

THE ADDY[®] AWARDS

ENGRAVING INSTRUCTIONS

Engraving the Awards

The following are the guidelines for engraving the ADDY[®] Awards. If at all possible, the award (gold or silver ADDY) should not have more than five lines of engraving.

Line 1

Line 1 should always be reserved for the creating entity (agency, company and the creator). Even if the creating agency **did not enter** the ADDY-winning entry, its name should appear on Line 1 of the award. If an ADDY winner was entered by the client, or by the supplier (printer, producer, etc.), the name of the creating agency still goes on Line 1 of the award. For example, if a printing company enters a piece that it printed and it wins, the printer can receive an award; however, the creating agency's name will appear on Line 1. The creating agency's name always appears on Line 1.

Line 1A

Line 1A, when applicable, is used to identify a supplier (printer, production facility, etc.) or other creative that is entitled to share some of the recognition accorded to the winning creator/agency.

Examples

If the creating agency and the printer both enter a piece that wins, the agency receives an award with its name on Line 1 and the printing company receives an award with the agency's name on Line 1 and the printer's name on Line 1A. Note: the printer's name does not appear on the agency's award. Line 1A should always include the affiliation. For example, "ABC Company, Printer."

If a production house enters an award winner on which it worked, and the creating agency does not enter, the production house (or other supplier) receives the award with the agency's name on Line 1 and the production house's name on Line 1A. Line 1A should always include the affiliation. For example, "Produced by ABC."

If after the awards show, a creative person on an award-winning entry requests and pays for duplicate(s) of the award, the creating agency goes on Line 1 and the creative credit goes on Line 1A. Line 1A should always include the affiliation. For example, "Susan Maples, Copywriter."

Line 2

Line 2 designates the category name (name only, no number or letters). It is not necessary to use the grouping (e.g., "Sales Promotion") when identifying the category name. Always use the most concise, but complete, acceptable form. A list of recommended shortened category names follows this section.

Line 3

Line 3 is reserved for the name of the client. Make every effort to contain the name of the client on one line. Many companies with extremely long names have readily accepted and widely used acronyms (e.g., ABC, CBS, NBC, GMC, AT&T, IBM, etc.) Please use these abbreviations when possible.

Line 4

Line 4 is used for a recognizable title or term for the award-winning entry. In many cases, an agency will have more than one award winner for the same client in the same category. The title helps to differentiate between award winners for the same client. Unfortunately, the "title" line on the entry form is often paid the least attention. For example, many times, the title line for a campaign category entry will read, "Campaign." Do not use "Campaign" for the title. It has already been used once in the category line. When the entrant has not provided a good, concise, usable title, look to the ad or commercial for an identifying term, (headline, scene, character, etc.). When the title line is too long, it is okay to shorten it.

The above instructions for engraving the gold or silver ADDY Award assume that the date/year is already on the award.