



ADDY[®]

THE CREATIVE SPIRIT OF ADVERTISING

ONLINE ENTRY & JUDGING SOFTWARE USER GUIDE

2009/2010



AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™





Chapter 1: Content Overview

The American Advertising Federation (AAF) ADDY® Online Entry & Judging Software is a user-friendly Web-based solution for entering, administering and judging the competition. The software provides one central location for submitting, processing and judging entries, while giving you powerful tools to administer the competition and communicate with entrants.

The many benefits of using the software are outlined below:

Chapter 1:	1
Content Overview	
Chapter 2:	3
System Requirements and Help Information	
Chapter 3:	4
Customizing and Managing Ad Club/District Information	
Chapter 4:	11
Login of Entries Entered Online	
Chapter 5:	12
Login of Entries Entered Offline	
Chapter 6:	13
Reviewing Entrants and Entries	
Chapter 7:	15
Preparing for Judging	
Chapter 8:	17
Editing Entries	
Chapter 9:	18
Excluding Entries From Judging	
Chapter 10:	19
Entering Winning-Award Information	
Chapter 11:	20
Checking the Percent of Winners	
Chapter 12:	21
Post Judging Reports	
Chapter 13:	24
Advancing Entries to Next Level of Competition	
Chapter 14:	27
Exporting Reports Other Applications	
Chapter 15:	29
Helpful Hints	

Entrant Benefits

- 24/7 Web access from anywhere in the world
- Easy step-by-step entry process
- Ability for multiple entrants at a company to enter contest
- Fee calculator with online payment option
- Error-checking capabilities
- Secure entrant accounts

Administration Benefits

- Increased revenue — faster and easier to register, allowing for more submissions
- 24/7 Web access from anywhere in the world
- Decreased cost — by eliminating printing and mailing costs
- Real-time reporting for contest statistics including status, volume, revenue and much more
- Ease of administration of information about entrants and their entries
- Ability to easily notify entrants of the status of their entries
- Export data to Microsoft Office applications for valuable marketing use
- Ability to correspond with entrants via e-mail, fax or mail merge
- Security – user ID and password
- Ability for administrators to monitor entrant activity

Administrators of the software are provided with a username and password to enter the ADDY® Awards site. Username and passwords will determine which access level the users are allowed to view and/or modify.



1. Entrant Administration

Club Level

- Request user ID and select club
- Complete entrant contact form
- Complete entry form
- Pay entry fee online (**only if offered by club**)
- Ability to print copies of entry forms and manifest

2. Club Administration

Ability to modify below information for assigned club only.

- Entry pricing (members, non-members, single or campaign entry)
- Categories
- Correspondence
 - a) Call-for-entry
 - b) Awards presentation announcements
 - c) Winners announcements
 - d) Judge selection announcements
 - e) Judges invitations
 - f) Judge confirmation letter
- Entrants
- Entries
- Winner assignments
- Scores
- Judges
- Reports
- Auto-forwarding of winners to district (Gold ADDY/Silver ADDY)

3. District Administration – Ability to modify below information for assigned district representative only.

- Entry pricing (members, non-members, single or campaign entry)
- Categories
- Correspondence (see club correspondence)
- Entrants
- Entries
- Winner assignments
- Scores
- Judges
- Reports
- Auto forwarding of winners to national (Gold ADDY/Silver ADDY)

4. National Administration

Ability to control system wide database functions. It creates and assigns access levels to all users.

Chapter 2: System Requirements and Help Information

Operating the Software

The ADDY® Online Entry & Judging Software is Web-based and can only be accessed properly if your computer meets or exceeds system requirement. To use, your computer must have the following:

Windows Operation System (98 or above, XP *Recommended*)

Internet Explorer 5.0 or above

Firefox 3 or above

128 MB RAM (256 MB *Recommended*)

Pentium II or better CPU

Macintosh Operation System (OS 10.3.5 or above)

Safari 1.2.4 or above

Firefox 3 or above

256 MB RAM

Optional: MAC OS Windows Emulation (OS 10.4.x or above)

Parallels for Mac OS X (Intel®-based Macs only)

Windows XP or Vista

512 MB RAM

15 GB HD Free

Virtual PC for Mac (OS 10.2.8 or above)

Windows XP or Vista

256 MB RAM

450 MB HD Free

To export reports to Microsoft applications, you must have Microsoft Office 95 or higher.

Please make sure that Cookies and JavaScript are enabled on all Web browsers you use for the software. Cookies are one way that websites can keep track of who you are so they can give you personalized service. JavaScript allows small programs to run inside your Web browser and enhances the dynamics and interactive features of your page.

Getting Help

Help is never far away. You can receive answers to your category questions by calling your District ADDY chair, National ADDY Committee representative or AAF staff. For technical assistance, call Omni Solutions Group at 1-800-386-1040.

Chapter 3: Customizing and Managing Ad Club/District Information

Getting Started

You are now ready to begin using the ADDY® Online Entry & Judging Software. To get started, log on to www.addycompetition.com, and click on “Enter The Competition” button. This will place you at the start-up page.

Administrator Logon

All local and district competitions will enter their assigned username and password in the appropriate section.

*Note: If you are an administrator, and will be entering the competition as an entrant, please do not use your admin username and password for the entry process. Register as a new entrant using a different username and password.

Step 1: Enter your username

Step 2: Enter your password

Step 3: Click on the Logon button

If you have not received a username and password, please contact AAF staff at 1-800-999-2231 or addyinfo@aaf.org.

All entrants will need to re-register for the current competition. The entrant information from the previous season has been archived from the system.

Start-Up Page Features

The start-up page has many features explained below:

Forgot your password: Entrants can request their password by inputting their e-mail address and submitting to Omni Solutions Group. The entrant e-mail address submitted should match the e-mail address in their username.

National Rules: Displays a link to club, district or national rules.

Help: Displays contacts for category and technical assistance.

Contact Us: Displays ad club/district or national contact information for questions on ADDY rules, categories, processes and judging. Displays Omni Solutions Group contact information for technical assistance with the online entry system only.

Managing Information

Once you have successfully logged on to the site, you will be at the customization page of the software. Each ad club or district will have the flexibility of inputting information that is unique to their competition. To update your club/district information enter data in all the fields:

Step 1 (Address Info): Click on the Address Info button to display the address information fields.

- **Name of Competition:** if the club or district has a unique competition name, for example “The Swingin’ ADDYs.”
- **Website “Contact Us” Info:** this information is displayed on the start-up page and will be used by entrants with questions. Enter information for the club or district representative who will be reliable and able to provide answers.
- **URL link from ad club Web site to ADDY Awards:** use this url on your local website to direct entrants to your personalized ADDY logon page.
- If you would like to redirect to your local website when the entrant logs off, then check the option next to the “**Website/Redirect:**” field and use a valid url.
- Click on “Save” when complete.

Step 2 (Dates): Click on the Dates button to display all competition dates and fees. Previous competition dates will be default plus one year. Please change to reflect the actual dates for your competition.

- **Select Club Time Zone:** use the drop down list to select the time zone for your ad club.
- **Call for Entries Date:** use the calendar feature to populate date field for the start of the club/district entry period
- **Entry Deadline Date:** use the calendar feature to populate the date field for the last day for receiving entries before the late entry period begins. Select the time deadline.
- **Late Entry Deadline:** use the calendar feature to populate the date field for the last day for receiving entries before the competition closes. Select the time deadline.
- **Gala Date:** use the calendar feature to populate the date field of your awards presentation
- **Judging:** use the calendar feature to populate the date field for judging.
- **Custom Intro Text:** Information that is unique to your competition that should be viewed by an entrant can be entered in this block. This information will be displayed in the first paragraph on the entrant’s welcome page. Basic HTML tags are accepted.

Note: Please input the text date in the “Display As” column, e.g., February 1, 2010.

Step 3 (Fees): You have the ability to input fees for members or non-members that are professional or student entrants.

- **Fees-Single Entry:** enter the entry fee for members and non-members
- **Fees-Campaign:** enter the entry fee for members and non-members
- **Fees-Late:** enter the additional late fee charged (late fee charge will be added to entries entered between the entry deadline date and the late entry deadline)
- **District Member/Non-Member:** this is the amount charged to advance to the next level of competition, local to district or district to national. This fee is inputted by the district or national ADDY chair.
- **Club/District Add:** optional fee added on when forwarding. Usually to cover

shipping and handling.

- **Payment Options:** check the boxes for the payment type the ad club or district accepts. *If you indicate that credit card payments are accepted, this will allow the entrant to input the number on his/her manifest form.*

Optional: If you choose, online payments can be accepted. To work within the software, it must be arranged through Omni Solutions Group and an On-line Payment Agreement must be signed by the appropriate club representative.

- Click on the Save button when complete.

Input District Entry Fees

Step 1: Logon as district administrator (Chapter 3).

Step 2: Click on Step 1 Complete District Information.

Step 3: Click on the Fees button to display all competition fees. Input the fees for members and non-members for professional and student entries.

Step 4: Click on “Save” when complete.

Step 4 (Cities): Click on the Cities button to display cities served by your ad club or district competition. To insure compliance with eligibility requirements and protect areas served, this area is administered by AAF. If there are omitted cities, please request additions by sending an e-mail to the AAF Staff at addyinfo@aaf.org.

Step 5 Judging Information

- **Anticipated No. of Entries:** your best guess of what you think your ad club or district will receive.
- **Number of Judges:** how many judges will be used. Click on the “ADD Judges Names to Contact list” to add judges for your competition.
- **Hours for Judging:** projected total hours it will take to complete judging, this information will be used for calculate judging time on the Judging Progress Report.
- **Drop-Off Location:** the place where entries will be received.
- **Judging Location:** the venue, city and state where the judging will take place.
- **Gala Location:** the event site and address for the awards presentation and time.
- **Month of District Competition:** when the district will have their judging. If you do not know this information, contact your district ADDY chair or governor.
- Wireless PDAs are available for judging and must be arranged through Omni Solutions Group. Please download the PDA agreement for instructions.

Step 6 (Contacts): Click on the Contacts button to display individuals involved in the competition. You will be able add or delete individuals as necessary. The contact types are the following:

- **ADDY Chairperson (required):** current ad club or district ADDY chair. You must have this person in the system to access post-judging reports. If you have co-chairs, only one ADDY Chairperson should be marked as “Primary” contact and “Order Awards” contact. Fill out the “Username / Password / User Type” fields with unique information and select “Club Administrator” as the User Type.

- **ADDY Judge (at least one required):** judges for the ad club or district competition. Only assign a unique username/password and select “Judge” as the User Type if the judge will be viewing interactive entries from anywhere in the country or using the wireless PDA system. ***You will not be able to print judging sheets unless you have one or all of your ADDY judges entered here. If you don’t know your judges use “Judge One” and modify it later.***
- **ADDY Committee Member:** any member of the committee requiring access to the software. Fill out the “Username / Password / User Type” fields with unique information and select “Club Administrator” as the User Type.
- **Club President:** current ad club president.
- **Executive Director:** ad club or district executive director.
- **District Governor:** district governor (optional).
- Click on “Save” when complete.

Step 7 (Categories): Click on the Categories button to view the preset categories and add categories that are unique to the local ad club competition. Local categories added in the past year competition are displayed in bold type and will designate the national rollup category. Local categories that do not rollup to a national category will be displayed in red type. Local categories may be displayed in red type if national categories have changed for a new competition year. Local categories may be deleted or added as necessary.

- Click on the “Add Category” and the Create/Edit Category page will be displayed
- **Division:** Select the appropriate Division by using the drop-down menu bar. Categories that will not advance to the district or national competition must be entered under “Local Only Categories” Division. For example, speculative ads (ads that never ran) should be placed in the “Local Only Categories” Division.
- **Rollup Category:** Select appropriate category to advance to the next level.
- **National Code:** If adding to an existing national Division, please use the appropriate national number (see example below).
- **National Subcode:** Input the appropriate sub-code (see example below).
- **Category:** Input the category name.
- **Subcategory:** Input the sub-category name.
- **Category Title for Award Engraving:** Used as an optional category descriptive title for engraving on an award. Usually an abbreviated version of the full title.
- **Campaign:** Indicate if campaign category.
- **URL Required:** Indicate if URL is required for category.
- **Use Cat Fee:** If you prefer, you can override the default fee (Step 3 in this chapter) and provide specific fees for the category you are adding.
- **Student Category:** Will display under the “STUDENT ADDY Categories” division.
- **Multimedia/Media Max Entries:** Indicates if multimedia category and the number of pieces allowed. For example, a max of 9 pieces allowed (first field - total number allowed) and the max of 4 of any one medium (second field - total number of a particular medium allowed). See current Rules & Guidelines for more information.
- **Print/Electronic/Interactive:** Select the appropriate P, E, or I for the category you are adding.

Category Example 1

Adding to an existing national category that WILL advance to the district and national competition.

Create / Edit Category Close

Division: TELEVISION

Rollup Category: 45 B Consumer Products, Apparel & Jewelry

National Code: 45 National SubCode: B1

Category: Regional/National TV, single spots

SubCategory: Consumer Product, Apparel & Jewelry - Budget \$500-\$1,000

Category Title for Award Engraving: Regional/National TV Single - Apparel & Jewelry

Campaign: Multimedia/Media Max Entries: 0

URL Required: Max Entries: 0

Use Cat Fee:

Student Category:

Entry Fee - Member: \$0.00 Print/Electronic/Interactive: E

Entry Fee - Non - Member: \$0.00

Save

Category Example 2

Adding "Local Only Categories" that will NOT advance to the district and national competition.

Create / Edit Category Close

Division: LOCAL ONLY CATEGORIES

Rollup Category: (No Rollup Category)

National Code: N National SubCode: 109

Category: The One That Got Away

SubCategory: Multimedia Campaigns

Category Title for Award Engraving:

Campaign: Multimedia/Media Max Entries: 9

URL Required: Max Entries: 4

Use Cat Fee:

Student Category:

Entry Fee - Member: \$0.00 Print/Electronic/Interactive: P

Entry Fee - Non - Member: \$0.00

Save

- Click on "Save" when complete.
- You will be able to view categories added on the Categories main page.

Step 8 (Rules): Click on the Rules button to add any rules or requirements that are unique to the ad club or district. These rules and/or requirements will be displayed on the entrant's manifest and can be viewed by clicking on the "Rules" button. Ad club rules and/or requirements will be displayed at the end of the list in order starting at 6.

To add rules:

- Input rules title such as "The Swinging ADDYs 2009-10 Rules."
- Input any requirements other than those required by national. These requirements will be displayed on an entrant's Manifest Form. National requirements:
 - 1) Verify that the above information is accurate.
 - 2) Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
 - 3) Agree to submit documentation deemed necessary for review.
 - 4) Release the entry for Internet, broadcast and/or print (allow reuse of material).
 - 5) Verify that the entry was created within the local MSA of the competition.
- Input additional club rules in the text box provided; rules can be inputted with basic HTML tags to customize look.
- Add URL link to Ad Club Rules that are on the ad club's website. This link will be displayed on the "Competition Rules" page.
- Click on "Save" when complete.

Step 9 (Awards): Click on the Awards button to add, delete or update ad club or district awards. Awards have been pre-loaded for Gold, Silver and Bronze (for local club use only) and Student Gold, Silver and Bronze ADDY Awards and do not need to be added. Clubs or districts will need to add awards for Mosaic, judges' choice, best of division, various best of show or any other awards presented to an entrant.

To add, delete or update awards:

- By clicking on the appropriate button located next to the award name, add new award by inputting name in the "Add Club Award" area, click on "ADD" when complete. Use the same process to update or delete award.

Step 10 (Scoring/Awards): Click on "Scoring/Awards" to add or update numeric scoring ranges for judging. Completing this information will allow the software to assign Gold or Silver ADDY Awards during judging. Ad clubs and districts have the flexibility of overwriting awards selected by the system. Selecting awards will be discussed more in chapter 10, "Entering Winning-Award Information."

To add ranges:

Note: The software requires using the range 1-100 for numeric scoring.

- **Score Range - Minimum:** Input the minimum score an entry can receive at judging. Do not use zero (0) as the software will not recognize and compute properly.
- **Score Range - Maximum:** Input maximum score an entry can receive at judging. Do not exceed one hundred (100) as the software will not recognize

and compute properly.

- There are 6 separate scoring scales. Professional Broadcast, Interactive and Print. Student Broadcast, Interactive and Print.
- Scales are based on the average score each entry receives.
- Input the minimum average score for an entry to receive an award in each category. For example, an average score of 90 and above would get a Gold. Enter 90 in the Gold field under the appropriate scale. A score of 81.5 to 89.9 would receive a Silver. Enter 81.5 in the Silver field under the appropriate scale. Use the “Score Results - Best of Show” reports to scale your award allocation as necessary. View the “Avg. Score” and “% Rank” columns to decide your percentage of allocation.
- Click on “Save” when complete.

All of the previous data may be added, updated or deleted at any time of the competition period. AAF recommends that you complete each step as early as possible so entrants can enter your competition as early as possible.

If you determine after judging a couple of categories that you would like to revise the scoring ranges, repeat the steps above and input the new range. To have the new scoring range change the award allocation for all categories, click on the “Recalculate Awards In All Categories” button at the bottom of the page.

Chapter 4: Login of Entries Entered Online

Entry login should ideally be conducted in the same place that the entries will be stored and judged. At the very least, entry login should be conducted where the entries will be stored prior to transporting them to the judging site. A large room will be necessary.

Entry Login

Begin login by taping the category wall sheets to the walls of the room. Category wall sheets can be printed by accessing the report feature:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Reports” at the top of the page.

Step 3: Select the report “Category Wall Sheets” using drop down list.

Step 4: Select output type “Report” using drop down list.

Step 5: Click on “Go.”

Step 6: Click on “Print.”

Entrants that drop off entries should have a copy of the entry ID label and entry form attached to each entry as well as a copy of the manifest form and payment. To verify that each entrant is supplying correct documentation, print a copy of the overview page of Reviewing the Entrants and Entries (see Chapter 6).

Problems with misclassified entries or incorrect fee payment will immediately be obvious and can be corrected easily. Alert the entrant and make corrections by logging on as the club administrator or by requiring the entrant to make the changes directly in the software. To correct as the club administrator, please refer to Chapter 6.

Chapter 5: Login of Entries Entered Offline

During login day, entrants may drop off entries that have not been inputted in the online system for various reasons. Whatever the reason, you do not want to miss out on collecting additional revenue as well as being a goodwill ambassador for your ad club.

To avoid as many of these situations as possible, your ad club may decide to make it mandatory for everyone to enter online. If the ad club does not want a policy this strict, a manual or handling fee may be charged to input these entries.

All entries will have to be entered in the system, either by the entrant or the ad club, for judging and post judging reports. Also, having this information will provide your ad club historical entry data.

Inputting entries in the system is easy; all you need is a data entry volunteer and a computer with Internet access. The data entry volunteer will input information for each entrant as though he/she is the entrant. A compilation of entrants and entries should not be entered under the ad club's name or an individual company. This will create a problem at district and/or national should entries win and move on the next level of competition.

To add entries:

- Step 1:** Begin at the start-up page of the software.
- Step 2:** Click on the appropriate link for the entrant, "I am a Professional" or "I am a Student" under New Entrants.
- Step 3:** Complete all information on the registration page.
- Step 4:** Once registration is complete, the software will bring you back to start-up page.
- Step 5:** Input username and password and click on logon (write this information down in case you need it for updating).
- Step 6:** You will be at the welcome page and are ready to enter entries.
- Step 7:** Click on the Add Entry button and add entries, there is no a limit on the number of entries for an entrant.
- Step 8:** Review and print entry forms, affix entry label to entry on the top right corner.
- Step 9:** Review and print manifest form, verify amount owed for entries entered.

If you make a mistake, you can always update information. If you forget the entrant's username and password, log on as the administrator (Chapter 3) to retrieve it. Remember all entries must be in the system with an entry number to be judged and to show up on the judging sheets.

Chapter 6: Reviewing Entrants and Entries

During the entry period you can monitor the number of entrants and entries that have been entered online into the competition. AAF recommends you check this information daily. Monitoring this data will allow you to follow-up with entrants who traditionally enter but have not done so. This may also be used as a membership tool. The membership chair should follow-up on non-member entrants. He/she may convert them as members which saves them money on entry fees and gains the ad club a member.

To view the entrants and entries, logon as administrator (Chapter 3). Click on “Step 2: Complete/Review the Entrants and Entries.” This page will provide you with an overview of:

- Entrant Company
- Entrant Contact
- Number of Entries
- Cost of Entries
- Amount Paid
- Balance

Reviewing Entrants

From the overview page for Complete/Review the Entrants and Entries you can access information on each entrant by clicking on the Entrant Company. The system will sign you in as the entrant (impersonate) and bring you to their welcome screen where you can access:

- Complete Entrant Form
- Complete the Entries Form for Each display
- Review and Print Entries
- Review and Print Manifest Form
- Review and Print Entry Forms

Note: ALWAYS use the “Close This Impersonation” links at the top of the page to leave the entrant impersonation and return to your administrator status. Failure to do this will ultimately require you to log out and log back into the software.

Reviewing Entries

From the overview page for Complete/Review the Entrants and Entries, you can find out information on entries entered for each entrant by clicking on the # of Entries. This will bring you the entrant’s welcome page where you can access entry information.

Entering Payment

From the overview page for Complete/Reviewing the Entrants and Entries, you can input the amount paid by the entrant. Click on the amount in the “Paid” column. In the pop-up window, click on “ADD Payment” and input payment information. Click on create to save. For information to display, close screen and return.

If an Online Payment contract is secured through Omni Solutions Group, this information will be captured automatically when entrant pays online with a credit card. Questions regarding online payments and adjustments should be directed to the appropriate contact person with Omni Solutions Group.

Adjusting Cost

To review the entry fee charged and make any adjustments, click on a link under the “Cost” column next to the appropriate entrant. A pop-up window will display with entry ID, entry title and entry fees. To make an entry fee adjustment, input amount in the “Adjustment” field and click on “Update.”

Chapter 7: Preparing for Judging

By now you should have entered the judges' names under Contacts. If you have not, please refer to Chapter 3, Customizing and Managing Ad Club/District Information, Step 4 for instructions.

You will not be able to access any judging forms until, at least one of the judges' names have been entered. If you do not know the names, input a fake name such as Judge One or Judge Two and do not complete any other fields. When you have correct data, you can return to this section and complete later. Once names have been correctly inputted, you are ready to print the score sheets.

Print Score Sheets

To view and print score sheets, logon as the administrator (Chapter 3). Click on "Step 3, Input, Calculate, Print Scores and Advance Entries." This page will provide you with an overview of the following:

- Edit Entries/Exclude From Judging
- Print Score Sheets
- Print Score Sheets with Scores
- Score Sheets Report

To print score sheets for all judges:

Step 1: Leave the category and judge name field set to "All", select language "All", select output type "Report"

Step 2: Click on "Go"

Step 3: Using your browser's print function, print your score sheet(s).

To print by category:

Step 1: Select the category using the drop down list and leave the judge field at "All", select language "All", select output type "Report"

Step 2: Click on "Go"

Step 3: Using your browser's print function, print your score sheet(s).

To print per judge and category:

Step 1: Select the category and judge name using drop down list, select language "All", select output type "Report"

Step 2: Click on "Go"

Step 3: Using your browser's print function, print your score sheet(s).

Selecting a Judging Method

The AAF recommends the use of numerical judging system. Ultimately, your club should chose a system that works best for the club, as long as it is fair and in keeping with the expressed intent of the ADDY rules to recognize creative excellence.

Judging Methods

Please refer to the ADDY Judging Guidelines for complete descriptions of each method.

- **Numerical Judging System** - This system is based on scores given to each entry by each judge. The judges independently score each entry on a scale of 1-100 (100 being the highest score).
Once judges have completed scoring a category, score sheets are collected and given to the data entry volunteer for input into the system.
- **Selection Judging System** - The judges then make an initial pass over each category examining each piece for merit. Judges place a marker, such as a post-it note on superior work, selecting the pieces they want to score.
Once judges have completed scoring a category, score sheets are collected and given to the data entry volunteer for input into the system.
- **Consensus Judging System** - This system is based on a group of judges, no fewer than five, reviewing, discussing and selecting the best advertising in each category. Score sheets may be used by judges to record their comments.
Since scores will not be inputted and winners not pre-selected in the system, winners must be identified by entering award information for each category. After selecting the winner, you must designate in each category the award won by the entrant.
- **Consensus Judging System** - A combination of the Selection method and the Consensus method.
Since scores will not be inputted and winners not pre-selected in the system, winners must be identified by entering award information for each category. After selecting the winner, you must designate in each category the award won by the entrant.

Depending on which system your club or district uses, winners may be selected for each category by entering award information.

To utilize the software's automatic award selection, you can input the pre-defined score you set in Step 1, Scoring/Awards (Chapter 3, Step 10). Make sure you keep it consistent to avoid confusion. For example, if you have set Golds at an average score of 90 and Silvers at 80, use these numbers for each award winning entry when inputting scores.

Input Scoring Using PDAs (Personal Digital Assistants)

Omni Solutions Groups offers a solution to facilitate input of scoring for your competition. The solution utilizes PDAs which judges use to input scores. Each judge is given a PDA, username and password (Chapter 3, Step 6) along with instructions for inputting. It is very simple, eliminates the need for someone to input scores. However, you will need someone to monitor the scoring to insure that each entry has been judged. To find out more information on utilizing this solution, contact Pat Seery at pseery@omnisg.com.

Chapter 8: Editing Entries

By now you should have inputted the judges' names under "Contacts" (Chapter 3, Step 6).

Once judging has begun, you might discover that an entry is in the wrong category and will need to be moved in order to be judged appropriately with similar entries. To move entries, please follow instructions below for either local club or district competitions.

Local & District Competitions

Using the Entry ID Feature

To move an entry to the correct category, logon as administrator (Chapter 3).

- Step 1:** Input the last digits of the entry number in the Entry ID field and click Submit. (Eg: 09-04-12345 - you would enter "12345" in the field)
- Step 2:** Click on the Entrant ID-Name and a the entry information will be displayed.
- Step 3:** Click on the title of the entry that will be moved.
- Step 4:** Select the appropriate Division and Category and click on "Save."

Using Edit Entries/Exclude From Judging Feature

To move an entry to the correct category, logon as administrator (Chapter 3). Click on "Step 3, Input, Calculate, Print Scores and Advance Entries."

- Step 1:** Under Edit Entries/Exclude From Judging, select the category, using the drop down list, where the entry is presently located. Select language as "All". Click on "Go" and wait for the category page to be displayed.
- Step 2:** Click the title of the entry to be moved, the Entry Information Page will now be displayed.
- Step 3:** Select the correct Division using the drop-down menu.
- Step 4:** Select the correct Category using the drop-down menu.
- Step 5:** Click on Save Entry at the bottom of the page.
- Step 6:** Click on "Close This Impersonation" at the top of the page, you will be returned to the category page. Click on "Close" to end the process.
- Step 7:** The entry is now in the correct category.
- Step 8:** If new Score Sheets are needed, return to the Score Sheets main page and re-print (Chapter 7).

Chapter 9: Excluding Entries from Judging

It may become necessary during the judging process to exclude an entry from judging. Logon as administrator (Chapter 3). Click on “Step 3: Input, Calculate, Print Scores and Advance Entries.”

- Step 1:** Under Edit Entries/Exclude From Judging, select the category, using the drop down list, where the entry is presently located. Click on “Go” and wait for the category page to be displayed.
- Step 2:** Click on the exclude box next to the entry to be excluded.
- Step 3:** Click on “Save” at the bottom of the list.
- Step 4:** Click “Close” to end the process.
- Step 5:** Entry will not be displayed on category score sheets. You can choose to re-print that category score sheet at this time.

Chapter 10: Entering Winning Award Information

As the judges' decisions come in, either with numeric or consensus judging, winners must be either confirmed or selected for each category. Using award information that was entered, you have the choice of overwriting the software's automatic selection or selecting based on the judges' decision.

Selecting Winners

To select your winners, logon as administrator (Chapter 3). To view, click on "Step 3, Input, Calculate, Print Scores and Advance Entries."

- Step 1:** Click on "Results" at the top of the page.
- Step 2:** Select category using drop down list and click on "Select."
- Step 3:** Using drop down list, assign award for winning entry. Leave blank if the entry did not win an award.
 - a) Column 1 ADDY Award – Gold and Silver ADDY Awards.
 - b) Columns 2, 3, & 4 – other awards determined by the ad club or district. These awards should have entered under Customizing and Managing Ad Club & District Information in Chapter 3.

Step 4: Click on "Save."

Overwriting Predetermined Winners

If you have inputted data requesting the software to select the winners, you can overwrite the selections. Logon as administrator (Chapter 3). Click on "Step 3, Input, Calculate, Print Scores and Advance Entries."

- Step 1:** Click on "Results" at the top of the page.
- Step 2:** Select category using drop down list and click on "Select."
- Step 3:** Using the drop down lists, assign award(s) for winning entry.
 - a) Column 1 ADDY Award – Gold and Silver ADDY Awards
 - b) Columns 2, 3, & 4 – other awards determined by the ad club or district.
- Step 4:** Click on "Save."

The award types will generate from the information in the "Awards" section under "Step 1: Complete the Ad Club Information" (Chapter 3, Step 9).

Chapter 11: Checking the Percent of Winners

As the judging progresses, you need to keep track of the categories judged and awards that have been given. To view the judging percentages during judging, a report titled “Award Allocation Statistics” will provide you with the following information:

- Number of categories judged
- Number of entries judged
- Number of awards given
- Percent of winners
- Total winners by type of award

To view this information:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on the Reports button at the top of the page.

Step 3: Select the report “Award Allocation Statistics” using the drop down list.

Step 4: Click on “Go.”

Monitoring the Judges

To determine the hours used and hours remaining for judging, use the “Monitoring the Judges” report to find this information. To view this information:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on the Reports button at the top of the page.

Step 3: Select the report “Monitoring the Judges” using the drop down list.

Step 4: Click on “Go.”

Step 5: Input the number of hours used and click on “Calculate.”

Chapter 12: Reports that Follow Judging

When judging is finished you will want to complete the tasks that will take you into the final phase of the competition; notifying winners, preparing for the awards presentation and advancing winners to the next level of competition. The following reports will help facilitate this process:

Judging

- **Monitoring the Judges** – a report that provides the status of your judging.
- **Score Results** – a list of winners by category.
- **Score Results – Best of Show** – winners listed by total score from highest to lowest or by average score. Click on either total score or average score for the appropriate sort.
- **Score Results Professionals – Best of Show** – same as above sorting professional entries only.
- **Score Results Students – Best of Show** – same as above sorting student entries only.
- **Award Allocation Statistics** – breaks out all the different types of awards you are giving and how many.

Post Judging

- **Winners w/ Credits Export [Excel]** – a comprehensive Excel export of all your winners. Each winning entry is on one line and includes all the information needed to produce any report you might require over and above what is provided.
- **Winners by Entrant** – an alphabetical list of entrant winners and the awards they won.
- **Winners Book** – winners by category without credit information.
- **Winners Book w/Credits** – winners by category with credit information.
- **Winners Book w/Credits [RTF]** – a text file export with winners by category with credit information. This is the report to provide the person laying out the winners book.
- **Winners Book w/Credits w/ City, State** – same as above including the entrant city and state.
- **Winners Book w/Credits w/ City, State [RTF]** – same as above including the entrant city and state.
- **Winners Voice Script** – list of winners information for awards presentation.
- **Winners Voice Script [RTF]** – a text file export of the list of winners information for awards presentation.
- **Winners Voice Script w/ City, State** – same as above including the entrant city and state.
- **Winners Voice Script w/ City, State [RTF]** – same as above including the entrant city and state.
- **Silver Winners Invoice (Winners Advance Entries)** – invoice of Silver award winning entrants to forward their entries to the next level.
- **Winners Letter** – letter list of the advertiser, category and entry title.

- **Winners Letter w/Awards** – winners list of the advertiser, category entry title and award won.
- **Non-Winners Letter** – letter thanking non-winners for participation.
- **Winners Press Release** – press release format for announcing winners.
- **Winners Advance To District** – a listing of all winners advancing to the next level of competition. You'll need this report as your manifest when forwarding to the next level.
- **District Winners by District/Club** – a listing of all winners from your club who won at the district level of competition.
- **National Winners by District/Club** – a listing of all winners from your club who won at the national level of competition.

Post Judging Emails

- **Email: Winners Invoice (Winners Advance Entries), Winners Letter, Winners Letter w/ Awards, Non-Winners Letter** – reports designed to send out your winners notifications via email. Please read the online notes and instructions included on the screen of these reports for more information.

To access a report:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Reports” at the top of the page.

Step 3: Select any report, for example, “Monitoring the Judges” using the drop down list.

Step 4: Click on “Go.”

Customized Winners Letters

Some of the reports will allow you to customize the top and bottom paragraphs of text. The system will populate the winners lists in between them. The following reports can be customized before generating them:

- Silver Winners Invoice (Winners Advance Entries)
- Winners Letter
- Winners Letter w/ Awards
- Non-Winners Letter
- Email: Winners Invoice (Winners Advance Entries)
- Email: Winners Letter
- Email: Winners Letter w/ Awards
- Email: Non-Winners Letter

To customize a report:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Reports” at the top of the page.

Step 3: Select any of the reports listed above, for example, “Winners Letter” using the drop down list.

Step 4: Click on “Edit.”

Step 5: Using the fields provided, enter the text you desire or leave it blank to use the default text.

Step 6: Click on “Save Custom.”

Step 7: Click on “Close.”

Step 8: Click on “Go” to generate the customized report.

Chapter 13: Advancing Entries to Next Level of Competition

Now that you have successfully completed judging and allocating awards, you are now ready to advance the winning entries to the next level of the competition. In order for entries to advance successfully, they must be in categories that roll up to a national category. Please make sure that the category information is correct and if not, refer to Chapter 8: Editing Entries.

Only work that has won a Gold or Silver ADDY Award in a local ADDY competition will be eligible for entry into the district ADDY competitions. Only work that has won a Gold or Silver ADDY Award in a district ADDY competition will be eligible for entry into the national ADDY competition.

Local Competition

If an entry wins a Gold ADDY Award at the local ADDY competition, it will be automatically selected to advance to the district ADDY competition by the local ad club at the club's cost. If the entry is awarded a Silver ADDY Award, an entrant has won the right to compete at the next level and may choose to pay the applicable entry fee in order to be advanced.

District ADDY chairs are responsible for inputting the appropriate district fees. If your district fees have not been inputted, please contact your district ADDY chair or the AAF Staff at 1-800-999-2231 or addyinfo@aaf.org.

Advancing Entries

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Step 3: Input, Calculate, Print Scores and Advance Entries.”

Step 3: Click on “Advance Entries” at the top of the page. The following will be displayed:

- Entry number
- Title
- Category
- Total Score
- Number of Judges
- Average Score
- Award won
- Payment method (entrant or club)

Step 4: The club administrator will need to check the appropriate box of each entry to be advanced. If the club is paying the entry fee, the second box (on the right) labeled Club is checked. If the entrant is responsible for the entry fee, the first box (on the left) labeled Entrant should be checked.

Step 5: Click on “Save” when complete.

Step 6: Click on “Advance Entries” at the top of the page. Revisions may be made by repeating steps 3-5 until the district ADDY deadline has passed.

Generating Invoices

Invoices can be generated for entrants responsible for paying the entry fees to advance to a district competition. To generate invoices, the Advance Entries step must be completed first.

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Reports” at the top of the page.

Step 3: Select the report “Silver Winners Invoice (Winners Advance Entries)” using the drop down list.

Step 4: Click on “Go.”

An invoice will not generate if the entry has not been checked to advance.

Generating Reports

The “Advance to District” report captures the Advance Entries information. Please print copy of the report to determine if the correct entries are advancing to a district competition. To generate the report:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Reports” at the top of the page.

Step 3: Select the report “Winners Advanced to District” using the drop down list.

Step 4: Click on “Go.”

Step 5: Print report in landscape format for best results.

Note: A print out of this report should accompany entries shipped to a district competition.

District Competition

If an entry wins a Gold ADDY Award in the district competition, it will be advanced to the national competition with entry fees paid by the district.

If an entry wins a Silver ADDY Award in a district competition, it has won the right to compete in the national competition. District Silver ADDY Award winners will be notified via e-mail by AAF that they are eligible to compete in the national judging. They will be informed that additional entry fee payment is due but that the district will forward the work to the national competition. Once AAF has received notification that an entrant would like to have their entry judged in the national competition, AAF takes the steps necessary to advance the entry from district to national. AAF is responsible for inputting all fees for the national competition

Advancing Gold ADDY Awards

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Step 3: Input, Calculate, Print Scores and Advance Entries.”

Step 3: Click on “Advance Entries” at the top of the page. This will take you the Advance Entries page where the following is displayed:

- Entry number
- Title

- Category
- Total Score
- Number of Judges
- Average Score
- Award won
- Payment method (entrant or club)

Step 4: The district administrator will need to check the appropriate box of each entry to be advanced. If the district is paying the entry fee, the second box (on the right) labeled Club is checked. If the entrant is responsible for the entry fee, the first box (on the left) labeled Entrant should be checked.

Step 5: Click on “Save” when complete.

Step 6: Click on “Advance Entries” at the top of the page. Revisions may be made by repeating steps 3-5 until the national ADDY deadline has passed.

Generating Reports

The “Advance to National” report captures the Advance Entries information. Please print copy of the report to determine if the correct entries are advancing to the national competition. To generate the report:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on “Reports” at the top of the page.

Step 3: Select the report “Winners Advanced to National” using the drop down list.

Step 4: Click on “Go.”

Step 5: Print report in landscape format for best results.

Note: A print out of this report should accompany entries shipped to the national competition.

Chapter 14: Exporting Reports to Other Applications

Creating Reports Using Microsoft Word Mail Merge

If the ad club or district requires a report that is not available from the Report selection, a customized document can be created using Microsoft's Mail Merge feature.

Depending upon your needs, there are two reports that will assist you with creating these documents.

1. Entry & Entrant Excel Report: a spreadsheet that list details of the entrant and the entry entered in the competition. Information includes:

- Entry Code
- Entry Number
- District
- Club
- Entry Title
- Advertiser
- Division
- Category Code, Type and Description
- Credits
- Entrant
- Entrant Status – member/non-member, professional/student
- Address
- City, State, Zip
- Entrant Contact
- Contact's E-mail Address
- Phone & Fax Number
- Name on Award

2. Awards Winners w/credits Excel Report: a spreadsheet that lists the details of entrants who won awards. Information includes:

- Entry Code
- Entry Number
- District
- Club
- Entry Title
- Advertiser
- Division
- Category Code, Type and Description
- Credits
- Credits E-mail Address
- Entrant
- Entrant Status – member/non-member, professional/student
- Address

- City, State, Zip
- Entrant Contact
- Contact's E-mail Address
- Phone & Fax Number
- Name on Award
- Award Results

Using Microsoft's Mail Merge Feature

The following instructions are for the Windows version of Word. There are too many versions to include instructions for all. For more information on merging data into Word, you can do a search online for "Mail Merge in Word Mac" or whatever version you're running.

To export reports, access the report you want by:

Step 1: Logon as administrator (Chapter 3).

Step 2: Click on "Reports" at the top of the page.

Step 3: Select an exportable report using drop down list.

Step 4: Click on "Go."

Step 5: Report will download automatically from the browser.

Step 6: Open a new document in Microsoft Word.

Step 7: On the Menu Bar, select Tools, Letters and Mailings, Mail Merge Wizard.

Step 8: Select document type; letters, labels, directory, etc.

Step 9: Select starting document; current document, template or existing document.

Step 10: Browse and select the data source (the exported spreadsheet you saved).

Step 11: Continue following the wizard instructions to complete your document.

Backing Up Your Data

Once you have exported reports, you may want to create a backup file. You create a backup file after you have saved the file at least once. Please refer to your software's operating manual for instructions on backup files.

Chapter 15: Helpful Hints

Judging Interactive Entries

Save some time and have your judges score all the interactive entries before they arrive for judging weekend.

- Step 1:** Logon as administrator (Chapter 3).
- Step 2:** Click on “Step 1: Complete the Ad Club Information.”
- Step 3:** Click on “Contacts” at the top of the page.
- Step 4:** If you haven’t already added the judges do so now (Chapter 3, Step 6).
- Step 5:** Assign them a unique username and password.
- Step 6:** Select “Judge” from the usertype pull-down
(to the right of the username and password fields)
- Step 7:** Click on “Save.”

Repeat these steps for all judges. Once you are completed compose an e-mail to each judge with their corresponding username and password and any judging criteria you want them to use. Include all the interactive category numbers for them to judge.

Interactive Categories

- 32A. B-to-B Flash, Products
- 32B. B-to-B Flash, Outlets
- 32C. B-to-B Flash, Services
- 33A. B-to-B HTML/Other, Products
- 33B. B-to-B HTML/Other, Outlets
- 33C. B-to-B HTML/Other, Services
- 34A. Consumer Flash, Products
- 34B. Consumer Flash, Outlets
- 34C. Consumer Flash, Services
- 35A. Consumer HTML/Other, Products
- 35B. Consumer HTML/Other, Outlets
- 35C. Consumer HTML/Other, Services
- 36A. Banners/Pop-Ups/Screensavers
- 36B. E-mail/E-Cards
- 36C. Micro or Mini Site
- 36D. Online Games
- 36E. Online Newsletter
- 36F. Podcasts
- 36G. Mobile Marketing (Text Messaging)
- 36H. Internet Commercials (Run on the internet only)
- 36I. Webisodes
- 37. Web/Online Campaign
- 57D. Interactive (Advertising for the Arts)
- 64D. Interactive (Public Service)
- 69F. Interactive (Advertising Industry Self-Promotion)
- 75B. Animation or Special Effects, Internet

Student Interactive Categories

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