



American Advertising Awards District 13 Competition

PROFESSIONAL & COLLEGE
2025 PELE AWARDS
ENTRY RULES, GUIDELINES & CATEGORIES





The American Advertising Awards & The Pele Awards

The American Advertising Awards is the advertising industry's largest and most representative competition in the United States. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local phase is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to win ADDY Awards — recognition as the very best in their markets. At the second tier, local ADDY winners compete with winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards.

Hawaii is luckier than most Districts. Since we live on an island, far removed from the other States in the U.S., we applied for District status in early 1980 and Hawaii became AAF-District 13. We are very fortunate that we only have one competition to clear before our work goes on straight to the National Finals of the American Advertising Awards Competition held in early May 2025.

AAF District 13 now oversees The Pele Awards. Originally belonging to Ad Infinitum, the organization that later became AIGA-Honolulu or the American Institute of Graphic Arts. In the late 1970s, the Honolulu Advertising Federation (today, now known as The American Advertising Federation – Hawaii or AAF-Hawaii) took over the competition and it became an Advertising and Design competition.

Today, the Pele Awards is honors the Best in Advertising and Design for the past calendar year. As part of the American Advertising Awards system, all Pele GOLD winners or the 1st place winners in all National categories are forwarded to the American Advertising Awards to compete in the National Finals at no additional expense to the entrant. All Pele SILVER winners have the option to forward their entry at the entrant's expense.



About the Competition

How to Enter

Visit PeleAwards.com. You will be directed to the competition site to register as an entrant. Review the category list in this document and follow the simple drop-down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly.

Please make sure all fields are accurate.

Submission of entries acknowledges the right of the AAF and the Pele Awards to use them for publication, exhibition and or marketing of the American Advertising Awards and Pele Awards competition and show.

Deadline

- **Call for Entries** **Now to Saturday, March 1, 2025**
 - All entries must be entered online by 11:59pm Hawaii Standard time
 - All entries must be entered and uploaded (no exceptions)
 - 100% Online Submission – no entry envelopes or hard copy entry submissions
- **Entry Payment** **Friday, March 07, 2025**
 - Pay online via credit card
 - Or pay by check, cash or Purchase Order
 - HonBlue, 501 Sumner St, #3B1
Honolulu, HI 96817
OR TO
 - The Pele Awards, PO Box 30969
Honolulu, HI 96820



Eligibility Requirements

- All work entered in the American Advertising Awards competition must have first appeared between January 1, and December 31, 2024.
- With the exceptions of Pro Bono Advertising and Advertising Industry Self-Promotion categories, and student entries, work entered must have been the result of paid creative services and/or media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen).
- All entries must conform to all copyright laws.

“Real” Advertising

The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to- media marketing structure, as if the entry was created solely for the purpose of winning an award or an account. This type of work is not accepted. Eligible entries must consist of placed media created in the aforementioned timeframe.





New Creatives

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the National American Advertising Awards Committee.

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

Documentation

Should a question arise relative to the eligibility or legitimacy of any entry the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the National American Advertising Awards Committee (N3AC). Failure to do so can be grounds for disqualification without refund of entry fees. Decisions on eligibility made by the N3AC are final.

Entry Fees

- Professional Members* = \$85/per entry
- Non-Members = \$100/per entry
- *club membership from either:
 - AAF-Hawaii
 - AD 2 Hawaii
 - AIGA-Honolulu

All Entries Must

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

Special Promotion

- Maui, Kauai, Hawaii Island, Molokai entrants receive "Member Rate" of \$85 per entry
- No Late Fees

New For 2025

- Political Advertising Categories



Invoice/Manifest Form

After filling out the entry forms, *you will be required to sign an Invoice/Manifest Form*, listing all of your entries. This form states that by signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for Internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the Hawaii Market.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image.

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for Judging but not there is not specific Corporate Social Responsibility category.



Public Service

Public Service Advertising has as its goal the improvement of the public's health, education, and or/welfare. This work may be paid or pro bono.

All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into Elements of Advertising categories. Please note: Pro bono work and elements are not eligible for Best of Show consideration.

Advertising Industry Self-Promotion

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories.

Please note: Advertising Industry Self- Promotion work is NOT eligible for Best of Show Consideration.



Campaign Entries

A “Single-Medium Campaign” is no less than two and no more than four total pieces in the entry.

An “Integrated Campaign” is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging.

Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

2025 Pele Awards Show

The Elks Lodge — Waikiki
2933 Kalākaua Ave,
Honolulu, Hawaii 96815

Saturday, May 10, 2024
5p-9p



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!

WE ARE A PLATFORM FOR CREATIVES.



2025 Category List



Category: Sales & Marketing

NOTE: All entries in the Sales & Marketing Division are allowed up 3-5 digital uploads and one optional video upload. All entries must be uploaded during the online entry process.

Sales Promotion

Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

001A Catalog

A printed piece — usually a booklet, folder, or brochure to sell products or services via a “call for action” and a procedure for ordering and/or buying.

001B Sales Kit or Product Information Sheets

An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container, and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (07A or B). If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

01C Menu

A list of options available to a diner, shopper, etc.

001D Campaign

2-7 pieces may be submitted from work that qualifies in categories 001A, 001B and/or 001C.

Packaging

All product packaging.

002A Single Unit

002B Campaign

2-7 pieces may be submitted from work that qualifies in category 002A.



Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location.

003A Counter Top or Free Standing

A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags or self-contained unit or device that requires no additional support or elevation for proper product or service presentation .

003B Point of Purchase Campaign

2–7 pieces may be submitted from work that qualifies in category 003A .

Collateral Material

004 Stationery Package — Single or Multiple Pieces

Stationery entries in this category may contain one or more pieces of letterhead, envelope, business cards and/or mass media.

005 Printed Annual Report

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.

Digital annual reports should be entered in category #027— Digital Publications.

Printed Newsletter

006A Single Newsletter

A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Public Service and Industry Self-Promotion should not be entered here, but into their respective categories.

Digital annual reports should be entered in category #027— Digital Publications.

006B Campaign

2–7 pieces may be submitted from work that qualifies in category 06A. Editions submitted must all be distributed to the same audience.

Digital annual reports should be entered in category #027— Digital Publications.

Brochure

007A Single Unit

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.

If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information.

Digital brochures should be entered in Category #027—Digital Publications.

007B Campaign

Brochures may be entered for the same product, service and/or brand.

Digital annual from 007A reports should be entered in category #027— Digital Publications.

Publication Design

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

008A Cover

Layout & design of the front exterior of a magazine or book

008B Editorial Spread or Feature

One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Entire publications should be entered into the Magazine Design (008C) or Book Design (008E) categories.

008C Magazine Design

Entire magazine design from cover- to-cover

008D Magazine Design Series

Pieces may be submitted for work that qualifies in categories 008A, 008B and/or 008C.

008E Book Design

Entire book design from cover-to-cover.

Special Event Material

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.

This category does not include Advertising Industry Self- Promotion or Public Service. They must be entered in their respective categories.

009A Card, Invitation, Announcement—Single

009B Card, Invitation, Announcement—Campaign

2–7 pieces may be submitted from work that qualifies in category 009A.

Direct Marketing

Anything that is 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 numberto call, order form, sale/ event dates, etc.) should be entered in the appropriate direct marketing categories.

Direct Mail

Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (selfmailer indicia, envelope, etc.) MUST be evident and included with the entry.

010A Flat — Single Unit

Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertising or promotional effort. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

010B Flat — Campaign

2–7 pieces may be submitted from work that qualifies in category 010A.

010C 3D / Mixed — Single Unit

Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat but take on dimension in their final forms.

Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

010D 3D / Mixed — Campaign

2–7 pieces may be submitted from work that qualifies in category 010C.

Specialty Advertising

011A Apparel

Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

011B 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.

011C Campaign

2–7 pieces may be submitted from work that qualifies in categories 011A and/or 011B.





Category: Print Advertising

NOTE: Categories 012A–014 are allowed 3-5digital images and one optional video upload. All entries in the Print Advertising division must be uploaded during the online entry process.

Magazine Advertising

Advertising that appears in periodic (annually, biannually,quarterly, monthly, weekly, etc) publications. Circulation/distribution can be intended for the general public (Consumer) or an industry target audience (Trade).

Magazine Advertising
012A Full Page or Less—Single Unit

012B Spread, Multiple Page or Insert

012C Campaign

2–7 pieces may be submitted from work that qualifies in categories 012A and/or 012B

Newspaper Advertising

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule.

Newspaper Advertising
013A Full Page or Less

Newspaper ad that fills a full page or less than a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.) .

013B Spread or Multiple Page — Single Unit

Newspaper advertising sections, etc .

013C Specialty Advertising — Single Unit

Any advertising delivered via newspaper . Could include die cuts, mini booklets, magnets, “post-it” promotions, calendars, flat sample packs, poly bags and wrappers .

013D Campaign

2–7 pieces may be submitted from work that qualifies in categories 013A, 013B and/or 013C .

Branded Content & Entertainment

Branded content is original entertainment content that is funded or produced by an advertiser. It showcases a brand’s value without being a direct promotional pitch. It drives engagement, increases brand awareness, and improves brand loyalty by generating positive brand perceptions without overtly mentioning anything about the brand or the product. Sales videos or product brochures are not branded content.

014 Branded Content & Entertainment — Any Print Medium

Any branded content and/or branded entertainment placed or appearing in print media



CONTENT
BRANDING
STRATEGY
EXPERIENTIAL

HONOLULU,
HAWAI‘I

ELEVEN 17

@ELEVEN17CREATIVE
ELEVEN17CREATIVE.COM

21.664019
-158.053852

Category: Out-of-Home & Ambient Media

*NOTE: All entries must be uploaded during the online entry process.
Categories #015–020B are allowed 3–5 digital image uploads and one optional video upload.*

Ambient Media 015 Guerrilla Marketing

Formerly known as a form of “non- traditional advertising” guerrilla marketing is an unconventional way of performing advertising and/or promotional activities.

Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video).

Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

Installations

Design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store. Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video).

Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

016A Single Installation

016B Multiple Installations

2–7 pieces may be submitted from work that qualifies in category 016A.

Events

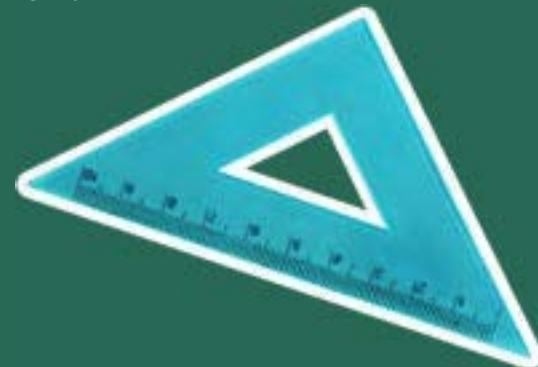
Event execution (not architecture — see Installation). Entries in this category may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video).

Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

017A Single Event

017B Multiple Events

2–7 pieces may be submitted from work that qualifies in category 017A.



Out-of-Home

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.

018A Poster — Single Unit

018B Poster — Campaign

2–7 pieces may be submitted from work that qualifies in category 018A.

Outdoor Board

The outdoor display of advertising messages, notices, or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, mass transit, airlines, etc.

019A Single Board

019B Multiple Boards

2–4 boards combining to communicate one message or advertisement.

019C Animated/Video Boards

019D Outdoor Board Campaign

2–4 pieces may be submitted from work that qualifies in categories 019A–019C .

020A Large Venue — Single

Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage, etc.

020B Out-Of-Home Campaign

2–7 pieces may be submitted from work that qualifies in category 020A.





Category: Online/Interactive

NOTE: All entries must be uploaded during the online entry process. Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

Websites

Websites

021A Consumer

Any website created primarily for consumer use.

021B B-to-B

Any website created primarily for business- to-business commerce.

021C Microsites

Any web page or series of pages that are a part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. Does not include animated movies or intros, which should be entered in Elements of Advertising.

When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

Social Media

Social Media

022A Single Execution

Single creative execution of brand advertising, marketing or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

022B Campaign

Creative executions of brand advertising, marketing and/or promotion across social media. The campaign may have appeared on one or multiple platforms. 2–7 pieces may be submitted from work that qualifies in category 022A.



Apps, Games, Virtual Reality

Apps, Games, Virtual Reality

Apps must advertise a product or service. Apps and Virtual Reality entries will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL).

This summary should describe and demonstrate the design and functionality of the entry as well as the most important user benefits and attributes of the entry.

Judges will not be given access to the app itself or headsets for virtual judging.

023A Mobile App

Interactive mobile apps for tablets, smartphones, and wearable devices.

023B Website Based App

Interactive apps for desktop and laptop- based web browsers.

023C Games

Online/interactive games.

023D Tools & Utilities

Interactive applications regardless of the device or interface such as screensavers, widgets, etc.

023E Virtual Reality — Single

The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

Advertising & Promotion

024A Web Banner Ad or Website Takeover

024B Campaign

2–7 pieces may be submitted from work that qualifies in category 024A

025 Email

Single or multiple (campaign) email occurrences.

Blogs & Digital Publications

026 Blogs

Eligible blog content must support a brand or advertise a product or service.

026B Blog Series

2–7 pieces may be submitted from work that qualifies in category 026A



027A Digital Publication — Single

Online publication in support of a brand, such as annual reports, magazines, newsletters, or books.

027B Digital Publication — Campaign

2–7 pieces may be submitted from work that qualifies in category 027A .

Branded Content & Entertainment

028 Branded Content & Entertainment for Online/Interactive

Original content that may or may not directly promote the brand or product but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 036.



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

THIS YEAR WILL BE YOUR YEAR!

IF NOT, THERE'S ALWAYS NEXT YEAR.



PROUD SUPPORTER OF AAF DISTRICT 13 & THE PELE AWARDS



Category: Film, Video & Sound

NOTE:. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Audio/Radio Advertising

Audio/Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via mass media transmission.

Commercial messages which appear on digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in the Regional/National Radio categories.

Within the audio/radio category, commercials aired on stations in more than one market or “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.”

Anytime a commercial extends past one “metro” (two or more), it is defined as regional/national and must be entered accordingly.

2–7 commercials for the same client, with a common theme that are placed in one market only (no more than one “metro”) are considered a campaign. If placed in two different markets, they do not qualify as a local campaign.

Audio/Radio Advertising — Local

A local audio/radio commercial is one that is broadcast on the station(s) of one market (no more than one “metro”). Radio commercials broadcast on stations in more than one “metro” (even if placed on only one station in each of two “metros”) do not qualify as “local.”

029A Single Spot :30 seconds or less

029B Single Spot more than :30 seconds

029C Campaign

2–7 pieces may be submitted from work that qualifies in categories 029A and/or 029B.

Audio/Radio Advertising — Regional/National

A single audio/radio commercial that is broadcast in two or more markets (metros), or on national radio networks or streaming outlets.

030A Single Spot :30 seconds or less

030B Single spot more than :30 seconds

030C Campaign

2–7 pieces may be submitted from work that qualifies in categories 030A and/or 030B.



Category: Locals Only Television Advertising

NOTE:. **DO NOT ENTER CATEGORIES: FILM, VIDEO, SOUND — Online Film, Video & Sound #31A to #31D**

Enter in LOCALS ONLY: Television Commercials #31A1 to #31C. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Television Advertising—Local (One DMA)

A single TV commercial that is broadcast on the station(s) of one market (no more than one DMA). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as “local.”

Single Spot :30 seconds

TV Commercial that consumes between: 16 and :30 seconds or airtime.

031A-1 – under \$10,000 Production Budget

031A-2 – \$10,000 to \$25,000

031A-3 – \$25,000 to \$50,000

031A-4 – \$50,000 and more

Single Spot :60 seconds or more

TV commercials longer than :30 seconds should be entered here. Includes all TV “direct marketing” commercials that are longer than one minute but does not include “Infomercials which should be entered in the Branded Content and Entertainment for Television category 37.

031B-1 – under \$10,000 Production Budget

031B-2 – \$10,000 to \$25,000

031B-3 – \$25,000 to \$50,000

031B-4 – \$50,000 and more

TV Campaign

2–7 pieces may be submitted from work that qualifies in categories 031A-1 to 031A-4, 031B1-1 to 031B-4, and or 031D-1 to 031D-4.

031C-1 – under \$10,000 Production Budget Per Spot

031C-2 – \$10,000 to \$25,000

031C-3 – \$25,000 to \$50,000

031C-4 – \$50,000 and more

Single Spot :15 or less

TV Commercial that consumes: 15 seconds or less of airtime.

031D-1 – under \$10,000 Production Budget

031D-2 – \$10,000 to \$25,000

031D-3 – \$25,000 to \$50,000

031D-4 – \$50,000 and more

Television Advertising — Regional/National

TV commercials which have aired on national broadcast, cable, streaming services, or satellite networks or in more than one local market (DMA).

032A Single Spot — Up to 2:00

032B Campaign

2–7 pieces may be submitted from work that qualifies in category 032A.



Category: Locals Only Internet Commercials

Note: **DO NOT ENTER: ONLINE INTERNET COMMERCIALS: CATEGORY #33**

Instead, enter in LOCALS ONLY: Internet Commercials #33A1 to #33B5.

Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Internet Commercial

Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category unless there is a change in content (see “New Creative” under “Eligibility” above). Entry must be submitted as an online video using its URL, not as a digital upload.

Single Spot — Any Length

Total Production Budget per spot

- 033A-1 – under \$5,000
- 033A-2 – \$5,000 to \$10,000
- 033A-3 – \$10,000 to \$25,000
- 033A-4 – \$25,000 to \$50,000
- 033A-5 – \$50,000

Campaign

2–7 pieces may be submitted from work that qualifies in category 033A1 to 033A-5.

Total Production Budget per spot

- 033B-1 – under \$5,000
- 033B-2 – \$5,000 to \$10,000
- 033B-3 – \$10,000 to \$25,000
- 033B-4 – \$25,000 to \$50,000
- 033B-5 – \$50,000 plus



Category: Online Film, Video & Sound

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Podcast

A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for playback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

034A Single Podcast

034B Campaign

2–7 pieces may be submitted from work that qualifies in category 034A.

Webisode(s)

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television.

Entry must be submitted as an online video using its URL(s), not as a digital upload.

035A Single Webisode

035B Series

2–7 pieces may be submitted from work that qualifies in category 035A.

Branded Content & Entertainment

Branded Content & Entertainment for Online Film, Video & Sound

Original content that may or may not directly promote the brand or product but is created on behalf of the brand.

All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

036A Single Entry — :60 seconds or less

036B Single Entry — more than :60 seconds

037 Branded Content & Entertainment for Television

All forms of audio/visual branded content and/or branded entertainment created for and distributed via broadcast, cable, or satellite television. This category is for executions of any length and may include infomercials. Long-form entries must be edited to five minutes or less for judging purposes. Single entry — any length.

038 Branded Content & Entertainment — Non- Broadcast

All forms of audio/visual branded content and/or branded entertainment created for and distributed via methods other than the Internet or television, such as theatrical films and presentation videos. Single entry — short or feature length. Entries in this category must be edited to five minutes or less for judging purposes.

039 Branded Content & Entertainment Campaign

2–7 pieces may be submitted from work that qualifies in categories 036A-038.

Cinema Advertising

040 Movie Trailer

Single in-theatre commercial trailer for an upcoming theatrical film.

This category does not include TV commercials for theatrical films.

041 In-Theatre Commercials or Slides

In-theatre commercials and slides for any product or service other than theatrical films.

Sales Promotion

042 Audio/Visual Sales Presentation

Any advertising, promotional and/or marketing message that is conveyed via audio and/or video method usually designed for and directed to specific and/ or limited audiences. Entry must be edited to no more than five minutes in length for judging purposes.

Music Videos

043 Music Video

A short film integrating a song and imagery created for the purpose of promoting, marketing and/or advertising the music, performance, or artist.

Must be edited to a maximum length of 5 minutes.





Category: Cross Platform

NOTE: Judging of these entries will be done online, using the digital content provided via URL or by JPEG screen-shots during the online entry process.

Integrated Campaigns

An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Integrated Advertising Campaigns

044A B-to-B Campaign — Local

Business-to-business ad campaign using more than one medium that appears in just one market (DMA).

044B B-to-B Campaign - Regional/National

Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).

044C Consumer Campaign — Local

Consumer ad campaign using more than one medium that appears in just one market (DMA).

044D Consumer Campaign — Regional/National

Consumer ad campaign using more than one medium that appears in more than one market (DMA).

045 Integrated Brand Identity Campaign

— Local or Regional/National

An Integrated Brand Identity Campaign is defined as a series of mixed elements created to support a brand.

Examples might include logo designs, stationery package components, signage, jingles, logo animations, etc.

Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

046 Integrated Branded Content Campaign —

Local or Regional/National

Original content that may or may not directly promote the brand or product but is created on behalf of the brand.

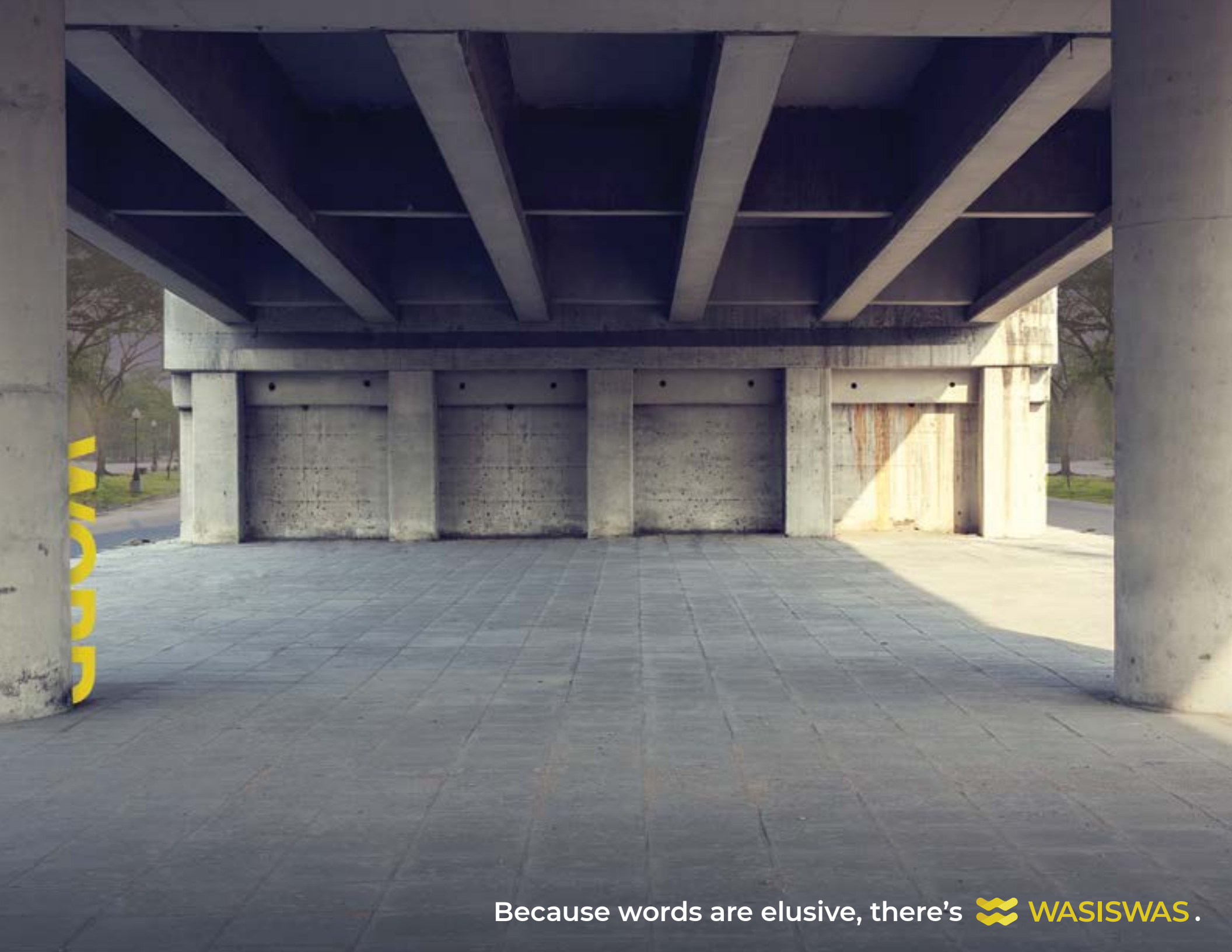
An Integrated Branded Content Campaign is defined as a series of executions representing branded content and/or branded entertainment efforts across more than one medium in support of a single brand and theme (campaign).

Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

Online/Interactive Campaign

047 Online/Interactive Campaign

Up to 10 pieces may be submitted from work that qualifies in categories 021-028 and/or 033A1-035B5.



Category: Elements of Advertising

NOTE: Categories 048–065 are allowed 3-5 digital image uploads and one optional video upload. All entries must be uploaded during the online entry process.

Copywriting

048 Copywriting

Copywriting for any advertising medium.

Visual

049 Logo Design

An icon, symbol, typeface 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. Proof of usage is required.

050 Infographic

A representation of information in a graphic format designed to make the data easily understandable. Proof of usage is required.

Illustration

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

051A Illustration — Single

051B Illustration — Series

2–7 pieces may be submitted from work that qualifies in category 051A.

Still Photography

052A Black & White Single

052B Color — Single

052C 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.

052D Black & White/Color/ Digitally Enhanced — Campaign

2–7 pieces may be submitted from work that qualifies in category 052A–052C.



Art Direction

Art direction for any advertising medium.

053A Art Direction—Single

053B Art Direction—Campaign

2–7 pieces may be submitted from work that qualifies in category 053A

Film & Video

054A Cinematography—Single

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.

054B Cinematography—Campaign

2–7 pieces may be submitted from work that qualifies in category 054A.

055A Animation, Special Effects or Motion Graphics

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.

055B Computer Generated Imagery (CGI)

Computer graphics to create or contribute to images in art, printed media, video games, films, television programs, shorts, commercials, videos, and simulators.

056 Video Editing

Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.



Sound

057A Music Without Lyrics — Single

Any original musical score without lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos.

057B Music with Lyrics — Single

Any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry.

057C Music with/without Lyrics — Campaign

2–7 pieces may be submitted from work that qualifies in category 057A or 057B.

058 Voiceover Talent

Audio performance by a narrator, announcer, or voice actor in the execution of an advertising message regardless of the audio or visual medium.

059A Sound Design — Single

Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

059B Sound Design — Campaign

2–7 pieces may be submitted from work that qualifies in category 059A.



Digital Creative Technology

060 Interface & Navigation

The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.

061 Augmented Reality

Creative use of augmented reality technology in the execution of a website or app.

062 Mobile Interaction

Creative integration of mobile technology with other media (such as print, outdoor, etc.) in the execution of an advertising message or campaign.

063 User Experience

The totality of elements that make up the interface of an advertisement, brand message or campaign — including layout, visual design, text, brand, sound, and interaction. Learnability, usability, usefulness, and aesthetic appeal are key factors in users’ experience.

064 Data Driven Media

Innovative use of data-driven digital media that delivers a personalized experience to each user.

Innovative Use of Interactive/Technology

Creative, novel, and ground-breaking uses of digital technology in the design, development and execution of an advertisement, brand message or campaign.

065A Copywriting — Single

065B Creative Elements — Single

065C Copywriting — Campaign

065D Creative Elements — Campaign



Category: Corporate Social Responsibility

Corporate Social Responsibility (CSR) advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image

All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging but note there is no specific Corporate Social Responsibility category.

Sales & Marketing

Corporate Social Responsibility Collateral

066A Brand Elements

Stationery, logo, invitations, POS materials, newsletters, etc.

066B Annual Report (printed or digital)

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.

066C Brochure/Sales Kit

All CSR sales kits, information sheets and brochures.

Corporate Social Responsibility Marketing & Specialty Advertising

067A Single Unit

CSR direct marketing, direct mail, or specialty advertising.

067B Campaign

2-7 pieces may be submitted from work that qualifies in category 067A

Corporate Social Responsibility Print Advertising

CSR advertisement placed in any print medium.

068A Single Unit — Any Size

068B Campaign

2-7 pieces may be submitted from work that qualifies in category 068A.

ad 2 hawai'i

Connecting and boosting young advertising and marketing professionals in Hawai'i.

INVEST
IN YOUR
CAREER!

If you're 32 and under,
join Ad 2 Hawai'i!

FACEBOOK: Ad 2 Hawaii
INSTAGRAM: @ad2hawaii
LINKEDIN: Ad 2 Hawaii
www.ad2hawaii.org





Corporate Social Responsibility Out-Of-Home

069A Poster

Any CSR poster.

069B Out-Of-Home

Any CSR out-of-home advertising.

069C Campaign

2–7 pieces may be submitted from work that qualifies in categories 069A or 069B.

Corporate Social Responsibility Ambient Media

070A Single Occurrence

Any CSR ambient media, including guerrilla marketing, installations, and events.

070B Campaign

2–7 pieces may be submitted from work that qualifies in category 070A.

Corporate Social Responsibility

Corporate Social Responsibility
Campaigns

071 Integrated Media Corporate Social Responsibility Campaign

A CSR advertising campaign using more than one medium. Entries in all Integrated Campaign categories are allowed to include up to ten executions for judging.

Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital).

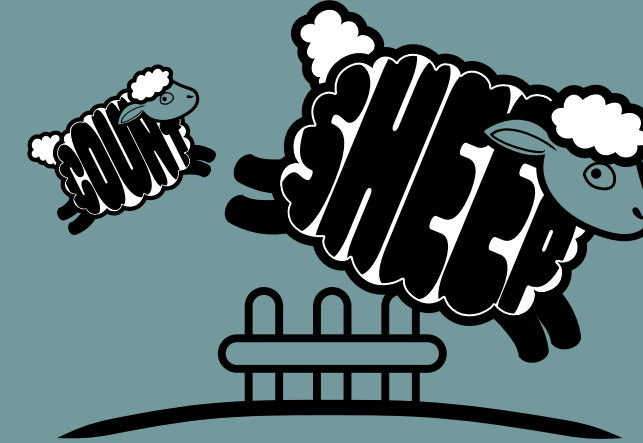
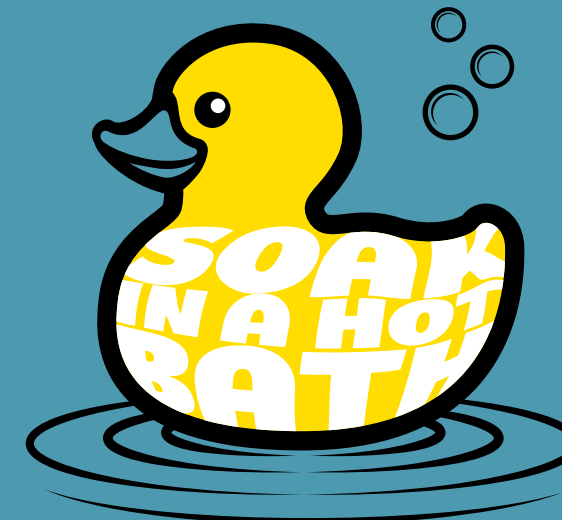
Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.



aaf
hawaii

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





Category: Public Service

Sales & Marketing

Public Service advertising has as its goal the improvement of the public's health, education and/or welfare. This work may be paid or pro bono.

All Public Service advertising must be entered in these categories and does not qualify in any other.

Individual elements may be entered into the Elements of Advertising categories.

Please Note: Pro bono work and elements are not eligible for Best of Show.

NOTE: All entries must be uploaded during the online entry process.

Public Service Collateral

078A Brand Elements

Stationery, logo, invitations, POS materials, newsletters, etc.

078B Annual Report (printed or digital)

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.

078C Brochure/Sales Kit

All public service sales kits, information sheets and brochures.

Public Service Marketing & Specialty Advertising

079A Single Unit

Public service direct marketing, direct mail or specialty advertising.

079B Campaign

2–7 pieces may be submitted from work that qualifies in category 079A.

Public Service Print Advertising

Public service advertisement placed in any print medium

080A Single Unit — Any Size

080B Campaign

2–7 pieces may be submitted from work that qualifies in category 080A.

Public Service Out-Of-Home

081A Poster

Any public service poster.

081B Out-Of-Home

Any public service out of home advertising.

081C Campaign

2–7 pieces may be submitted from work that qualifies in categories 081A or 081B.

Public Service Ambient Media

082A Single Occurrence

Any public service ambient media, including guerrilla marketing, installations, and events.

082B Campaign

2–7 pieces may be submitted from work that qualifies in category 082A.

Public Service Online/Interactive

083A Public Service Online/Interactive

Single Public Service entries for Online/ Interactive — excluding Public Service Online Film, Video & Sound which should be entered in category 093.

083B Public Service Online/Interactive Campaign

2–7 pieces may be submitted from work that qualifies in category 083A.





Public Service Film, Video & Sound

Judging of the entries will be done using the digital content provided by URL or uploaded during the online entry process.

084 Public Service Television

Any public service TV advertising.
Single spot — any length.

085 Public Service Radio

Any public service radio advertising.
Single spot — any length

086 Public Service Online Film, Video & Sound

Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.

087 Public Service Non-Broadcast Audio/Visual

Public service advertising content that is not created for television, radio, or online use. Examples include presentation videos or cinema advertising. Single occurrence — any length.

088 Public Service Campaign

Campaign consisting of 2–7 executions from one category from of 084–087.

Public Service Campaigns

089 Integrated Media Public Service Campaign

A public service advertising campaign using morethan one category from of 084–087.

Integrated Advertising Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital).

Digital summaries must be submitted by upload- ing the video file during the online entry process.



Category: Advertising Industry Self-Promotion

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories. Please note: Advertising Industry Self-Promotion work is NOT eligible for Best of Show consideration.

Collateral

090 Brand Elements

Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures, etc.

091 Direct Marketing & Specialty Advertising (printed or digital)

Advertising industry self-promotion direct marketing, direct mail, and specialty advertising.

092 Special Event Materials (printed or digital)

Advertising industry self-promotion special event materials including cards, invitations, or announcements.

Magazine Self-Promotion

Any advertisement which appears in a magazine, promoting that magazine.

093A Single Unit — Any Size

093B Campaign

2–7 pieces may be submitted from work that qualifies in category 093A.

Newspaper Self-Promotion

Any advertisement which appears in a newspa- per, promoting that newspaper.

094A Single Unit — Any Size

094B Campaign

2–7 pieces may be submitted from work that qualifies in category 094A.



Out-Of-Home Self-Promotion

Advertising for an out of home company appearing on that company’s out of home media.

095A Single Unit

095B Campaign

2–7 pieces may be submitted from work that qualifies in category 095A

096 Advertising Industry Self- Promotion Out-Of-Home

Any advertising industry self-promotion out-of-home advertising, including outdoor boards, transit advertising and posters.

Ambient Media Self-Promotion

097 Advertising Industry Self-Promotion Ambient Media

Any advertising industry self-promotion ambient media, including guerrilla marketing, installations, and events.

Online/Interactive Self-Promotion

098 Advertising Industry Self-Promotion Online/Interactive

Single Advertising Industry Self-Promotion entries for Online/Interactive — excluding Online Film, Video & Sound, which should be entered in Category 107.

Audio/Radio Self-Promotion

Any advertisement which appears on a audio/ radio station or outlet, promoting that station.

099A Single Spot — Any Length

099B Campaign

2–7 pieces may be submitted from work that qualifies in category 099A.

Television Self-Promotion

Television Self-Promotion — Local

Any advertisement which appears on a local TV station, promoting that TV station.

100A Single Spot — Any Length

100B Campaign

2–7 pieces may be submitted from work that qualifies in category 100A.

Television Self-Promotion — Regional or National

Any advertisement which appears on a regional or national TV outlet or network, promoting that TV outlet or network.

101A Single Spot — Any Length

101B Campaign

2–7 pieces may be submitted from work that qualifies in category 101A.

Film, Video & Sound

102 Advertising Industry Self-Promotion Film, Video & Sound

Any film, video or sound content created as self-promotion material by a member of the advertising industry, regardless of the intended medium. Includes online video, television, radio, and demo reels. Single occurrence — any length.

Ad Chapter or Marketing Chapter

103 Advertising Club or Marketing Chapter

Any advertising created by, or for, an advertising or marketing club that advances the organization’s cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category.

Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering American Advertising Awards-related materials, all campaign elements should be entered in the competition year *following the year they promote*, regardless of usage date.



Campaigns

Advertising Industry Self-Promotion Campaigns

104A Single-Medium Campaign

2–7 executions from a single medium from any advertising industry self-promotion campaign.

104B Integrated Media Campaign

An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging.

Integrated Advertising Campaign entries should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital).

Digital summaries must be submitted by uploading the video file during the online entry process.



Category: Political Advertising

NEW FOR 2025: Political Advertising is advertising used for advocating, fundraising, endorsement of or opposition to a candidate, political issue, referendum, ballot proposition, constitutional amendment, or political party.

Any political or issue advertising placed by a corporate entity that includes branding for a corporation must be entered in the CSR categories . All advertising must comply with federal, state, and local political advertising regulations or may be disqualified.

Political Print Collateral Material

Stationery, invitations, direct mail, packaging, newsletters, brochures, and special advertising such as t-shirts or a promotional product such as pens, bumper stickers, door hangers, etc .

105 Political Print Advertising

Any size ad placed in any print medium such as magazines and newspapers .

106 Political Out-of-Home & Ambient Media

Advertising industry self-promotion direct marketing, Posters, installations, events, outdoor boards, guerrilla marketing. Guerilla marketing entries must include proof of usage and should be accompanied by a written or digital (video) summary not to exceed 250 words or 3-minute video. Digital summaries must be submitted by uploading the video file.

107 Political Online Interactive

Websites, microsites, social media . Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.

108 Political Broadcast Television

Television ads (any length)

109 Political Audio

Radio ads (any length), podcasts

110 Political Non-Broadcast & Online Video

Internet commercials/webisodes. Entries must be submitted as an online video using its URL, not as a digital upload .



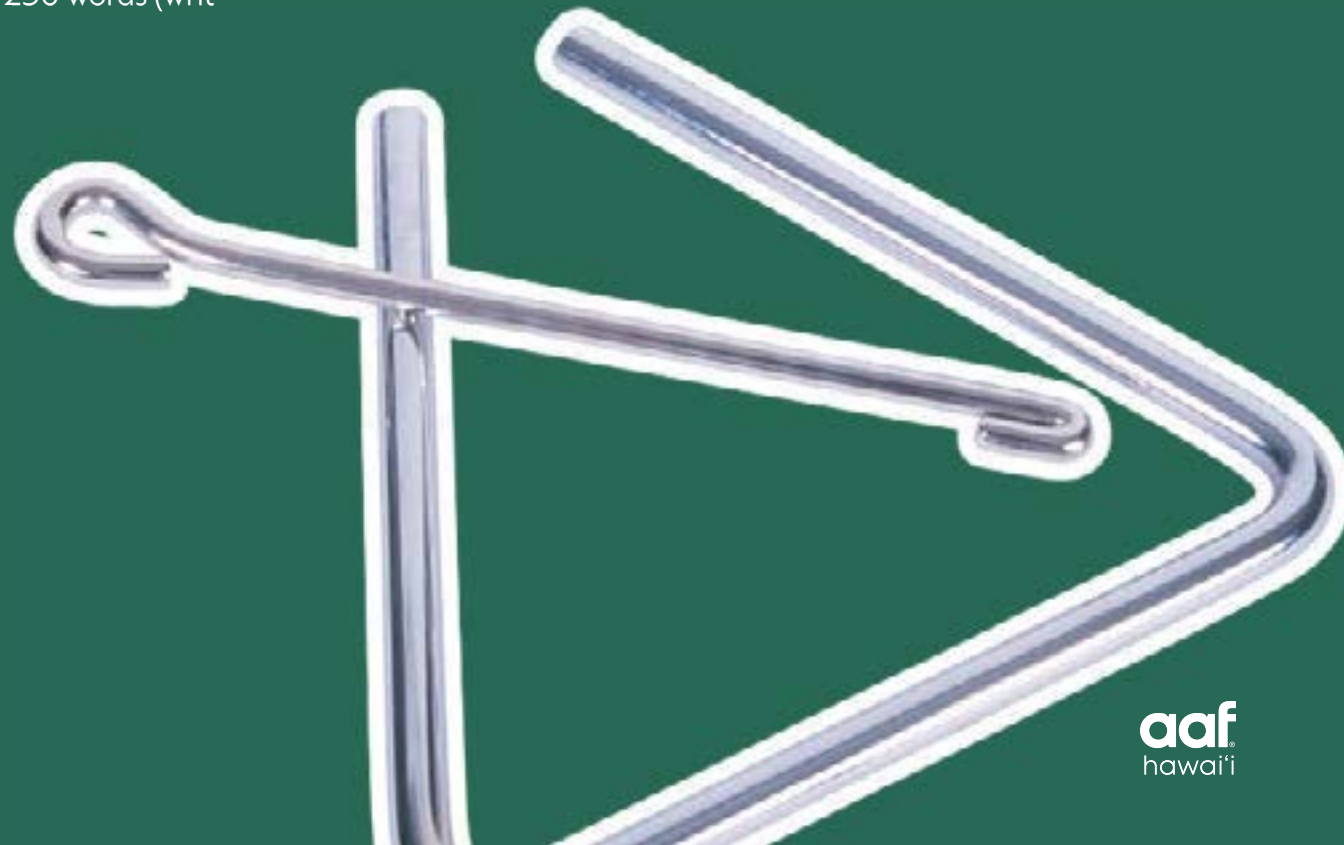


111 Political Campaign

Single medium campaign in any of the above categories consisting of 2 to 4 executions.

112 Political Integrated Campaign

A series of ads, commercials, or executions that utilize more than one medium. Up to ten executions may be submitted for judging. Integrated campaigns may be accompanied by a written or video summary not to exceed 250 words (written) or 3 minutes (video).



\$1,500 FOR COLLEGE BEST IN SHOW

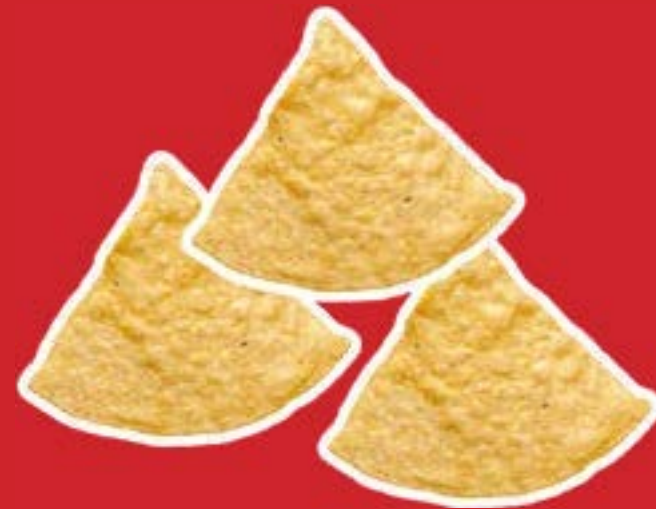
NMG Network and Eleven17 are committed to supporting creative talent and cultivating an interest in local advertising through the Pele Awards.

Best of luck to all participants!



College Division: Rules & Categories 2025 Pele Awards

Presented By: **nmg** **ELEVEN 17**
NETWORK



2025 Pele Awards — College Division

Presented By:

nmg **ELEVEN 17**
NETWORK

NMG Network and Eleven 17 Creative Student Scholarship Program will present a \$1,500 cash scholarship to the 2025 Best of Show College winner.

How to Enter

1. Visit PeleAwards.com.
2. You will be directed to the competition site to register as an entrant.
3. Review the category list in this document and follow the simple drop-down menus to enter your information.
4. Make sure you credit the members of your creative team, so that they will be recognized properly.
5. *Please make sure all fields are accurate.*
6. Submission of entries acknowledges the right of the AAF and the Pele Awards to use them for publication, exhibition and or marketing of the American Advertising Awards and Pele Awards competition and show.

Deadline

- **Call for Entries** **Now to Saturday, March 1, 2025**
 - All entries must be entered online by 11:59pm Hawaii Standard time
 - All entries must be entered and uploaded (no exceptions)
 - 100% Online Submission – no entry envelopes or hard copy entry submissions
- **Entry Payment** **Friday, March 07, 2025**
 - Pay online via credit card when entering
 - Or pay by check, cash or School Purchase Order
 - HonBlue, 501 Sumner St, #3B1
Honolulu, HI 96817
OR MAIL TO
 - The Pele Awards, PO Box 30969
Honolulu, HI 96820

Student Auto-Forwarding

All Pele Gold winning work will be forwarded to the American Advertising Awards National competition at no additional cost to the student entrant. Silver winning work may be advanced to the National competition, but the entrant is responsible for paying the applicable entry fee.





Judging Procedures

Judging will be conducted in accordance with the guidelines found on the AAF website. Decisions of judges and the National American Advertising Awards Committee (N3AC), including eligibility, qualifications, and appropriate category placements, are final.

Eligibility Requirements

- Applicants must be enrolled in an accredited U.S. post-secondary educational institution.
- All worked entered into the competition must have been created between January 1 and December 31, 2024.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work must be created while entrant is a student not employed in the advertising industry.
- Student intern work is eligible if it is not used by or paid for by a client.
- Work developed for paying clients will not be accepted.
- Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the school at which the work was created.
- Recent graduates are eligible to enter as long as the entry was created while the entrant was a student.

Invoice/Manifest Form

After filling out the entry forms, *you will be required to sign an Invoice/Manifest Form*, listing all of your entries. This form states that by signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the Hawaii Market.

Entry Fees

- College Division
\$20 = per entry for single or campaign

All Entries Must

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.



2025 Pele Awards College Category List

Category: Sales & Marketing

NOTE: All entries must be uploaded during the online entry process. Judging will be done online, using the digital content provided during the online entry process.

Sales Promotion

Product or Service Sales Promotion

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

S01A Packaging

All product packaging: 1–4 pieces may be submitted.

S01B Point of Purchase

Promotional advertising or display unit that attends the product or service at the specific sale location.

Collateral Material

S02 Stationery Package — Single or Multiple Pieces

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

S03 Printed Annual Report or Brochure

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.

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.

Digital annual reports or brochures should be entered in category S17–Digital Publications.

S04 Special Event Materials (invitations, announcements, cards, etc.)

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc.



Publication Design

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

S05A Cover

Layout and design of the front exterior of a magazine or book.

S05B Editorial Spread or Feature

One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

S05C Cover/Editorial Spread or Feature — Series

2–7 covers pieces may be submitted from work that qualifies in categories S05A and/ or S05B.

S05D Magazine Design

Entire magazine design from cover-to-cover.

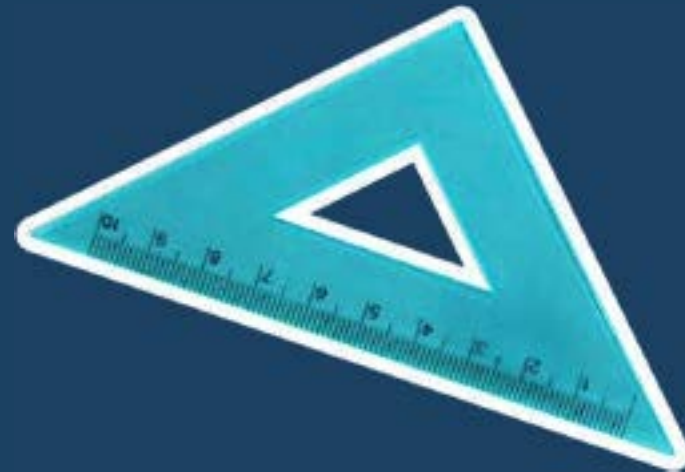
S05E Book Design

Entire book design from cover-to-cover.

Direct Marketing

S06 Direct Marketing

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.). Category includes Specialty Marketing (promotional products with advertising messages that are created to promote a company, corporate image brand or event) and Apparel (clothing and/or promotional apparel with an advertising message such as shirts, caps and jackets).



Category: Print Advertising

NOTE: All entries must be uploaded during the online entry process. Judging will be done online, using the digital content provided during the online entry process.

Magazine Advertising

Advertising created to appear in periodic (annually, biannually, quarterly, monthly, weekly etc.) publications.

Magazine Advertising

S07A Single (Full Page or Less)

S07B Campaign

2-4 of the above

Newspaper Advertising

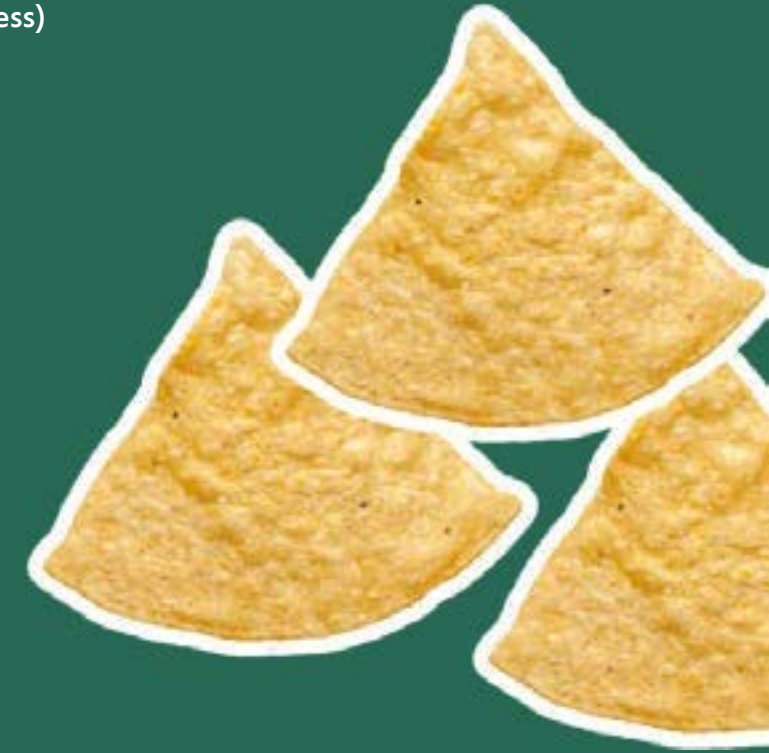
Advertising created to run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule.

Newspaper Advertising

S08A Single (Full Page or Less)

S08B Campaign

2-4 of the above



Category: Out-of-Home & Ambient Media

NOTE: All entries must be uploaded during the online entry process. Judging will be done online, using the digital content provided during the online entry process.

Out-Of-Home

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.

S09A Single

S09B Campaign

2-4 of the above executions from categories S09A.

Outdoor & Transit Advertising

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event.

S10A Outdoor Board (Flat or 3D)

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

S10B Mass Transit (Interior or Exterior)

Advertising placed on the interior or exterior surface of any vehicle, including public transit, corporate vehicles etc. Bus wraps, and all other exterior vehicle signage, as well as bus shelter ads should be entered here.

S10C Site

Interior or exterior signage that is restricted to public venues such as malls, airports, train/bus stations, places of business, stadiums, arenas, etc. Does not include posters described in category 09, or signage in the outdoor or transit categories but would include murals.

S10D Campaign

2-7 executions from categories S10A, S10B, and or S10C.

Ambient Media

Guerilla Marketing, Installations and Events

Formerly known as a form of “non-traditional advertising” guerrilla marketing is an unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Installations are the design and build-out of temporary or permanent branded environment. Examples might include kiosk, art exhibition, trade show exhibit or retail store.

Events: event execution (not architecture — see Installation).

Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (video). Digital summaries must be submitted by uploading the video file via the American Advertising Awards online entry software.

S11A Single Occurrence or Installation

S11B Campaign

2-7 executions from category S11A.





Category: Online/Interactive

NOTE: Judging of website entries will be done online, using the digital content provided via URL during the online entry process. You may upload JPEG screenshots for Social Media categories.

Websites

S12 Website (Desktop or Mobile)

Social Media

S13A Single Execution

Creative execution of brand advertising, marketing and/or promotion that appeared in social media. The same execution may have appeared on one or multiple platforms or in carousel, but only one entry is required.

S13B Multiple Platforms — Campaign

2–7 executions from category S13A

Apps

Apps must advertise a product or service. A digital summary of 3 minutes or less which demonstrates the functionality and design of the app must be provided. This should be entered as a digital (video) upload and will be used to judge the entry

S14 App (Mobile or Web-Based)

Advertising & Promotion

S15A Web Banner Ads or Website Takeovers

Static or Animated web banner ads regardless of size.

S15B Campaign

2–7 executions from category S15A.

Blogs & Digital Publications

S16 Blogs

Eligible blog content must support a brand or advertise a product or service.

S17 Digital Publications

Online publication (single or multiple occurrence) in support of a brand, such as annual reports, magazines, newsletters or books..



Category: Film, Video & Sound

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Audio/Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/ target consumer public by the seller of a product or service via mass media transmission.

Audio/Radio Advertising

S18A Single

S18B Campaign

2–7 executions from category S18A.

Television Advertising

S19A Single

S19B Campaign

2–7 executions from category S19A.





Category: Cross Platform

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Integrated Campaigns

An integrated campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to 10 executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes or less (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the offending entry to be removed from judging.

Integrated Advertising Campaign

S20 B to-B Campaign

S21 Consumer Campaign

Integrated Brand Identity Campaign

S22A Single Mediums

S22B Campaign Multiple Mediums



Category: Elements of Advertising

NOTE: Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.

Collateral Material

S23 Copywriting

Copywriting for any advertising medium.

Visual

S24A 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.

S24B Typeface Design

Designs that reflect exceptional use of new original typeface, calligraphy, hand-lettering, etc. as the primary element of advertising.

Illustration

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

S25A Single

S25B Campaign

2–7 execution from category S25A.

Still Photography

S26A Black & White

S26B Color, Single

S26C 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.

S26D Campaign

2–7 execution from categories S26A–S26C.

Art Direction

Art direction for any advertising medium.

S27A Single

S27B Campaign

2–7 execution from category S27A.





Film, Video & Sound 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.

S28A Single

S28B Campaign

2–7 execution from category S28A.

S29 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.

Music and Sound Design

Music only: Any original musical score with lyrics which was recorded primarily for use in any advertising. Does not include music intended for purchase including music in music videos. Music with Lyrics: any original music with sung or spoken lyrics, created/composed expressly for advertising. Syndicated materials, including “re-sing” jingles and library music, are not eligible for entry. Sound design: Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

S30A Single

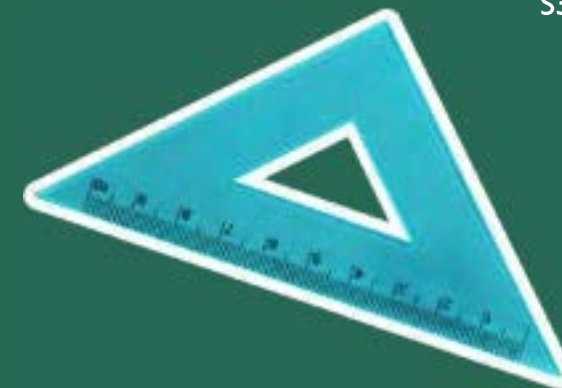
S30B Campaign

2–7 execution from category S30A.

Digital Creative Technology

S31 Digital Creative Technology

This category recognizes achievement in the creative use of tools, features, technology and overall design of websites, games and apps in the areas of user navigation, responsive design, location technology, augmented reality, mobile interaction and user experience.



Artificial Intelligence

Use of AI as a creative tool for copywriting and other creative elements of an advertisement .

S32A Copywriting — Single

S32B Copywriting — Campaign

2–7 execution from category S32A.

S32C Creative Element — Single

S32D Creative Element — Campaign

2–7 execution from category S32C.





Best of Luck New Media Arts Students!

...and everyone else too!



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CONGRATULATIONS TO ALL THE PARTICIPANTS

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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**



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