

competition guidelines

- As a reminder, all clubs were to have their websites, social media sites, creative material, etc. compliant with the American Advertising Awards Guidelines and Standards, effective immediately if not already completed.
- It is imperative to get with your clubs ASAP to make sure they have done so.
- AAF will audit local chapters and districts. Failure to comply can result in the inability to host a competition. The logo and style guide and all competition is available online at aaf.org, under American Advertising Awards.
- The American Advertising Awards must be spelled out in its entirety. This is the only acceptable name to use in conjunction with the competition. No abbreviated versions should ever be used in any format.
- Any reference (print, online or otherwise) to ADDY must specifically refer to the name of the trophy only.
- Only the American Advertising Awards logo is allowed for use in promotion of the competition, judging, celebrations, etc. ***No former logos are to be used in any instance or format.***
- Any use of “formerly known as the ADDYs,” must be removed immediately.
- The only acceptable hashtags for the competition when referencing the trophy name is #WinAnADDY (prior to the Gala) and #WonAnADDY (Gala and post).
- The American Advertising Awards should in no way be associated with any theme or gala that promotes cultural, sexual, or racial bias of any sort. Failure to comply can result in loss of competition.
- The percentage of awards given are broken down in the judging guidelines. Failure to comply will result in a penalty (financial and/or loss of competition) to the host respective of the tier at fault (local or district). For quick reference, no more than:
 - » Gold ADDY: 8-10% of total entries
 - » Silver ADDY: 10-12% of total entries
 - » Bronze Honorable Mention: 3% of total entries (AAF National does not recommend or encourage Honorable Mention. See below for more information)
 - » For extremely small competitions (less than 80 entries), please contact americanadvertisingawards@aaf.org for further discussion on allocation

- As to Bronze Awards, the 2022 Competition is the final year a local club (it has never been allowed at District) can acknowledge this level of recognition. Any club awarding a Bronze must acknowledge the following:
 - » It must be called a Bronze, Honorable Mention (not a Bronze ADDY); any other naming is strictly prohibited
 - » It must be understood Bronze is not recognized beyond the local level and therefore cannot be awarded at any other level
 - » It must be understood that Bronze cannot be forwarded beyond the local level of competition
 - » It must be understood that *no more than 3% of total entries* are allowed to be awarded a Bronze Honorable Mention on the local level as noted in the Judging Guidelines
- 2022 Competition Judging
 - » Local competitions may be judged in-person or virtually. It is up to the discretion of the local chapter.
 - » All District tier competitions and National Judging will take place virtually.