

THE
PELES
▲
2026

COLLEGE
2026 PELE AWARDS
ENTRY RULES & CATEGORIES

AMERICAN ADVERTISING AWARDS DISTRICT 13 COMPETITION

PRESENTING SPONSORS



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.

The Pele Awards are the American Advertising Awards for AAF District 13 (Hawaii). Due to Hawai'i's distinct geographic location, AAF District 13 combines the local and district levels into a single competition. This means entries need only clear one stage before advancing to the National Finals, which are typically held in early May 2026. AAF District 13 now oversees The Pele Awards, which honors the best in advertising and design for the past calendar year, made possible through the generous support of our presenting sponsors, HAWAI'I PACIFIC HEALTH and ALTRES.

Judging and Awards

The selection of the most creative entries is conducted through a scoring process adhering to the National American Advertising Awards criteria. A panel of esteemed judges—comprised of accomplished advertising creative professionals from outside of Hawaii—evaluates all creative dimensions of every submission.

An entry receiving a Pele Gold is recognized as the highest level of creative excellence and is judged to be truly superior. Entries that are considered outstanding and worthy of recognition receive a Pele Silver. An award of Pele Bronze acknowledges creative merit and competence. The number of awards given in each category is determined solely by the judges, based on the relative quality of work submitted in that specific category.

National Advancement

All **Pele Gold** winners are automatically forwarded to the National Finals of the American Advertising Awards at no additional expense to the entrant. Pele Silver winners have the option to forward their entry to the National Finals at the entrant's expense.

CONGRATULATIONS

to the 2026 Pele Awards participants.

We are proud to support the Pele Awards in its celebration of bold ideas and new perspectives that shape Hawai'i's advertising and design industry. We wish the best of luck to all of this year's participants. For more than 40 years, this competition has served as a platform to cultivate talent, encourage innovation and honor the spirit of creative excellence in our community. **Through creativity and collaboration, we can create a healthier Hawai'i.**



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HEALTH** | KAPI'OLANI
PALI MOMI
STRAUB BENIOFF
WILCOX

CREATING A HEALTHIER HAWAI'I

HawaiiPacificHealth.org

2026 Pele Awards — College Division

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 Sunday, March 1, 2026**
 - All entries must be entered online by 11:59pm Hawai'i Standard time
 - All entries must be entered and uploaded (no exceptions)
 - 100% Online Submission – no entry envelopes or hard copy entry submissions
- **Entry Payments Due** **Wednesday, March 04, 2026**
 - Pay online via credit card when entering
 - Or pay by check, cash
 - HonBlue, 501 Sumner St, #3B1
Honolulu, Hawaii 96817
 - OR MAIL TO
 - The Pele Awards, PO Box 30969
Honolulu, Hawaii 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, 2025.
- 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.

Entry Submission

Judging of all entries for the Pele Awards will be done online using the digital content provided, whether through a working URL, PDFs, JPEGs, or screenshots, submitted during the online entry process. All entries must be submitted digitally via the online entry system. All categories, unless specified otherwise, will be allowed three (3) to five (5) digital uploads. For campaign entries with multiple pieces, entrants are strongly encouraged to consolidate several executions into a single, high-resolution image (a collage or composite JPEG/PDF) to maximize their upload allowance. Accepted file types for static work (print, collateral, design) include JPEGs or PDFs. Audio and video files should be submitted as MP4, MOV, or MP3 files. For all interactive and online categories (websites, apps, social media, etc.), entrants must provide a working URL. If a URL is provided, supporting visual documentation (such as screenshots) should be submitted as the first of the allowed digital uploads. Please ensure all uploaded files are clearly labeled according to the provided naming conventions.

Campaign Entries

A "Single-Medium Campaign" is defined as a series of executions for the same product, service, or brand that utilize a single medium. Unless otherwise specified in the individual category description, Single-Medium Campaign categories require no less than two and no more than four (2-4) total pieces/executions.

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 (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 (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.

Submission of Digital Entries

All entries must be submitted digitally via the online entry system. All categories, unless specified otherwise, will be allowed three (3) to five (5) digital uploads.

Accepted file types for static work (print, collateral, design) include JPEGs or PDFs. Audio and video files should be submitted as MP4, MOV, or MP3 files.

For all interactive and online categories (websites, apps, social media, etc.), entrants must provide a working URL. If a URL is provided, supporting visual documentation (such as screenshots) should be submitted as the first of the allowed digital uploads.

Please ensure all uploaded files are clearly labeled according to the provided naming conventions.

eg. *#category-student-name-title-of-work-#.jpg*,
#s12-Melissa-Lum-Bricked-01.jpg

Online/Interactive Advertising

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page (i.e. http://www.somedomain.com/award_entries.html).

Do not submit a URL that leads directly to a SWF file. Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access.

In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

2026 Pele Awards Show

Japanese Culture of Center Hawai'i
5th Floor Ballroom
2454 S Beretania St. #201
Honolulu, Hawaii 96826

Saturday, May 9, 2026
5p-9p
*For ticket information,
go to PeleAwards.com



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CONGRATULATIONS TO ALL THE PARTICIPANTS

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learn more aafhawaii.com



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2026 Pele Awards College Category List

Category: Sales & Marketing

NOTE: All entries in this division are allowed 3–5 digital uploads and one optional video upload. 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

2-4 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).

WHEN DID IT START FOR YOU?

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Richard Fraioli

808-554-8955

richard_fraioli@yahoo.com

fraiolicreative.com



Category: Print Advertising

NOTE: All entries in this division are allowed 3–5 digital uploads and one optional video upload. 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 in this division are allowed 3–5 digital uploads and one optional video upload. 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

2–4 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

2–4 executions from category S11A.

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**



@jadeagencyhi

Category: Online/Interactive

NOTE: All entries in this division are allowed 3–5 digital uploads and one optional video upload. Judging will be done online, using the digital content provided during the online entry process.

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

2–4 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

2–4 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

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.

S18A Single

S18B Campaign

2-4 executions from category S18A.

Television Advertising

S19A Single

S19B Campaign

2-4 executions from category S19A.



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LINKEDIN: Ad 2 Hawaii
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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

**BEST OF LUCK
TO ALL PARTICIPANTS
IN THE 2026
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: 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

2-4 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

2-4 execution from categories S26A-S26C.

Art Direction

Art direction for any advertising medium.

S27A Single

S27B Campaign

2-4 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

2-4 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

2-4 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

2-4 execution from category S32A.

S32C Creative Element — Single

S32D Creative Element — Campaign

2-4 execution from category S32C.



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...and everyone else too!



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Meet the Judges

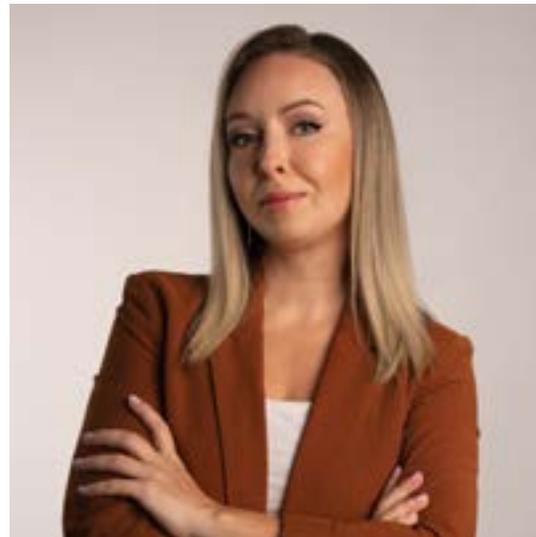
We are honored to have a highly accomplished group of creative leaders lend their expertise to the 2026 Pele Awards. They'll be judging our professional and college entries. Their impartial, global perspectives ensure the highest standard of recognition for creative excellence in Hawai'i.

Judge Coordination & Special Recognition

The successful coordination and careful selection of our elite judging panel are made possible by the dedication of our Judge Wrangler: **Greg Braun**, Judge Wrangler, Affiliations – DP/Global Chief Creative Officer – Commonwealth/McCann (retired) and Lecturer, The University of Michigan.



Susan Alinsangan
Freelance Art Director
Santa Monica



Rachel Latkolik
Executive Creative Director
Crew Marketing Partners
Toronto
crewmp.com



Phil Mimaki
Principal & Creative Director
Phil Mimaki Advertising & Design
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Rob Slosberg
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Chris Turner
Executive Creative Director
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CONGRATULATIONS TO ALL THE PARTICIPANTS

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