the winners book. Previously created logins are identified by email address and secret question. RAF does NOT have access to these login identities. If you request password help, your login information will be sent to the original email address used when the login was created. Once you have logged in successfully, you may update your contact information if it has changed from last year. If you no longer have access to the original email address, you may create a new login identity with a new email address.

Once you have logged in, there are five basic steps in follow:

1. Go to ADDY Submission and select Create Entry.
2. After you have created an entry for all your submissions, select Create Summary.
3. Select which entries you wish to include on the Summary form\*.
4. Pay online\*\* from the Summary form with Visa, Mastercard, American Express or print to send with your check.
5. Print an additional Summary form to enclose with your physical package of entries.

Once an entry has been created online, you may log in and modify the data for that entry any time through January 30th. Add credits, correct name spellings, etc. PLEASE DO NOT RE-CATEGORIZE an entry after your Summary form has been finalized and payment has been made. If you discover a categorization error after you have submitted your entries, please contact Amy Pellow at the RAF at 585-739-2100 to notify staff of the necessary changes.

\* You may choose to create multiple Summary forms if you wish to deliver your entries in batches. For example, submit on time entries on one summary form, and late entries on a separate form, to avoid paying late fees on all entries.

\*\* Offline entries may additionally be paid by Cash or Discover Card.

## IF YOU EXPERIENCE DIFFICULTY WITH THE ONLINE SYSTEM

We have not created the online submission system to frustrate you. If you have any questions or difficulties accessing a login identity or creating online submissions, please contact Amy Pellow at the RAF at 585-739-2100. We are also happy to accept your entries as manual submissions, using the Entry Form and Summary Form which are included as part of this document. The important thing is to get your best work entered in the competition! Please be aware that manual submissions are subject to a \$5 surcharge.

## ENTER WISELY

Work should be entered in the most appropriate category. However, if a campaign has one particularly strong element you may wish to enter that piece individually as well. Conversely, if a campaign has one or more weaker elements, consider not entering the campaign and focus on the individual pieces. Campaigns are judged as a single creative effort. Therefore pick the strongest elements of a campaign; it is not necessary to enter all of them.

# OFFICIAL 2009 ADDY® AWARD OFFLINE ENTRY FORM



Submit your entries online at [www.rafconnect.com](http://www.rafconnect.com) | Entries submitted offline are subject to a \$5 surcharge  
Please attach an Entry Form to the corresponding entry and make a photocopy of each Entry Form to attach to the Summary Form.  
(PLEASE TYPE OR PRINT)

Entry Category (description and number code):

If this is a broadcast entry or a campaign, circle the number of components being entered in each medium.  
(Maximum of three per medium, total number of components must not exceed nine for Multiple Media Campaigns).

TV 1 2 3 Radio 1 2 3 Magazine 1 2 3 Newspaper 1 2 3 Outdoor 1 2 3 Collateral 1 2 3 Printing 1 2 3

Entry Information: Awards will be filled out based on the following information.  
Please be accurate and complete. Awards and notifications are sent to the entrant as listed below.

Title or Description of Entry: \_\_\_\_\_

URL of entry (only if applicable): \_\_\_\_\_

Entry Submitted by: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State , Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Agency: (If different from above): \_\_\_\_\_

Advertiser/Client: \_\_\_\_\_

City/State: \_\_\_\_\_

Date this entry first appeared or was used: \_\_\_\_\_

City, State or distribution channel: \_\_\_\_\_

Credits (the creative and production talent you wish to recognize on the award and in publications):

Creative Director: \_\_\_\_\_

Art Director/Designer: \_\_\_\_\_

Copywriter: \_\_\_\_\_

Account Executive: \_\_\_\_\_

Print or Broadcast Productions: \_\_\_\_\_

Photography: \_\_\_\_\_

Post Production: \_\_\_\_\_

Illustration: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

By signing below, you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry from broadcast and/or print (allow reuse of the material).

Signature of Entrant: \_\_\_\_\_ Title: \_\_\_\_\_

Attach this form to the entry as specified in the guidelines. Photocopy and attach to Summary Form. Photocopy as many blank forms as you need.

The specific RAF ADDY® Awards entry deadline is January 30, 2009. See guidelines for details on when and where entries will be accepted. Payment is due at the time of submission. Please make checks payable to: Rochester Advertising Federation. Online entrants may also pay by Visa, MasterCard or American Express. Entry fees: RAF Member Single: \$80, RAF Member, Campaign \$110, RAF Member ODDY: \$35; Non-Member, Single \$115, Non-Member Campaign: \$135, Non-Member ODDY \$40, Students: Single or Campaign \$20 per entry. MAN-UAL ENTRIES (offline submissions) \$5 surcharge per entry. Late entries \$25 per entry.

