



# judging guide

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# the objective of the american advertising awards is to recognize and reward creative excellence in the field of advertising

Entries at every level (local, district and national) should be considered and/or judged as they relate creatively to the other work entered in the competition. Awards should be made, therefore, with consideration for the relative merits of the entries at each of the three respective levels of competition (local, district and national) during the specified time frame of one year. Gold American Advertising Awards and Silver American Advertising Awards may be awarded in each category at the discretion of the judges.

Should you have any questions about the judging policies and procedures or the implementation of any judging method please call your district American Advertising Award chair, your National American Advertising Awards Committee (N3AC) representative or the AAF office for more information. In addition, be sure you thoroughly review the manual for the Online Entry & Judging Software, the *Rules & Categories* and the *American Advertising Awards How-To Manual* (found at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com)). These tools are designed to assist your club in having a successful awards competition.



# timeline

Each club, no matter the District should adhere to the following timeline to ensure a successful process. Each club may have different idiosyncrasies that will affect these timetables, but in every case, this is a good baseline in which to start. This timeline assumes judging in January or early February and an award show in late February or March. We suggest your judging take place approximately 3 weeks prior to your Gala to ensure enough time to prepare your awards, the script for your show and inform the winners to sell tickets to your event.

## **Summer:**

Secure your American Advertising Awards Chair (or co-chairs)

## **Early September:**

Finalize your judging committee

## **Mid September:**

Secure venues/dates for each event

## **Mid September** (but the sooner, the better):

Start reaching out to potential judges

## **Late September:**

All judges secured

## **Early November:**

Finalize your screening committee

## **Early November:**

Finalize your drop-off committee

## **December to early January:**

Call-for-Entries communicated to entrants

## **January:**

Entry deadline, drop-off and entry screening

## **One month out from judging:**

Communicate logistics email to your judges

## **Two weeks out from judging:**

Communicate reminder email to your judges

## **One week out from judging:**

Provide digital entries to your judges

## **Immediately after judging:**

Secure trophies

## **February to early March:**

Award Show

## **March:**

District forwarding  
(contact your District/National chair for deadline)

# judging logistics

## Selecting a Judging Chair & Committee

One of the most critical steps in the American Advertising Awards process is the selection of the judging chair. The judging chair must:

**1. Be experienced (a judging chair can never be too experienced, for instance):**

- a. Former American Advertising Awards co-chair
- b. Board member experience, current or former
- c. Former American Advertising Awards committee member
- d. Former American Advertising Awards judge
- e. Detail oriented
- f. Good communicator
- g. Responsive
- h. Good with event coordination
- i. Multi-tasker
- j. Positive attitude

**2. Understand and believe in the American Advertising Awards competition process.**

- a. Know all of the competition rules.
- b. Know what judges look for in a creative competition.
- c. Be familiar with the market.
- d. Be comfortable with the judges.
- e. Be able to make decisions.
- f. Anticipate all questions; know all answers.

In general, the judging chair should be able to clearly communicate with the judges as a peer and guide their selection process. If at all possible, choose a judging chair that has been a judge. Judges' experiences (either good or bad) will significantly increase their ability to relate.

The Judging chair should then select a committee to help with the process. It is a good idea to create three teams:

**Team 1: Drop-Off Committee:** This group will be responsible for helping the American Advertising Award and judging chairs receive all work.

**Team 2: Screening Committee:** This group aids in making sure all entries meet guidelines, are entered in correct categories and are legitimate and/or eligible contenders. At the district level, this committee will help sort the auto-forwarded entries and prepare them for judging. This should be done one or two days prior to judging. District judging may require you to engage volunteers who are not local or from the city/club hosting the judging. The biggest difference between local and district judging weekends is the number of entries. In some districts, you can easily have 600+ entries and judging usually takes two days, even if you send interactive out ahead of time.

**Team 3: Judging Weekend Committee:** Selecting the appropriate judging weekend committee depends on how large your show is. A good rule

of thumb is 4–6 people for every 400 entries. This group (led by the American Advertising Award and judging chairs) should consist of the following: at least one online entry person (good typing and computer skills), one A/V person, and two runners. Involving students is a great idea.

For more information on committees, please see the American Advertising Awards *How-To Manual* available at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com).

## Selecting the Dates & Locations

Once you have selected your judging dates, secure your judges at least 90 days prior to judging (see notes on “Selecting the Judges” below).

Allow plenty of time between your final Call for Entries deadline and your judging weekend (at least three weeks). You will need this time to get organized for the judging weekend:

1. Organizing all entries into appropriate categories
2. Screening to ensure pieces are in the correct category

3. Reviewing online data
4. Separating the following:
  - a. Digital division—entries which will be judged remotely
  - b. Broadcast, radio, animation—entries which will be screened for the judges

### Big Time Savers

The two most effective and efficient ways to make your judging weekend go smoothly are:

1. Preview every electronic entry and prepare downloaded media for playback.
2. Use the AAF's Online Entry & Judging Software to combine all website entries and send to your judges at least 10 days prior to judging allowing them to pre-score the week before the judging weekend. Although you will still need to have the ability to review online materials at your judging site for reviews and Best of Show discussions, pre-scoring this work will be the single most beneficial thing you can do to make your

weekend easier. (NOTE: refer to the American Advertising Awards Online Entry & Judging Software User Guide for instructions.)

### The Judging Location

The judging location is a major factor in the success of the judging experience. Try to make the location convenient for the committee. If at all possible, choose a location that will allow for entry drop-offs and judging all of the following in one place. This will avoid too much moving, damaging entries and unnecessary labor. If the judges can also be accommodated at the same location, the process will flow even better.

#### Be certain that your location has the following:

1. Ample tables and space to move around (never make judges view work on the floor)
2. Ample light and room. Avoid shuffling judges from small room to small room
3. Proper facilities/equipment for A/V needs
4. DSL, cable, T1 or wireless internet access

**“Although the judging process is not an easy one, the one constant that serves us well is that all of you possess strong credentials for determining what constitutes good and/or effective creativity in advertising. So, based on your experience, knowledge and expertise, the yardstick that we will employ is your learned perceptions of creative excellence.”**

*—Excerpt from the American Advertising Awards Judges Charge*

# before the judging

## Selecting the Judges

The panel you bring in to judge your entries can make or break your show. Here are the do's and don'ts when selecting judges:

1. Do not use judges in your market. To protect the integrity of your local show judges must NEVER be selected from within your market. It is also recommended that you use judges from outside your district as well.
2. Do not use the same judges within a 5 - year period. You MUST be inviting different judges each year.
3. Do not use judges who have formally worked in your market.
4. Do start early. Most experienced judges fill their calendars quickly.
5. Ask your peers around the country (other American Advertising Award chairs) for judges they have worked with or visit the [American Advertising Awards Judges Portal](#) where you will find a list of AAF approved judges. The N3AC requires having at least one judge with American Advertising Award judging experience to help the process along. Districts should consider inviting judges with regional and/or national judging experience.
6. Do not be afraid to politely ask for references or lists of other shows they have judged.
7. Be clear with the judges about dates, times for arrival and departure, costs that the club will cover, number of entries, style of judging, etc. It is best not to have any surprises. (See sample letters later in this guide.) If you purchase airline tickets for your judges, be sure to pay the small extra fee for cancellation insurance. This will allow you to recover your money in the event a judge cancels their trip.
8. Although the judging chair and committee should drive the process, it is a good idea to share your selections with your board. This will help keep everyone advised and all parties involved should a judge not live up to expectations.
9. Do try to select judges from similar sized markets. The only thing that your judges should have in common is experience. Aside

from that, try very hard to include a cross section of disciplines (designer, broadcast, copywriter, art director, digital/interactive and creative director). In addition, try to vary the gender, age, and ethnicity of your judges. Try and get a mixture of judges from various agencies but be careful to not pull judges from markets that are much larger.

10. Do have at least 3 judges. A minimum of 3 judges are required for local judging and no fewer than 5 judges are required for District judging.
11. Avoid judges who have limited exposure and/or have experience in only one medium.
12. Do not select multiple judges from the same agency.
13. Treat the judges with courtesy. Demonstrate your gratitude and make them feel comfortable.
14. Do not financially compensate judges for their time. They are volunteers just like you. It is appropriate and expected to pay for judges' flights and accommodations while judging your competition.

15. If you anticipate entries in a language other than English, it is a good idea to have at least one judge who speaks the language and can interpret both the words and the cultural influences. It is required however that all non-English entries come translated. Translations can be on paper or via video with sub-titles.

Once you select your judges ask for a bio and headshot for your winners' book and for marketing after the judging takes place. Many clubs chose to inform their members who judged the show to provide credibility and transparency to the process.

### **The Delivery/Drop-Off**

With a little extra work, the way you receive entries can make a big difference later on. First, make sure you have the right people to help and the tools and supplies you might need. Since money is involved, have your club's treasurer on hand to manage the finances. You'll also need a good supply of strong hands to carry the work to a central location where

it can be sorted. Calculators, permanent markers, various sizes of clear plastic and paper envelopes, blank labels and tape are always handy for this event. If your club has separate pricing for members and non-members, have a list of paid members available, along with membership enrollment forms. This can help determine if the entrant is paying the correct price and can also increase your membership on the spot.

**As the work is dropped off, confirm the following:**

1. Invoice/manifest matches entry forms and money equals invoice/manifest in the software
2. Each entry is clearly labeled with a label
3. Each entry has the form(s) inserted into the clear plastic or paper envelope
4. Confirm entrants didn't submit only an electronic entry in a category that should also have a hard copy for judging
5. Make sure the entry was created in your market and is entered into the proper American Advertising Awards competition. If the entry was entered in the wrong

market, contact your N3AC representative immediately as the entry will need to be moved to the correct competition.

6. Check each entry for the date it ran or was distributed to make sure it is eligible in this year's competition.

*NOTE: If entries are not labeled or identified properly, provide the necessary supplies to the entrant and have them fix the entry right there. This should not become your committee's burden. Also make sure that your Call for Entries clearly states the following: "All entries become the property of the (your club name). No entries will be returned." Once the work has passed inspection, quickly move it from that area and into a holding room where a separate team receives the work and begins to separate all entries into sections in numerical category order for easy review.*

## The Screening Process

After all entries have been received and categorized, invite a group of representatives (your screening committee) to help you review

the work. This committee can be one of the single greatest assets to ensure that your judging weekend goes smoothly. Make sure that they are seasoned industry veterans. Consider including representatives from a good cross section of your largest and smallest shops (especially any groups that have expressed concern over the process in the past). Allowing these groups to assist in reviewing the work empowers them and makes the “judging mystery” seem less ominous and secretive. Prior to their arrival the judging and American Advertising Award chairs should pre-screen the entries and pull any questionable entries for early review. Also, make sure each committee member is provided with a copy of the most up-to-date [Rules & Categories](#).

**Once the committee arrives, go around the room and quickly review each entry for the following:**

1. Category and Entry ID can be clearly seen through the clear plastic envelope or is mounted on the front right-hand corner of a paper envelope
2. Entry ID label is firmly affixed to back of entry in upper right hand corner. Two copies of entry form are included in envelope.

3. Entry fits the description (e.g., is it a b/w newspaper ad?)
4. If it is an element of advertising (e.g. an illustration), is there a sample of use provided for reference?
5. If it is a package design or dimensional entry that the actual sample has been provided (e.g. wine bottles, unique direct mail)
6. Confirm that campaign entries they did not submit more samples than allowed (entrants should be contacted to reduce the samples).
7. Confirm that entrant is not identified on the piece (example, their logo in the corner).
8. Confirm that if a hard copy is required in the software that it was provided.
9. Confirm there is a sample for every entry (example, if a poster is entered individually, in a campaign AND in a mixed media campaign, that they provided a poster for each category)

If something seems questionable, pull it and discuss.

Once a problem list is established, the screening committee should make a recommendation, which generally falls into two categories:

- a. The entry is in the wrong category and should be moved, or
- b. The piece does not qualify under the American Advertising Awards rules and must be removed. Any concerns about disqualification must be addressed immediately and should be brought to the attention of your N3AC representative.

Please note when moving entries make sure they are also moved in the software and a new entry form is printed.

It may be cumbersome to have the entire committee review all radio, digital, and TV entries. However, these must be screened before judging. It is extremely important that the entrants be consulted and informed of any changes. Remember, our mantra of no surprises. This does not mean that the entrant has the final word on eligibility. The rules are very specific by design. If it does not fit in a category you have two choices.

Either consider its validity and worth to your show then consider adding a Local-Only category for it, or disqualify it and refund the entry fee.

### Before the Judges Arrive

One way to expedite your judging process is to send all Digital videos, audio/radio, website and digital entries to judges in advance. Use the AAF's Online Entry & Judging System to send website entries (See manual). Be certain to have resources available on-site to allow judges to review work again as a group (or if in contention for Best of Show), if needed. (See the sample letter provided in the American Advertising Awards How-To Manual.) Broadcast TV should NOT be viewed in advance on a computer. It should be viewed on proper equipment during judging.

E-mail the judges before the weekend and ask about their favorite snacks, gum, sodas, dietary restrictions etc. Have these available during the judging to make the judges feel at home.

You should also remove duplicate or unsubmitted entries from the software. Doing this ahead of

time can eliminate scrambling to try and find “missing” entries.

**When a judge calls that day and says  
“I can’t make it.”**

First, do not panic. Politely tell the judge how important this is and ask if there are any options (taking a later flight, arriving the next morning, etc.). If not, ask if the judge will find a co-worker to take his or her place (and make sure you ask politely if they can help compensate the club for any fees associated with changing the ticket). As a last resort, call your district chair or N3AC representative. They can help you find a replacement (perhaps even within driving distance) to fill in.

**AAF’s Online Entry & Judging Software**

The AAF’s Online Entry & Judging Software is an essential component of the competition. It offers the tools you need to facilitate your judging competition. It is extremely important that you follow the instructions. It is also recommended that you use the site to facilitate a successful competition and ease the amount of work

necessary to get the job done. Instructions and passwords are given to American Advertising Award chairs along with information on where and how to access and use the software.

**Judging Methods & the Judging Process**

The American Advertising Awards has two judging methods: Numerical and Selection. Clubs with fewer than 700 entries are required to use the Numerical judging system. Clubs with more than 700 entries have the option to use the Selection judging system.

**1. Numerical Judging System**

The numerical judging system is based on scores given to each entry by each judge. The judges independently score each entry on a scale of 40–100 (100 being the highest score) in each of the designated criteria. This system requires silent judging. Judges should not be allowed to confer with each other on any entries during the judging process (exception: determining Best of Show and any other special judges’ awards, which is discussed later). If a judge determines

that an entry is in the wrong category or has any question about an entry, then he or she is directed to the judging chair. After the judges have independently scored each entry in a category, the individual judges' scores are totaled, which determines the numerical ranking of the entry within the parameters set by each competition within the software.

**2. Selection Judging System (can be considered for more than 700 entries only)**

If you have a large show, this method of judging could save you time. Categories are laid out on tables as usual. 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. The unmarked pieces are removed from the table and judges proceed with numerical scoring of the remaining marked pieces. There is no limit to the number of pieces, which can be selected by the judges in a category. Judges should not be allowed to confer with each other. Each category is judged in this manner.

For the online scoring software, a score of 40 may be entered for pieces which were not selected. Scored pieces receive the numerical score given by each judge.

**Scoring**

A scoring range of 40–100 is required. This makes assessing scores and adding curves, which are sometimes needed, much easier. The scoring parameters are:

**When scoring entries from 1 to 100, the following parameters are suggested:**

(You are, however, free to set your own parameters within the software.)

**90-100:** Excellent! I wish I had done that. Top of its category. Gold American Advertising Award material.

**80-89:** Above average work for the market or category, good Silver American Advertising Award material.

**60-79:** Average work for the market or category.

**40-59:** Below average for the market.

**“Nearly 600 judges comprise the local, district, and national juries each year. They represent all creative disciplines and varying markets throughout the country. Judging a show of this magnitude requires a great deal of knowledge paired with the willingness to spend long evenings and weekends dedicated to the review process.”**

*—Dawn Reeves, EVP, Club Services, Membership, & Programs, AAF National*

# during the judging

## The Big Weekend Checklist:

1. Are the judges confirmed? Flights? Rooms? Who is picking up judges at the airport? Do not make a judge wander the airport looking for you.
  2. Don't ask a judge to arrange his or her own transportation from the airport. They are your guests, treat them that way.
  3. Are your committee members on call to be at the judging site at least one hour prior to start of judging?
1. Introductions
  2. Judging criteria and expectations
  3. Judging system
  4. Number of entries (as well as breakdown -40 percent print, 30 percent TV, 20 percent interactive, 10 percent radio/other).
  5. Schedule
  6. Market history and unique attributes
  7. Best of Show Special Judges awards, and Mosaic Award descriptions

## When the Judges Arrive

After your judges have been taken to the hotel, let them have some time to relax prior to the first meeting. The first meeting should be private, in one of the judge's rooms (if space allows), in the hotel lounge, etc.

At this first meeting, your American Advertising Award and judging chairs should execute the following:

## Awards Expectations

Do not be afraid to tell the judges what you want. Open the floor for any questions. If time allows, consider letting judges wander the "screening area" and flip through the entries. This helps them get acquainted with the markets strengths and weaknesses.

Stress that each piece should be judged by it's physical submission, not the visual reference within the judging software.

## The Judging Day

All volunteers should arrive early. Lay out two or three of your largest categories first. This will allow judges to get in the groove, and also to see a better representation of your market's skill level.

Avoid reviewing radio and website entries for the first time during the judging weekend. They should be sent to judges and scored before the big weekend. However, you still need a way for judges to review sites for discussion or review (especially if the pieces are in contention for Best of Show status). Use the AAF's Online Entry & Judging Software to review website entries. Never make a judge type URLs in. (*NOTE: refer to American Advertising Awards Online Entry & Judging Software User Guide for instructions.*)

Judging of broadcast entries also deserves special attention. Try to avoid judging this type of work right after lunch (nothing is worse than a full stomach, a dark room and a sleeping judge). Schedule these prior to lunch and get them moving around (and on their feet) after lunch.

Plan ahead. Try to avoid working judges longer than nine hours in one day. Typically, 400–600 entries can easily be reviewed in one day.

### Other recommendations:

1. Many times, depending on the number of entries (workload), it might be advantageous to have lunch brought in for the judges rather than losing valuable time by going out.
2. It is extremely important to keep a tight schedule (move thoroughly, but swiftly) to assure that the later categories receive the same attention as the earlier ones.
3. Photos should be taken during the judging process for use in the program, social media & PR, records/files, club achievement notebooks, etc.
4. Videos should be taken during the judging process and judge interviews for use in the show, social media & PR, records/files, club achievement notebooks, etc.

## Determining Winners

When all the scores are computed, setting the qualification levels for the Gold American Advertising Awards and Silver American Advertising Awards will determine the winners. Entries with average scores above either of these levels will qualify for an award. If no entries in a category have average scores above the Gold American Advertising Award qualification level of 90 then you will need to curve your parameters. The same is true for the Silver American Advertising Award qualification level. More than one Gold or Silver American Advertising Award may be awarded in any category. Awards are determined by the scoring parameters not the number of entries in each category.

The following parameters are to be used for determining how many Gold and Silver American Advertising Awards to award in your competition: Recognize no less than 20% of all entries with Gold or Silver American Advertising Awards and no more than 25%. Of the 20%, approximately 8 to 10% should be Gold and approximately 10 to 12% should be Silver.

*Please note: It is imperative that you follow the above qualification parameters and percentages. Competitions that deviate will be reviewed by the National committee.*

## Determining Best-of-Show

*Note: Entries submitted in the Advertising Industry Self-Promotion and Pro-Bono categories are not eligible for Best-of-Show.*

Once all entries have been judged, pull all Gold American Advertising Award winners in Broadcast, Print and Digital for the judges. It is also helpful to show the judges the top scoring entries in your competition.

Instruct the judges that you would like them to determine from these winners a Best-of-Show winner. The best method for choosing Best of Show is by consensus of the judges. If the judges cannot come to a consensus, however, you may need to take a majority vote to determine the winner.

You may also consider awarding multiple Best-of-Show awards based on medium: print/collateral,

broadcast/electronic and/or interactive. Special Judges Awards would be discussed at this time as well. Many clubs give Judges Choice awards, or other specific awards such as Best Copywriting or Best Art Direction. This is up to each Club's discretion.

### **Mosaic ADDY Award**

The N3AC recommends also awarding a Mosaic ADDY Award to one (or more) entries, that exemplifies a spirit of diversity and inclusion. The Mosaic ADDY Award should demonstrate understanding and sensitivity of targeted multicultural audiences.

## **Student American Advertising Awards**

Student work must be judged using the same parameters as the professional work. If time allows, your professional team of judges should be used to score this work. If logistics or time is an issue a team of local judges can be secured to score this work and evaluate the merits using the numerical scoring method described earlier. Details about the Student Awards can be found in the current Student American Advertising Awards Rules & Categories at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com).

# after the judging

## Immediately After the Judging

Often the committee is so exhausted after the judging that they are tempted to say good-bye and let the judges fend for themselves with room service. Even if only one club representative attends, judges should be taken out on the town and entertained. This does not require a four-star meal, just good food and conversation. Be careful who attends social interactions with the judges before, during or after the judging, and compromising their opinions.

While not necessary it's nice to provide a small sampling of local items as a thank you in a small swag bag or basket. The next morning, most judges will happily agree to take the hotel shuttle for departure, but be sure your club arranges the lift and pays with tip in advance.

## The Days After

After the show, be sure to thank the participants for entering; tell them how the club or district uses entry fees and encourage them to continue to support the American Advertising Awards competition. Notify the press of the winners, unless

they are kept secret until the awards presentation, in which case, you would notify the press immediately after the presentation.

Thank the judges. Notify them of the winners and arrange for appropriate expressions of gratitude. Send them winner's books to commemorate the experience. After the show, arrange a member meeting, or separate committee meeting open to all entrants. Ask them for input of future shows.

## Auto Forwarding

All Gold American Advertising Award winners at the local level will be forwarded to the district level of competition, with entry fees paid by the club. Entrants may forward their Silver American Advertising Award winners to district at their own cost. Be sure to do this physically AND in the software. (See American Advertising Awards Online Entry & Software User Manual for detailed directions.) At the district level, Gold American Advertising Award winners will forward onto the national level with fees paid by the district. Entrants may forward their Silver American Advertising Award winners at their own cost.

# have questions?

AMERICAN  
**ADVERTISING**  
AWARDS

Don't worry. Every awards chair has some and you are not alone. Should you have additional questions about the judging policies and procedures, or the implementation of any judging method please call your district American Advertising Award chair, your National American Advertising Awards Committee (N3AC) representative or the AAF office for more information.

# appendix



## appendix

# sample invitation letter to judges

Date [120 DAYS PRIOR]

[JUDGES NAME]

[TITLE]

[COMPANY]

[ADDRESS]

[CITY, STATE, ZIP]

Dear [PROSPECTIVE JUDGE]:

On behalf of the [CLUB NAME] we invite you to serve as a judge for the [LOCAL/DISTRICT] American Advertising Awards competition for creative excellence in advertising.

This program, recognizes and rewards creative excellence in [MARKET], and is the first step in a three-tiered competition. The winners of our competition advance to a district competition, and if successful there, are eligible for the national judging round of the American Advertising Awards.

Each year, [CLUB NAME] secures the participation of [#] senior creatives to serve on a panel to judge the [CLUB NAME] American Advertising Awards competition. This year's judging session will be conducted on [MONTH, DAY], beginning at [TIME], and will conclude at [TIME].

For your review, enclosed is our American Advertising Awards Call for Entries, which outlines the guidelines and categories of competition. Also enclosed is a response sheet which we request you return to us no later than [DATE - THREE WEEKS LATER].

Your commitment to serve as a local American Advertising Awards judge will be greatly appreciated. We are confident that you will find it a rewarding experience. Please call us if you have any questions at [CONTACT INFO].

Thank you for your consideration.

Sincerely,

[CLUB PRESIDENT AND/OR American Advertising Awards CHAIR]

*Enclosure: Call for Entries; Response Form*

*This is a sample only. Variations should include specifics about your local market, the club, etc. Keep letters as brief as possible, but remember to provide all the pertinent facts a judge needs to accept the invitation.*

## appendix

# sample confirmation letter to judges

Date [90 DAYS PRIOR]

[JUDGES NAME]

[TITLE]

[COMPANY]

[ADDRESS]

[CITY, STATE, ZIP]

Dear [JUDGE]:

Thank you for agreeing to serve as a judge for the [CLUB NAME] American Advertising Awards competition. We look forward to your participation on [MONTH AND DATE.]

The judging will take place at the [JUDGING SITE], which is located [STREET ADDRESS, CITY]. The [JUDGING SITE] is near the [AIRPORT], and we suggest that you use this airport when making your flight arrangements. Judging will begin at [TIME] and should conclude at [TIME].

We have arranged for judges to stay at the [HOTEL]. We will meet you at the [SPECIFY ENTRANCE] of the hotel at [TIME] on [DAY] to take you to the judging site.

So that we can coordinate our arrangements, please apprise us of your travel times, your anticipated length of stay and whether or not you will be traveling with a companion. We will be hosting a reception and dinner on [DATE] and need this information for our planning.

In addition, please send us a photograph and a brief biography to use in our printed promotional materials.

For your review, attached are judging criteria. We will also review this information during the briefing session just prior to the judging.

Please call me at [PHONE NUMBER] if you have any questions, or if I can assist in any way.

Thank you.

Sincerely,

[American Advertising Awards CHAIR]

*Enclosure: Judging Criteria*

## appendix

# sample american advertising awards judges' charge

Thank you for agreeing to serve as a judge for our annual [CLUB NAME] American Advertising Awards competition. We have asked you here to determine the best advertising created in [LOCAL MARKET] during the past year.

The American Advertising Awards program is designed to reward creative excellence in advertising. It is, therefore, a creative competition. Of course, there are no absolute measures for creative excellence, no devices that can be laid beside a piece of work to determine its worth. The judging of good or effective advertising, versus bad or ineffective advertising, is a difficult task, at best. Like other selective processes, which call for opinions, it is extremely subjective.

In the American Advertising Awards competition, we do not attempt to judge the worth of an ad or commercial by any measure of actual results (sales, leads, inquiries, etc.). We can only judge the entries in the competition based on the apparent extent of their creative achievement (theme/idea, execution and follow-through).

Although the judging process is not an easy one, the one constant that will serve us well today is that all of you possess strong credentials for determining what constitutes good and/or effective creativity in advertising. So, based on your experience, knowledge and expertise, the yardstick that we will employ is your learned perceptions of creative excellence.

The American Advertising Awards competition encompasses a considerable number of categories. We will present one category at a time. Each will be considered in its entirety before moving on to the next. Please approach each category looking for the strongest creative work.

The American Advertising Award winners in this competition are eligible to compete in a multi-state district competition, and if successful there, proceed to the national round of the American Advertising Awards competition.

## appendix

# sample clarification letter to entrant: “too many samples in entry”

Date [PRIOR TO JUDGING]

Dear [ENTRANT]:

Thank you submitting an entry into the [CLUB NAME] American Advertising Awards competition. It's only through your support that this show will be a success.

While cataloging all of this year's entries in order to ensure a smooth judging process we noticed some discrepancies within your entry.

You have indicated too many samples in your entry. It is important to maintain the appropriate number of pieces within each entry in order to provide a smooth judging process. Please contact me to discuss which elements within your entry you would like to be removed for judging. If you do not contact us we will either remove the overage files or will we disqualify the entry and refund your entry fee.

Please call me at [PHONE NUMBER] if you have any questions,

Thank you.

Sincerely,

[American Advertising Awards CHAIR]

## appendix

# sample clarification letter to entrant: “no physical entry”

Date [PRIOR TO JUDGING]

Dear [ENTRANT]:

Thank you submitting an entry into the [CLUB NAME] American Advertising Awards competition. It's only through your support that this show will be a success.

While cataloging all of this year's entries in order to ensure a smooth judging process we noticed some discrepancies within your entry.

You have not provided a physical sample with your submission. It is important for each judge to be able to review the physical piece as it was intended in order for the entry to receive a fair evaluation. Please contact me to discuss. If you do not contact us we will need to disqualify the entry and refund your entry fee.

Please call me at [PHONE NUMBER] if you have any questions,

Thank you.

Sincerely,

[American Advertising Awards CHAIR]