

PRESENTED BY:

**nmg**  
NETWORK

**ELEVEN 17**



# HIGH SCHOOL 2025 PELE AWARDS

ENTRY RULES, GUIDELINES & CATEGORIES





CONTENT  
BRANDING  
STRATEGY  
EXPERIENTIAL

HONOLULU,  
HAWAII

WE ARE PROUD TO PRESENT CASH SCHOLARSHIPS FOR THE 2025 PELE AWARDS WINNERS

# \$500 FOR HIGH SCHOOL BEST IN SHOW

PELEAWARDS.COM

ELEVEN 17

NMG Network and Eleven17 are committed to supporting creative talent and cultivating an interest in local advertising through the Pele Awards.

Best of luck to all participants!

**nmg**  
NETWORK

**ELEVEN 17**

@ELEVEN17CREATIVE  
ELEVEN17CREATIVE.COM

21.664019  
-158.053852



# 2025 Pele Awards High School Division

Presented By:



The 2025 Best of Show winner will win

- a \$500 cash scholarship, courtesy of NMG Network & Eleven 17 Creative
- a \$2,500 per year, for 4 years = \$10,000 scholarship to Chaminade University of Honolulu

## Overview

**The 2025 Pele Awards.**  
**Seeing Peles everywhere?**  
That's the Pele effect.

When you join the passionate pursuit for a Pele, everything starts to resemble a trophy. The Great Pyramids. Sailboat sails. Nacho chips. All Pele Gold. But there is only one true Pele Award – the pinnacle of excellence in Hawai'i advertising and design. So if triangles are suddenly everywhere you look, it's a sign: Pele season is here.

Established in 2018, The 2025 High School honors the Best in Design and Advertising for creative work done from January 1, 2024 to February 28, 2025.

The Pele Awards has been around for 40 plus years. The High School Pele Awards was established in 2018, to recognize and reward Creative Excellence in the art of Advertising and Design. Presenting Sponsor NMG Network & Eleven 17 Creative will present a \$500 cash scholarship to the 2025 Best of Show High School winner. Pele Gold Sponsor will present a \$10,000 a year, 4 year scholarship to Chaminade University of Honolulu. Last year, we had almost 700 entries from Hawai'i High Schools statewide with 34% of the entries being honored with either a Pele Gold, Silver or a Bronze Award.

The Final Online Entry deadline submission date is: Saturday, March 1, 2025, 11:59pm HST.

So join us by entering this year's 2025 High School Pele Awards competition. Share your finds of Pele-shaped objects in the wild by posting and tagging #PeleAwards. When you're Pele-obsessed, those iconic triangles pop up everywhere. Hash Tag for find a Pele.

**Pele GOLD Sponsor**



## Eligibility Requirements

- Entrants must be enrolled in Grades 9 through 12 in a full or part-time accredited Hawaii U.S. educational institution for Public and Private Schools. Home schooled students are also eligible.
- All worked entered into the competition must have been created between between January 1, 2024 and February 28, 2025.
- Work may be developed specifically for this competition or submitted from previous class and or other school projects or competitions.
- Group and/or individual work are eligible.
- Work must be created while a student is enrolled in an accredited Hawaii U.S. educational institution for either Public, Private and/or Home schooled students.
- Recent Graduates are eligible to enter as long as the entry was created while a student during the academic school year to 2024-25 school year.
- All entries must be done solely by the student entrant(s) without no assistance from any tools such as to artificial intelligence, etc.
- It's the desire of the High School Pele Awards committee that all entrants have the same resources to work off of. Thus, should an entrant need any music and or images to complete their entry, we ask that they use "royalty free music and images."
  - See appendix for suggested [resources](#).
- Entrants can use existing or spec (make believe) companies.
- All entrants must follow safe and legal practices while producing their entry, especially any Film, Video & Sound categories #H12 to H18; and Misc. Projects #H19.
- All entries must be uploaded
- Any entries that don't adhere to guidelines and rules are subject to entry disqualification without prior notice and refund.
- A confirmation email will be sent following the completion of your entry form.
- \$5 per entry. Payment via Cash, Check, Credit Card and/or School Purchase Orders. Depending on your method of payment, you MAY need to print out the confirmation email, fill out any required documents and drop off or mail w/payment as noted.



# WE ARE A PLATFORM FOR CREATIVES.

NMG Network is committed to supporting creative talent and cultivating an interest in local advertising through the Pele Awards.

Best of luck to all participants!

PELEAWARDS.COM

## Updates for 2025:

- Category H16 — Music Videos — out for this year. **Being reviewed and re-evaluated.**
- Call for Entry Period – NOW to March 1, 2025, 11:59pm HST
  - o All entries must be entered and uploaded (no exceptions)
  - o 100% Online Submission – no entry envelopes or hard copy entry submissions
    - PDF UPLOADS ONLY (10 MB FILE SIZE MAX) for the following categories:
      - Collateral, Publication Design, Direct Marketing, Poster, Online/Interactive, Illustration, Photography, Misc. Projects categories
      - Multiple Pages accepted on one Upload.
    - MP4 UPLOADS ONLY, Website links and/or YouTube link (100 MB FILE SIZE MAX) for the following categories:
      - Film, Video & Sound and Misc. Projects categories = mp4.
      - Videos may be uploaded on YouTube.
- Online Electronic Signature from Student Entrant(s) & Parent or Guardian
- No Student Data will be needed or collected
- Email Acknowledgment once entry has been submitted
- Cost per Entry: \$5.
  - o Entry fees accepted via cash, check (make payable to: AAF District 13), credit card or School Purchase order – deadline: Friday, March 7, 2025 – 4pm HST and include copy of your entry form:
    - The Pele Awards, PO Box 30969, Honolulu, Hawaii 96820
    - OR HonBlue, 501 Sumner St. #3B1, Honolulu, Hawaii 96817
    - OR State of Hawaii  
Dept. of Education  
Career Technical Education Dept.  
475 22nd Ave., Room 217  
Honolulu, HI 96816
- Judging will be done virtually and reviewed Online.
- In the best interest of the entrant, The Pele Awards Committee and/or the 2025 Judges have the right to recategorize any entry submission without prior notice or permission from the entrant.



## 2025 Pele Awards High School Calendar of Events

Now to March 1, 2025

Friday, March 7, 2025

Friday, April 11, 2025

Saturday, May 03, 2025, 6pm

High School - Call for Entries 11:59pm HST

Payment Deadline

Finalists and Non-Finalists announced

High School Winners Reveal on [www.PeleAwards.com](http://www.PeleAwards.com)





# BEST OF LUCK TO ALL PARTICIPANTS IN THE 2025 HIGH SCHOOL PELE AWARDS!

## THIS YEAR WILL BE YOUR YEAR!

IF NOT, THERE'S ALWAYS NEXT YEAR.



PROUD SUPPORTER OF THE PELE AWARDS

## High School Division Categories

All entries must be uploaded during the online entry process.

### Product or Service Sales Promotion

All entries from categories H01-H07, H08B-11D require a pdf upload. No zip files. Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

**H01 PACKAGING:** All product packaging. 1 to 4 pieces may be submitted.



### Collateral Material

**H02 STATIONERY PACKAGE (SINGLE OR MULTIPLE PIECES):** Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

**H03A PRINTED ANNUAL REPORT:** An annual report is a yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

**H03B BROCHURE:** A brochure is a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.

**H04 SPECIAL EVENT MATERIALS (INVITATIONS, CARDS, ETC.):** Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. 1 to 4 pieces may be submitted for the same event.

### Publication Design

Layout and design of the interior and/or exterior of a magazine or book

**H05A COVER:** Layout & design of the front exterior of a magazine or book.

**H05B EDITORIAL SPREAD OR FEATURE:** One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

### Direct Marketing

**H06A DIRECT MAIL:** Anything that is created to be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.).

**H06B SPECIALTY ADVERTISING - APPAREL:** Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

**H06C SPECIALTY ADVERTISING - OTHER MERCHANDISE:** Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a company, corporate image, brand or event.

Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any outdoor signage.

H07 SINGLE

Online/Interactive

URL must be provided for Online judging

H08A WEBSITE (DESKTOP OR MOBILE)

Please provide URL for online judging or upload pdf screenshots of entry.

H08B WEB BANNER AD

Please provide URL for online judging or upload pdf screenshots of entry.

Visual

H09 LOGO DESIGN: An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

Illustration

Flat, dimensional or animated illustration, any number of colors.

H10 ILLUSTRATION: 1 to 4 pieces may be submitted.

Still Photography

H11A BLACK & WHITE, SINGLE

H11B COLOR, SINGLE

H11C DIGITALLY ENHANCED, SINGLE: Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

H11D CAMPAIGN: 2 to 4 pieces that qualify in categories H11A to H11C.

CHAMINADE UNIVERSITY'S

Hawaii'i Guarantee

Designed for Hawai'i families, our Hawai'i Guarantee provides local high school graduates entering as freshmen **matching resident undergraduate tuition** and a **pathway to graduate in four years.**



60+ MAJORS AND MINORS

Data Science • Communication  
Criminal Justice • Sport and Event  
Management • Environmental Studies  
and more



SEE CHAMINADE FOR YOURSELF

Schedule your campus tour today



Chaminade  
University  
OF HONOLULU

3140 Wai'ala'e Avenue,  
Honolulu, Hawai'i 96816  
**chaminade.edu**



Submit your Chaminade  
application and FAFSA  
by April 1.







from the unifying voice for advertising,

# CONGRATULATIONS TO ALL THE PARTICIPANTS

we are proud to support  
the 2025 Pele Awards

learn more [aafhawaii.com](http://aafhawaii.com)

## Film, Video & Sound

- All entries must be uploaded during the online entry process by either submitting a mp4 (100 mb max); a YouTube link or website link. Please ensure all links work. All non-working or broken links entries will be disqualified with no refund.
- All entries must be done solely by the student entrant(s) without any assistance from any tools such as AI, etc.
- It's the desire of the High School Pele Awards committee that all entrants have the same resources to work off of. Thus, should an entrant need any music and or images to complete their entry, we ask that they use "royalty free music and images."
  - See appendix for suggested [resources](#).
- All entrants must follow safe and legal practices while producing their entry, especially any Film, Video & Sound categories #H12 to H18; and Misc. Projects #H19.

**H12 TELEVISION ADVERTISING:** Should convey a message aimed to market a product or service. Any length up to 60 seconds.

**H13 PUBLIC SERVICE TELEVISION:** Should convey a message of either improvement of the public's health, education and/or welfare. Any length up to 60 seconds.

**H14 INTERNET COMMERCIALS:** Any commercial that is created to run on the Internet. Television commercials that also run on the Internet are not eligible in this category, unless there is a change in content (see "New Creative" on page 4). Entry must be submitted as an Online video using its URL, not as a digital upload. \*Note: Only the first minute will be reviewed by the Judges. You have the option of submitting an edited version of up to 60 seconds in length.

**H15 MOVIE TRAILER:** Should promote a single movie for an upcoming theatrical film. \*Note: Only the first three minutes will be reviewed by the Judges. You have the option of submitting an edited version of up to three minutes in length.

**H16 MUSIC VIDEO: Music Videos — out for this year.**

**H17 CINEMATOGRAPHY:** Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution. \*Note: Only the first minute will be reviewed by the Judges. You have the option of submitting an edited version of up to 60 seconds in length.

**H18 ANIMATION OR SPECIAL EFFECTS:** 2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

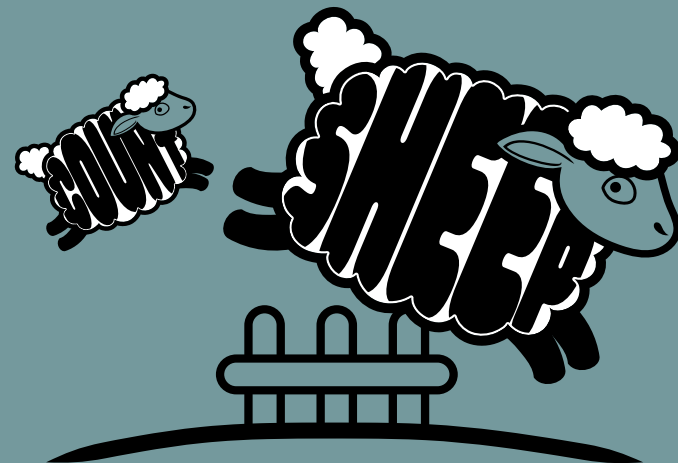
## Other

**H19 MISC PROJECTS:** Any project that doesn't fall into one of the categories above.

\* PDF or MP4 upload submissions accepted



HOW A  
CREATIVE  
DIRECTOR  
CAN GET  
A BETTER  
NIGHT'S  
SLEEP



OR CALL RICHARD



Experienced Freelance Art Director  
For Project Work.

808-554-8955 | fraiolicreative.com



ad 2  
hawai'i

## GET A HEADSTART ON YOUR CAREER!

Ad 2 Hawai'i connects young advertising  
and marketing professionals in Hawai'i.

Gain hands-on  
advertising and  
marketing  
experience  
right away after  
graduation!



LET'S GET SOCIAL!

FACEBOOK: Ad 2 Hawaii

INSTAGRAM: @ad2hawaii

LINKEDIN: Ad 2 Hawaii

[www.ad2hawaii.org](http://www.ad2hawaii.org)



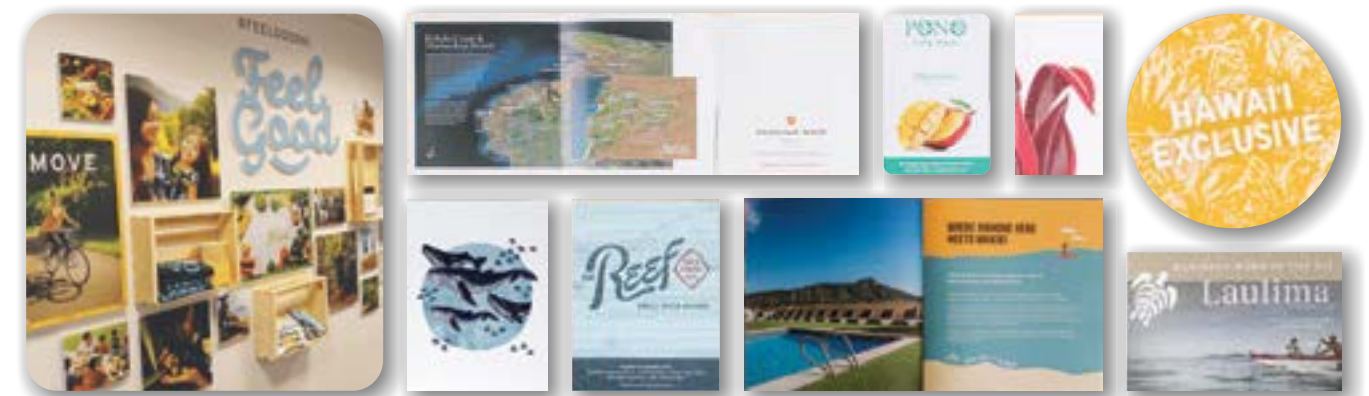


# Best of Luck New Media Arts Students!

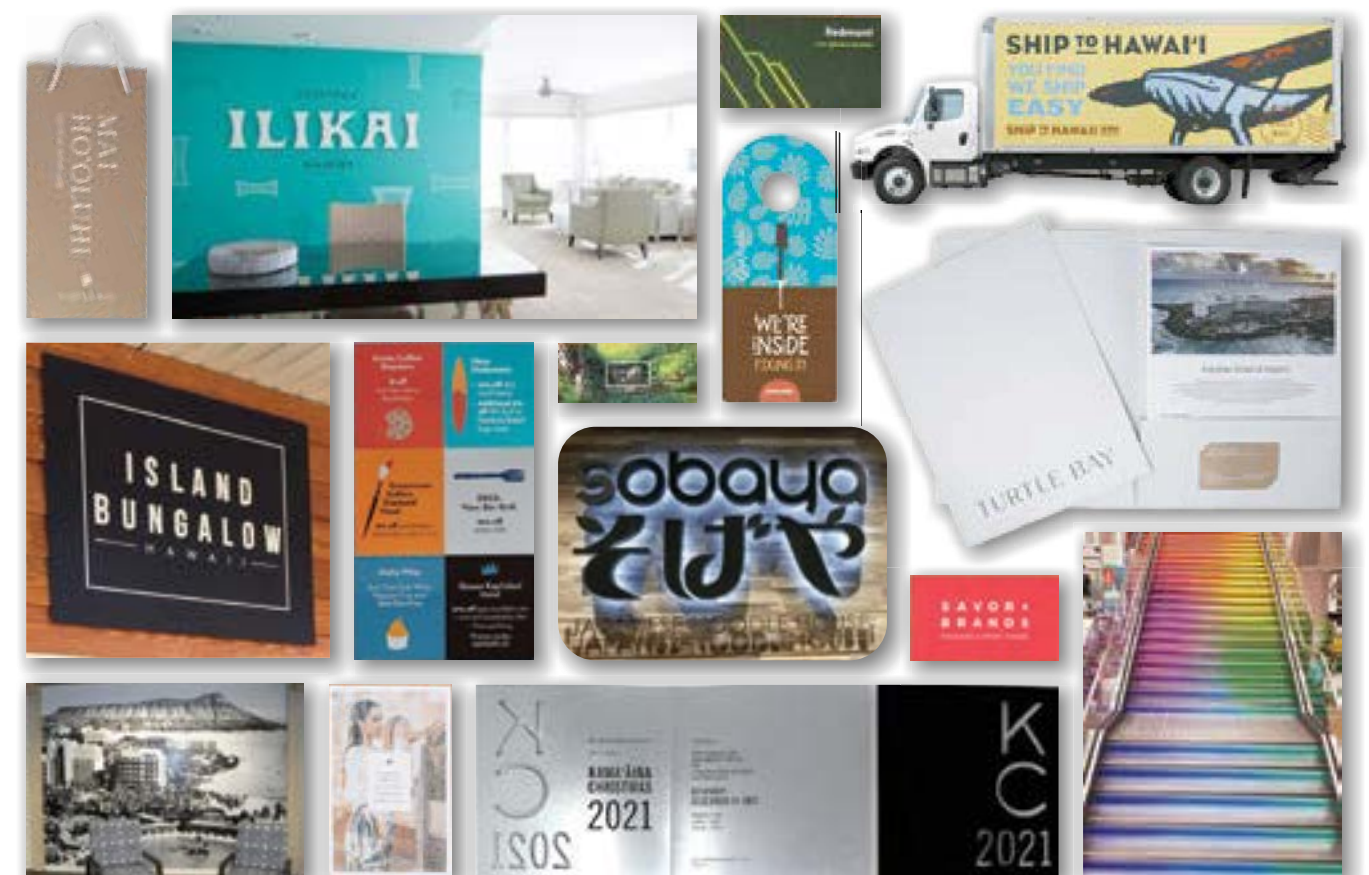
...and everyone else too!



[nma.kapiolani.hawaii.edu](http://nma.kapiolani.hawaii.edu)



IF CAN, CAN. IF NO CAN,  
**MAYBE STILL CAN.**



Hawaii's Most Comprehensive  
Print Solutions Company

**HONBLUE**

AEC PRINT SERVICES | COMMERCIAL PRINTING | DIGITAL PRINTING | LARGE FORMAT GRAPHICS | PRINT EQUIPMENT



**Shop Small. Shop Local. Shop Hawaii.**



In 2022, our dream manifested. We realized there was an urgent need to support local businesses after the impact of the pandemic.

Quality creative advertising should be accessible to all businesses, big or small. Shop local to create an island-wide movement.

Mahalo and best of luck to this year's entrants!



- Logos
- Social Media Reels
- Photography
- Business Card Design



**jadeagencyhawaii.com**

**@jadeagencyhi**



**#SeeingPelesEverywhere**

[www.PeleAwards.com](http://www.PeleAwards.com)