

# AMERICAN ADVERTISING AWARDS

## ENGRAVING INSTRUCTIONS

The following are the guidelines for engraving AAF's American Advertising Awards. If at all possible, the award (gold or silver American Advertising Award) 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 American Advertising Awards-winning entry, its name should appear on Line 1 of the award. If an American Advertising Awards 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 category names is included in this document.

### 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 American Advertising Award assumes that the date/year is already on the award.

**RECOMMENDED CATEGORY NAMES**

<b>Category Code</b>	<b>Category Name</b>	<b>(Engraved) Category Name On Award</b>
01-A	Catalog	Sales Promotion - Catalogue
01-B	Sales Kits or Product Information Sheets	Sales Promotion - Sales Kit
01-C	Printed Newsletter	Sales Promotion - Newsletter
01-D	Menu	Sales Promotion - Menu
01-E	Campaign	Sales Promotion - Packaging
02-A	Single Unit	Sales Promotion - Packaging
02-B	CD or DVD	Sales Promotion - Packaging
02-C	Campaign	Sales Promotion - Packaging Campaign
03-A	Counter Top or Attached	Sales Promotion - Point-of-Purchase
03-B	Free-Standing	Sales Promotion - Point-of-Purchase
03-C	Trade Show Exhibit	Sales Promotion - Trade Show Exhibit
03-D	Branded Environment	Sales Promotion - Branded Environment
04	Campaign (for categories 1A-3C)	Sales Promotion Campaign
'05	Audio/Visual Sales Presentation	Sales Promotion - Audio/Visual
06-A	Flat Printed	Collateral - Stationery Package
06-B	Multiple Process	Collateral - Stationery Package
07-A	Less than four-color	Collateral - Annual Report
07-B	Four-color	Collateral - Annual Report
08-A	Less than four-color	Collateral - Brochure
08-B	Four-color	Collateral - Brochure
08-C	Campaign	Collateral - Brochure
09-A	Cover	Collateral - Publication Design
09-B	Editorial Spread or Feature	Collateral - Publication Design
09-C	Series	Collateral - Publication Design

**RECOMMENDED CATEGORY NAMES**

09-D	Magazine Design (Entire Magazine)	Collateral - Magazine Design
09-E	Book Design (Entire Book)	Collateral - Book Design
10-A	Single	Collateral - Poster
10-B	Campaign	Collateral - Poster Campaign
11-A	Card	Collateral - Special Event Material
11-B	Invitation	Collateral - Special Event Material
11-C	Announcement	Collateral - Special Event Material
11-D	Campaign	Collateral - Special Event Material - Campaign
12-A	Flat	Direct Marketing
12-B	3-D	Direct Marketing - 3D
13-A	Flat	Direct Marketing - Campaign
13-B	3-D / Mixed	Direct Marketing - Campaign - 3D
14-A	Apparel	Direct Marketing - Specialty Advertising
14-B	Other Merchandise	Direct Marketing - Specialty Advertising
15-A	Flat	Out of Home - Outdoor Board
15-B	Extension/Dimensional	Out of Home - Outdoor Board
15-C	Digital or Animated	Out of Home - Outdoor Board
15-D	Super-Sized	Out of Home - Outdoor Board
15-E	Vehicle Graphic Advertising	Out of Home - Outdoor Board
16-A	Interior	Out of Home - Mass Transit
16-B	Exterior	Out of Home - Mass Transit
17-A	Interior Animated	Out of Home - Animated
17-B	Interior Still or Static	Out of Home - Still or Static
17-C	Exterior Animated	Out of Home - Animated
17-D	Exterior Still or Static	Out of Home Still or Static

**RECOMMENDED CATEGORY NAMES**

'18	Out-of-Home, Campaign	Out of Home - Campaign
19-A	Single	Out of Home - Self Promotion
19-B	Campaign	Out of Home - Self Promotion - Campaign
20-A	Single	Non-Traditional
20-B	Campaign	Non-Traditional - Campaign
21-A	Less than four-color	Consumer or Trade Publication
21-B	Four-color	Consumer or Trade Publication
22-A	Less than four-color	Consumer or Trade Publication
22-B	Four-color	Consumer or Trade Publication
23-A	Less than four-color	Consumer or Trade Publication
23-B	Four-color	Consumer or Trade Publication
24-A	Less than four-color	Consumer or Trade Publication - Campaign
24-B	Four-Color	Consumer or Trade Publication - Campaign
25-A	Single	Consumer or Trade Publication - Self Promotion
25-B	Campaign	Consumer or Trade Publication - Campaign
26-A	Black and White	Newspaper - Black and White
26-B	Color (any color other than black)	Newspaper - Color
27-A	Black and White	Newspaper - Black and White
27-B	Color (any color other than black)	Newspaper - Color
28-A	Black and White	Newspaper - Black and White
28-B	Color (any color other than black)	Newspaper - Color
29-A	Single Insert (of any type)	Newspaper - Specialty Advertising
29-B	Poly Bag / Wrapper	Newspaper - Specialty Advertising
30-A	Black and White	Newspaper - Campaign
30-B	Color (any color other than black)	Newspaper - Campaign

**RECOMMENDED CATEGORY NAMES**

31-A	Single	Newspaper - Self Promotion
31-B	Insert	Newspaper - Self Promotion
31-C	Campaign	Newspaper - Self Promotion - Campaign
32-A	Products	Digital Advertising - Websites, B to B
32-B	Outlets	Digital Advertising - Websites, B to B
32-C	Services	Digital Advertising - Websites, B to B
33-A	Products	Digital Advertising - Websites, Consumer
33-B	Outlets	Digital Advertising - Websites, Consumer
33-C	Services	Digital Advertising - Websites, Consumer
34-A	Products	Digital Advertising - Mobile Websites
34-B	Outlets	Digital Advertising - Mobile Websites
34-C	Services	Digital Advertising - Mobile Websites
35-A	Products	Digital Advertising - Micro Sites
35-B	Outlets	Digital Advertising - Micro Sites
35-C	Services	Digital Advertising - Micro Sites
36-A	Single Platform, B-to-B	Digital Advertising - Social Media
36-B	Single Platform, Consumer	Digital Advertising - Social Media
36-C	Campaign	Digital Advertising - Social Media - Campaign
37-A	Tablet	Digital Advertising - Apps
37-B	Web-based (Browser)	Digital Advertising - Apps
37-C	Mobile (Phone)	Digital Advertising - Apps
38-A	Newsletter	Digital Advertising - Online Publication
38-B	Magazine	Digital Advertising - Online Publication
38-C	Annual Report	Digital Advertising - Online Publication
38-D	Email	Digital Advertising - Online Publication

**RECOMMENDED CATEGORY NAMES**

39-A	Banners, Rich Media	Digital Advertising - Advertising and Promotion
39-B	Banners, Standard	Digital Advertising - Advertising and Promotion
39-C	Games	Digital Advertising - Advertising and Promotion
39-D	Podcasts	Digital Advertising - Advertising and Promotion
40-A	Webisodes	Digital Advertising - Video
40-B	Internet Commercials	Digital Advertising - Video
40-C	Branded content, 60 seconds or less	Digital Advertising - Video
40-D	Branded content, more than 60 seconds	Digital Advertising - Video
41-A	B-to-B	Digital Advertising - Multimedia DVD
41-B	Consumer	Digital Advertising - Multimedia DVD
41-C	Campaign	Digital Advertising - Multimedia DVD - Campaign
42	Campaign (for categories 32A-40C)	Digital Advertising - Campaign
43-A	:30	Radio - Local - :30
43-B	:60 or more	Radio - Local - :60 or more
43-C	Campaign	Radio - Local - Campaign
44-A	:30	Radio - Regional/National - :30
44-B	:60 or more	Radio - Regional/National - :60 or more
44-C	Campaign	Radio - Regional/National - Campaign
45-A	Single	Radio - Self Promotion
45-B	Campaign	Radio - Self Promotion - Campaign
46-A	:15 or less	Television - Local - :15 or less
46-B	:30	Television - Local - :30
46-C	:60 or more	Television - Local - :60 or more
46-D	Campaign	Television - Local - Campaign
47-A	Local-Single	Television - Self Promotion - Local

**RECOMMENDED CATEGORY NAMES**

47-B	Local-Campaign	Television - Self Promotion - Local - Campaign
47-C	Regional/National-Single	Television Self Promotion - Regional/National - Single
47-D	Regional/National-Campaign	Television Self Promotion - Regional/National - Campaign
47-A	Products	Television - Regional/National - Single Spot
48-B	Outlets	Television - Regional/National - Single Spot
48-C	Services	Television - Regional/National - Single Spot
49-A	Products	Television - Regional/National - Campaign
49-B	Outlets	Television - Regional/National - Campaign
49-C	Services	Television - Regional/National - Campaign
50	Infomercials	Television - Infomercials
51-A	Movie Trailers	Cinema Advertising - Movie Trailers
51-B	In-Theatre Commericals or Slides	Cinema Advertising - In-Theatre Commericals or Slides
52	B-to-B, Local	Integrated Campaigns - B to B - Local
53	B-to-B, Regional / National	Integrated Campaigns - B to B - Regional/ National
54	Consumer, Local	Integrated Campaigns - Consumer - Local
55	Consumer, Regional / National	Integrated Campaigns - Consumer - Regional/National
56-A	Stationery Package	Advertising for the Arts & Sciences - Collateral
56-B	Annual Report	Advertising for the Arts & Sciences - Collateral
56-C	Brochure / Sales Kit	Advertising for the Arts & Sciences - Collateral
56-D	POP or POS Materials (Other than Posters)	Advertising for the Arts & Sciences - Collateral
56-E	Poster	Advertising for the Arts & Sciences - Collateral
56-F	Newsletter	Advertising for the Arts & Sciences - Collateral
56-G	Cards, Invitations or Announcements	Advertising for the Arts & Sciences - Collateral
57-A	Magazine	Advertising for the Arts & Sciences - Print
57-B	Newspaper	Advertising for the Arts & Sciences - Print



**RECOMMENDED CATEGORY NAMES**

58-A	TV	Advertising for the Arts & Sciences - TV
58-B	Radio	Advertising for the Arts & Sciences - Radio
58-C	Audio / Visual	Advertising for the Arts & Sciences - Audio/Visual
58-D	Digital Advertising	Advertising for the Arts & Sciences - Digital Advertising
59	Out-of-Home	Advertising for the Arts & Sciences - Out-of-Home
60	Non-Traditional	Advertising for the Arts & Sciences - Non-Traditional
61	Direct Marketing, Specialty Items	Advertising for the Arts & Sciences - Direct Marketing, Specialty items
62-A	Single Medium Campaign (for categories 55-60)	Advertising for the Arts & Sciences - Campaign
62-B	Integrated Campaign (for categories 55-60)	Advertising for the Arts & Sciences - Integrated Campaign
63-A	Stationery Package	Public Service - Collateral
63-B	Annual Report	Public Service - Collateral
63-C	Brochure / Sales Kit	Public Service - Collateral
63-D	POP or POS Materials (Other than Posters)	Public Service - Collateral
63-E	Poster	Public Service - Collateral
63-F	Newsletters	Public Service - Collateral
63-G	Cards, Invitations or Announcements	Public Service - Collateral
64-A	Magazine	Public Service - Print
64-B	Newspaper	Public Service - Print
65-A	TV	Public Service - TV
65-B	Radio	Public Service - Radio
65-C	Audio / Visual	Public Service - Audio/Visual
65-D	Digital Advertising	Public Service - Digital Advertising
66	Out-of-Home	Public Service - Out of Home
67	Non-Traditional	Public Service - Non-Traditional
68	Direct Marketing, Specialty Items	Public Service - Direct Marketing

**RECOMMENDED CATEGORY NAMES**

69-A	Single Medium Campaign (for categories 62-67)	Public Service - Campaign
69-B	Integrated Campaign (for categories 62-67)	Public Service - Integrated Campaign
70-A	Collateral (brochures, posters, etc.)	Advertising Industry Self-Promotion - Collateral
70-B	Stationery Package	Advertising Industry Self-Promotion - Stationery Package
70-C	Print	Advertising Industry Self-Promotion - Print
70-D	Newsletter, Printed	Advertising Industry Self-Promotion - Newsletter
70-E	Newsletter, Online	Advertising Industry Self-Promotion - Newsletter
70-F	Broadcast	Advertising Industry Self-Promotion - Broadcast
70-G	Digital Advertising	Advertising Industry Self-Promotion - Digital Advertising
70-H	Out-of-Home	Advertising Industry Self-Promotion - Out-of-Home
70-I	Non-Traditional	Advertising Industry Self-Promotion - Non-Traditional
70-J	Direct Marketing, Specialty Items	Advertising Industry Self-Promotion - Direct Marketing/Specialty Item
70-K	Cards, Invitations or Announcements	Advertising Industry Self-Promotion - Special Event Material
71	Ad Club or Marketing Club	Advertising Industry Self-Promotion - Ad Club or Marketing Club
72-A	Single Medium Campaign (for categories 69-70)	Advertising Industry Self-Promotion - Campaign
72-B	Integrated Campaign (for categories 69-70)	Advertising Industry Self-Promotion - Integrated Campaign
73	Copywriting	Elements of Advertising - Copywriting
74-A	Logo	Elements of Advertising - Visual
74-B	Illustration, Single	Elements of Advertising - Visual
74-C	Illustration, Campaign	Elements of Advertising - Visual
74-D	Photography, Black & White	Elements of Advertising - Visual
74-E	Photography, Color	Elements of Advertising - Visual
74-F	Photography, Digitally Enhanced	Elements of Advertising - Visual
74-G	Photography, Campaign	Elements of Advertising - Visual
74-H	Animation or Special Effects	Elements of Advertising - Visual

**RECOMMENDED CATEGORY NAMES**

74-I	Cinematography	Elements of Advertising - Visual
75-A	Music Only	Elements of Advertising - Sound
75-B	Music with Lyrics	Elements of Advertising - Sound
75-C	Sound Design	Elements of Advertising - Sound
76-A	Interface & Navigation	Elements of Advertising - Digital Creative Technology
76-B	Responsive Design	Elements of Advertising - Digital Creative Technology
76-C	GPS & Location Technology	Elements of Advertising - Digital Creative Technology
S01-A	Packaging	Sales Promotion - Packaging
S01-B	Point of Purchase	Sales Promotion - Point-of-Purchase
S02	Stationery Package	Collateral - Stationery Package
S03	Brochure, Annual Report	Collateral - Brochure or Annual Report
S04-A	Poster	Collateral - Poster
S04-B	Poster Campaign	Collateral - Poster
S05-A	Publication Design, Cover	Publication Design
S05-B	Publication Design, Editorial Spread or Feature	Publication Design
S05-C	Publication Design, Series (Covers, spreads or features)	Publication Design
S05-D	Publication Design, Magazine Design (Entire Magazine)	Publication Design
S05-E	Publication Design, Book Design (Entire Book)	Publication Design
S06	Direct Marketing	Direct Marketing
S07-A	Single	Out of Home
S07-B	Campaign (2 - 4 ads)	Out of Home
S08-A	Non-Traditional Advertising, Single	Non-Traditional Advertising
S08-B	Non-Traditional Advertising, Campaign	Non-Traditional Advertising
S09-A	Single, Fractional page or Full Page	Consumer or Trade Publication

**RECOMMENDED CATEGORY NAMES**

S09-B	Campaign	Consumer or Trade Publication - Campaign
S10-A	Ad - Fractional page or Full page	Newspaper
S10-B	Insert	Newspaper
S10-C	Campaign	Newspaper - Campaign
S11-A	Website	Digital Advertising - Website
S11-B	Social Media	Digital Advertising - Social Media
S11-C	Mobile Apps	Digital Advertising - Mobile Apps
S11-D	Online Advertising	Digital Advertising - Online Advertising
S11-E	Multimedia DVD	Digital Advertising - Multimedia DVD
S11-F	Campaign	Digital Advertising - Campaign
S12-A	Single	Radio - Single
S12-B	Campaign	Radio - Campaign
S13-A	Single	Television - Single
S13-B	Campaign	Television - Campaign
S14-A	Business-to-Business	Integrated Campaigns B - to - B
S14-B	Business-to-Consumer	Integrated Campaigns - Consumer
S15	Copywriting	Elements of Advertising - Copywriting
S16-A	Visual, Logo	Elements of Advertising - Visual
S16-B	Visual, Illustration, Single	Elements of Advertising - Visual
S16-C	Visual, Illustration, Campaign	Elements of Advertising - Visual
S16-D	Visual, Photography, Black & White	Elements of Advertising - Visual
S16-E	Visual, Photography, Color	Elements of Advertising - Visual
S16-F	Visual, Photography, Digitally Enhanced	Elements of Advertising - Visual
S16-G	Visual, Photography, Campaign	Elements of Advertising - Visual
S16-H	Visual, Animation or Special Effects	Elements of Advertising - Visual

**RECOMMENDED CATEGORY NAMES**

S16-I	Visual, Cinematography	Elements of Advertising - Visual
S17-A	Sound, Music Only	Sound - Music Only
S17-B	Sound, Music with Lyrics	Sound - Music with Lyrics
S17-C	Sound, Sound Design	Sound - Sound Design
S18	Digital Creative Technology	Digital Creative Technology