



PELE AWARDS

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CALL FOR ENTRY INFORMATION GUIDE
Rules, Guidelines and Categories

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THE PELE AWARDS

Overview

WE SHINE BRIGHTER TOGETHER

The Pele Awards has been bringing our Hawaii Advertising industry together for over 40 years. A showcase of creativity, a melting pot of ideas, an expression of community – The Pele Awards is back once again to elevate us, inspire us, unify us.

The Pele Awards originally belonged to Ad Infitum, the organization that later became AIGA Honolulu or the American Institute of Graphic Arts. A Pele Award was given for excellence in graphic design.

In the late 1970s, the Honolulu Advertising Federation, now known as the American Advertising Federation – Hawai'i (or AAF-Hawaii) took over the competition and it became an advertising and design competition.

Today, AAF District 13 oversees the Pele Awards and it is one of 15 National District Competitions for the American Advertising Awards (also known as the ADDYs). It's designed to recognize excellence in advertising and design in the State of Hawaii for the past calendar year.

This year, we've implemented some new ideas to adjust the entry process and awards show to reflect the current challenging landscape.

NEW FOR 2020–21:

Here are the major changes for the 2020-21 Pele Awards Call For Entry period:

- 100% Online Entry Submissions Only.
- No Physical Entry and/or Official Entry Envelope needs to be turned in.
- Buy 1, Get 1 Free Entry Promotion for all Professional and College Entrants
- No Late Fees
- New Categories: Political Advertising
- REMOVAL FOR 2020-21:
 - Locals Only: Retail Advertising
 - Locals Only: Travel & Tourism
- Online Virtual Judging at both the Local and National levels
 - Judging will be done online using digital content provided that was uploaded during the entry process and or URL.
- 2021 Pele Awards Facebook Live Virtual Awards Show*
 - Scheduled for Saturday, July 10, 2021 from 6pm to 7pm
 - Web Posting of Winners
 - To Be Determined “By Appointment Only Scheduled” Awards Pick Up & Picture Taking

*The possibility of an in-person event may be evaluated as the date of the show gets closer

ENTRY FEES & DEADLINES

*All entrants must register and finalize entries online at www.PeleAwards.com.

Professional Entrants

AAF-Hawaii, AD 2 Hawaii members*

\$85 per entry = single or campaign > ENTER 1, GET 1 FREE

*AIGA Honolulu: use member rate

Non-Members**

\$100 per entry = single or campaign > ENTER 1, GET 1 FREE

**non-members, look into joining Hawaii's trade organization for

Advertising:

AAF-Hawaii <https://aafhawaii.com/join.php>

AD 2 Hawaii <https://www.ad2hawaii.org/>

Deadlines

Professional & College Entrants

Online Call for Entry Period:

Now to March 15, 2021, 11:59pm HST

Entry Invoice/Manifests & Entry Fee Payments (not paid online)

Cash, Check, Purchase Order and or VISA, MC or AmEX:

Due Date: Wednesday, March 17, 2021, 4pm HST

Dropped Off Or Mailed To:

HONBLUE,

Attn: PELE AWARDS

501 Sumner St. #3B1

Honolulu, HI 96817

Make checks payable to:

AAF District 13

College Entrants

\$20 per entry = single or campaign > ENTER 1, GET 1 FREE

Other Important Dates To Note:

Professional & College

Pele Awards Judging:

March 22–April 2, 2021

Finalists Email Letter Notifications:

No later than April 30, 2021

2021 Pele Awards Facebook Live Show:

Saturday, July 10, 2021 – 6pm to 7pm

ELIGIBILITY REQUIREMENTS

- All work entered in the 2021 PELE AWARDS competition must have first appeared in the media between January 1 and December 31, 2020.
- With the exceptions of Corporate Social Responsibility, Pro Bono and Advertising Industry Self Promotion categories and student entries, any 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 for your local market). Entries may be entered into only one local American Advertising Awards competition, which is determined by the location of the agency or company that created the work. In addition, the piece **MUST** be entered under the Geographic Considerations of the entrant. An Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created by the original creator of the work, not the agency or company that commissioned the work. If an affiliated competition does not exist in the CBSA, DMA or MSA, the district will direct the entrant to the nearest affiliated competition.

Although not recommended, the entrant, if other than the agency/creator, may choose to enter the work on behalf of the creator examples include, but are not limited to: photographers, illustrators, printers, production companies or clients). In this case, the entrant's address will determine into which local show the work is entered. It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the National American Advertising Awards Committee defers to the rights of the creator in all cases.

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.

Real Advertising

The expressed intent of the Pele Awards and 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. This type of work is not accepted.

New Creative

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 (N3AC).

Copyright Infringement

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 N3AC. Failure to do so can be grounds for disqualification without refund of entry fees. Decisions on eligibility made by the National American Advertising Awards Committee (N3AC) are final.

HOW TO ENTER

Visit <https://www.PeleAward.com>, you will be directed to the American Advertising Awards – AAF-Hawaii competition site to register as an entrant.

Review the category list in this document (many new and/or revised categories for 2020–21) and follow the simple drop down menus to enter your information.

Credits (Professional/College only: make sure you have the titles and email addresses (optional) to credit the members of your creative team. Winning work will be announced at the 2021 Pele Awards Facebook Live Show and posted on <https://www.PeleAward.com>.

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

Online Entry Instructions – Professional & College Division Only

Reminder:

- 100% Online Entry Submissions Only.
- No Physical Entry and/or Official Entry Envelope needs to be turned in.

1. Visit **www.PeleAwards.com**
2. Click “Enter Online”
3. Enter your email address.
 - a. Last Year’s Entrants = enter your password or reset a new one
 - b. New Entrants = establish your password
4. Once you’ve registered, you’ll see the following screen:
 - Welcome (Your Name)
 - Make Another Entry (here is where you create an entry to enter)
 - My Entries (summary of your all your entries in system)
 - My Profile (your contact information page)
 - Change Password
 - Log Out
5. Log in each of your entries by clicking: Make Another Entry
 - a. Choose your appropriate category to enter.
 - b. Use the drop-down menu to find the correct category you need to enter in.
 - c. Fill out fields as needed (including proper uploads).
 - d. Make sure you credit the members of your creative team, so that they will be recognized should you win.
6. Invoice/Manifest - After you register your entries online, you’ll need to print out a summary of all your entries. Go to the “Invoice/Manifest” tab and click

“Print” listing all of your entries. This form states that by signing the form at bottom 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 and first appeared in the media between January 1 and December 31, 2020.
6. Understand that all entries that receive a Pele Award (or “GOLD District ADDY”) will be automatically forwarded at no-cost to the National Finals of American Advertising Awards Competition. Any entry that is awarded a SILVER qualifies at their own expense at \$100/per entry. Because all entries are due at judging prior to the Pele Awards Show, if we don’t hear from you by April 20, 2021 via email, we’ll assume you did not want to pay and have any SILVERs forwarded.
7. If you didn’t pay online, then please include a copy of your “Manifest/Invoice” with your payment submission via cash or check.

Deadline: Wednesday, March 17, 2021

 - a. Due to: **HonBlue, 501 Sumner St. #3B1, Honolulu, HI 96817**
 - b. note: only one copy is needed for ALL YOUR ENTRIES – not each entry).
8. You are done. No physical entries and or Entry Envelopes to prepare for 2021!
9. Any questions? Please contact us at PeleAwards@AAFHawaii.com

2020-21

PELE AWARDS CATEGORY LIST

SALES & MARKETING DIVISION

NOTE: new for 2020-21: 100% Online Entry Upload.

No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

Sales Promotion

Product or Service Sales Promotion. Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

- 01A 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.
- 01B 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 (7 A 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.
- 01D CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in categories 01A, B or C.

Packaging

All product packaging, including CD and DVD

- 02A SINGLE UNIT**
- 02B CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in category 02A.

Point Of Purchase

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

- 03A COUNTER TOP:** A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags. Single or Campaign.
- 03B FREE STANDING:** Self-contained unit or device that requires no additional support or elevation for proper product or service presentation. Single or Campaign.

Collateral Material

- 04 STATIONERY PACKAGE:** Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.
- 05 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 44 A or B – Digital.

Printed Newsletter

- 05A 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.
- 06B CAMPAIGN:** 2 to 4 Newsletter editions from the same year.

Brochure

- 07A 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.
- 07B CAMPAIGN:** 2 to 4 Brochures for the same product, service or brand.

Publication Design

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

- 08A COVER:** Layout & design of the front exterior of a magazine or book. Please submit entire magazine or book for judging.
- 08B EDITORIAL SPREAD OR FEATURE:** One editorial spread or feature per entry. Not intended for submission of entire book or magazine. Please submit copy of entire book or magazine noting which pages are being **COVER/EDITORIAL SPREAD OR**
- 08C FEATURE – SERIES:** Two to four covers and/or spreads and/or features from issues within the same year. Please submit copy of entire book or magazine to be judged noting which spreads are being judged.
- 08D MAGAZINE DESIGN:** Entire magazine design from cover-to-cover.
- 08E BOOK DESIGN:** Entire book design from cover-to-cover.

Special Event Marketing

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.

- 09A CARD, INVITATION, ANNOUNCEMENT:** Single Unit
- 09B CARD, INVITATION, ANNOUNCEMENT:** Campaign - 2 to 4 pieces may be submitted from work that qualifies in category 09A.

Direct Marketing

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or enticement a consumer reaction (response card, phone number to 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 (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

- 10A FLAT:** Single - Any printed sheet or sheets, at, folded or bound printed material that has been mailed as part of an advertising or promotional report.
- 10B FLAT:** Campaign - 2 to 4 pieces may be submitted from work that qualifies in category 10A.
- 10C 3D / MIXED:** Single - Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail at, 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.
- 10D 3D / MIXED:** Campaign - 2 to 4 pieces may be submitted from work that qualifies in category 10C.

Specialty Advertising

- 11A APPAREL:** Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.
- 11B 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.
- 11C CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in categories 11A or 11B.

Advertising Industry Self-Promotion Collateral

- 12A BRAND ELEMENTS:** Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures etc.
- 12B DIRECT MARKETING & SPECIALTY ADVERTISING (PRINTED OR DIGITAL):** Advertising industry self-promotion direct marketing, direct mail and specialty advertising.
- 12C SPECIAL EVENT MATERIALS (PRINTED OR DIGITAL):** Advertising industry self-promotion special event materials, including cards, invitations or announcements.

PRINT ADVERTISING DIVISION

NOTE: new for 2020-21: 100% Online Entry Upload.

No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

Magazine Advertising

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

- 15A FULL PAGE OR LESS:** Single Unit
- 15B SPREAD, MULTIPLE PAGE OR INSERT:** Single Unit
- 15C CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in categories 15A and/or 15B.

Magazine Self-Promotion

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

- 16A SINGLE UNIT:** Any Size
- 16B CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in category 16A.

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.

- 17A FRACTIONAL PAGE:** Single Unit - Newspaper ad that fills less than a full page, regardless of newspaper size/format (tabloid, broadsheet etc.).
- 17B FULL PAGE:** Single Unit - Ad that fills an entire page regardless of newspaper size/format (tabloid, broadsheet etc.).
- 17C SPREAD OR MULTIPLE PAGE:** Single Unit - Newspaper advertising sections, etc.
- 17D SPECIALTY ADVERTISING – SINGLE UNIT:** Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, “post-it” promotions, calendars, at sample packs, poly bags & wrappers.
- 17E CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in categories 17A to 17D.

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.

- 18A SINGLE UNIT:** Any Size.
- 18B CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in category 18A.

Branded Content & Entertainment

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. Any branded content and/or branded entertainment placed or appearing in print media.

- 19 BRANDED CONTENT & ENTERTAINMENT:** Any print medium - Any branded content and/or branded entertainment placed or appearing in print media.

OUT-OF-HOME & AMBIENT MEDIA

NOTE: new for 2020-21: 100% Online Entry Upload.

No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

AMBIENT MEDIA

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

- 20 GUERRILLA MARKETING**

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

- 21A SINGLE INSTALLATION**

- 21B MULTIPLE INSTALLATIONS:** 2 to 4 pieces may be submitted from work that qualifies in category 21A.

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

- 22A SINGLE EVENT**

- 22B MULTIPLE EVENTS:** 2 to 4 pieces may be submitted from work that qualifies in category 22A.

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.

23A SINGLE UNIT

23B CAMPAIGN: 2 to 4 pieces may be submitted from work that qualifies in category 23A.

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, etc.

24A FLAT - SINGLE UNIT

24B SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL OR ANIMATED – SINGLE UNIT

Mass Transit/Airlines

25A INTERIOR – SINGLE: Advertising placed inside any public transit vehicle.

25B EXTERIOR – SINGLE: Advertising placed on the 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.

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 27, or signage in the outdoor or transit categories but would include murals.

26A INTERIOR or EXTERIOR – Single

Interior or exterior signage, animated or static placed in airports, malls, transit stations, places of business.

26B LARGE VENUE – SINGLE: Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage etc.

27 OUT-OF-HOME CAMPAIGN: 2 to 4 pieces may be submitted from work that qualifies in categories 24A - 26B.

Out-Of-Home Self-Promotion

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

28A SINGLE UNIT

28B CAMPAIGN: 2 to 4 pieces may be submitted from work that qualifies in category 28A.

Advertising Industry Self-Promotion

29 ADVERTISING INDUSTRY SELF-PROMOTION - OUT-OF-HOME: Any public service out of home advertising, including outdoor boards, transit advertising and posters.

30

ADVERTISING INDUSTRY SELF-PROMOTION - AMBIENT MEDIA: Any advertising industry self-promotion ambient media, including guerrilla marketing, installations and events.

ONLINE/INTERACTIVE

NOTE: Entries for categories within the Online/Interactive division do not require a physical submission for 2020–21.

All video and audio assets for the PELE AWARD entries must be submitted as digital uploads via the online software. This entry procedure applies for all websites, infomercials, webisodes, and/or Internet commercials, digital summaries, mobile app. Judging for these entries will be done online, using the digital content provided via URL during the online entry process. **Failure to comply with these guidelines could result in disqualification.**

Submission of Digital Entries

Digital entries in the Professional Division of the American Advertising Awards are described as follows:

- Entries in all Online/Interactive categories (31-40 and 63)
- Entries in all Film, Video & Sound categories (41-59)
- Entries in select Elements of Advertising categories (68-87)

Entry submission in these categories may be made entirely online, including submission of creative assets either via digital file uploads, JPEG screenshots (for Social Media) or submission of URLs for judging (carefully follow the submission instructions during the online entry process).

Completion of the entry process for all these categories still requires not only the online portion of the process but submit screen shots of the physical work samples (no larger on a 11" x 17" size paper) including (2) copies of your entry form for each entry submission included in the "2020 PELE AWARDS OFFICIAL ENTRY ENVELOPE".

For Online/Interactive Advertising for Websites and all Online/Interactive entries, submit the URLs.

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/addy_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.

Websites

31A CONSUMER: Any website created primarily for consumer use.

31B B-TO-B: Any website created primarily for business-to-business commerce.

31C 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

32A 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.

32B MULTIPLE PLATFORMS: Creative execution of brand advertising, marketing and/or promotion across multiple social media platforms (Facebook, Twitter etc). Entry may include 2 to 4 pieces.

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.

- 33A MOBILE APP:** Interactive mobile apps for tablets, smartphones and wearable devices.
- 33B WEBSITE BASED APP:** Interactive apps for desktop and laptop-based web browsers.
- 33C GAMES:** Online/Interactive games.
- 33D TOOLS & UTILITIES:** Interactive applications regardless of the device or interface such as screen savers, widgets etc.
- 33E 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

- 34 WEB BANNER ADS OR WEBSITE TAKEOVERS:** Static or Animated web banner ads regardless of size or an ad that takes over the web page for several seconds.
- 35 CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 34.
- 36 EMAIL:** Single or multiple (campaign) email occurrences.

Blogs Digital Publications

- 37 BLOGS:** Eligible blog content must support a brand or advertise a product or service.
- 38A DIGITAL PUBLICATIONS:** Online publication (single or multiple occurrence) in support of a brand, such as magazines, newsletters or books.
- 38B DIGITAL PUBLICATIONS - CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in category 38A.

Blogs Digital Publications

- 39 BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE:** Original content that may or may not directly promote a 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 51.

Advertising Industry Self-Promotion

- 40 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 59.

FILM/VIDEO & SOUND DIVISION

NOTE: Entries for categories within the Film/Video & Sound division still require a physical submission. A screenshot (2 sets) must be submitted to assist with judging and for display at the 2020 Pele Awards Show. Judging of these entries will be done using the digital content provided via URL or what was uploaded during the online entry process. **Failure to comply with these guidelines could result in disqualification.**

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

41A SINGLE SPOT :30 SECONDS OR LESS

41B SINGLE SPOT MORE THAN :30 SECONDS

41C CAMPAIGN: 2 to 4 pieces may be submitted from work that qualifies in categories 41A and/or 41B.

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.

42A SINGLE SPOT :30 SECONDS OR LESS

42B SINGLE SPOT MORE THAN :30 SECONDS

42C CAMPAIGN: 2-4 from categories 42A and/or 42B (any length).

Audio/Radio Self-Promotion

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

43A SINGLE SPOT – ANY LENGTH

43B CAMPAIGN: 2 to 4 pieces may be submitted from work that qualifies in category 43A.

TELEVISION ADVERTISING

Television Advertising - Local (One DMA)

A single TV commercial that is broadcasted on any 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.” TV spot must be running on standard commercial breaks. Other commercials should be entered in category 52.

***Note: DO NOT ENTER CATEGORIES 44A-44D. Instead, enter the following categories broken down by “net production costs per spot” under the “Locals Only” section as follows:**

Locals Only - Television

- 44A1 :15 OR LESS:** Television Under \$10,000.
- 44A2 :15 OR LESS:** Television \$10,000-\$25,000.
- 44A3 :15 OR LESS:** Television \$25,000-\$50,000.
- 44A4 :15 OR LESS:** Television Over \$50,000.
- 44B1 :30 OR LESS:** Television Under \$10,000.
- 44B2 :30 OR LESS:** Television \$10,000-\$25,000.
- 44B3 :30 OR LESS:** Television \$25,000-\$50,000.
- 44B4 :30 OR LESS:** Television Over \$50,000.
- 44C1 :60 OR MORE:** Television Under \$10,000.
- 44C2 :60 OR MORE:** Television \$10,000-\$25,000.
- 44C3 :60 OR MORE:** Television \$25,000-\$50,000.
- 44C4 :60 OR MORE:** Television Over \$50,000.

Television Campaigns

Two to Four Commercials, of any length that qualifies in categories 44A1 to 44D4.

- 44D1 LESS THAN \$10,000**
- 44D2 LESS THAN \$25,000**
- 44D3 \$25,000-\$50,000**
- 44D4 OVER \$50,000**

Television Advertising - Regional/National

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

- 45A SINGLE SPOT:** Up to 2 minutes in length.
- 45B CAMPAIGN:** 2 to 4 Regional/National TV commercials.

Television Self-Promotion - Local

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

46A SINGLE SPOT – ANY LENGTH

46B CAMPAIGN: 2 to 4 single spots that qualify in category 46A.

Television Self-Promotion - Regional/National

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

47A SINGLE SPOT – ANY LENGTH

47B CAMPAIGN: 2 to 4 single spots that qualify in category 47A.

ONLINE FILM, VIDEO AND SOUND

Internet Commercials

Any commercial that is created to run on the Internet. Television Advertising commercials that also receive Internet runs are not eligible in this category, unless there is a change in content (see “New Creative” under “Eligibility”). Maximum length of entry is 3 minutes.

***Note: DO NOT ENTER CATEGORIES 48A or 48B. Instead, enter the following categories broken down by Production Cost: “cost per spot” under the “Locals Only” section as follows:**

Entry must be submitted as an online video using its URL, not as a digital upload. Campaign Entries - 2 to 4 pieces from 48A.

48A1 Single Spot - Any Length: Under \$5,000.

48A2 Single Spot - Any Length: \$5,000-\$10,000.

48A3 Single Spot - Any Length: \$10,000-\$25,000.

48A4 Single Spot - Any Length: \$25,000-\$50,000.

48A5 Single Spot - Any Length: \$50,000 and Over.

48B1 Campaign - Any Length: Under \$5,000.

48B2 Campaign - Any Length: \$5,000-\$10,000.

48B3 Campaign - Any Length: \$10,000-\$25,000.

48B4 Campaign - Any Length: \$25,000-\$50,000.

48B5 Campaign - Any Length: \$50,000 and Over.

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.

49A SINGLE

49B CAMPAIGN: 2 to 4 pieces that qualify in category 49A.

Webisodes

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category can be up to four webisodes which must advertise a product or service. Entry must be submitted as an online video using its URL(s), not as a digital upload.

50A SINGLE

50B SERIES: 2 to 4 pieces that qualify in category 50A.

Branded Content & Entertainment For Online Film, Video and 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.

- 51A SINGLE ENTRY:** 60 seconds or less
- 51B SINGLE ENTRY:** more than 60 seconds
- 52 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.
- 53 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.
- 54 BRANDED CONTENT & ENTERTAINMENT CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in categories 51A to 53.

Cinema Advertising

- 55 MOVIE TRAILER:** Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films.
- 56 IN-THEATRE COMMERCIALS OR SLIDES:** In-theatre commercials and slides for any product or service other than theatrical films.

Sales Promotion

- 57 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

- 58 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.

Advertising Industry Self-Promotion

- 59 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.

CROSS PLATFORM DIVISION

NOTE: All entries in the Cross Platform division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work or screen shots (2 sets) – SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. *Failure to comply with these guidelines could result in disqualification.*

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

- 60A B-TO-B CAMPAIGN – LOCAL:** Business-to-business ad campaign using more than one medium that appears in just one market (DMA).
- 60B B-TO-B CAMPAIGN – REGIONAL/NATIONAL:** Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).
- 60C CONSUMER CAMPAIGN – LOCAL:** Consumer ad campaign using more than one medium that appears in just one market (DMA)
- 60D CONSUMER CAMPAIGN – REGIONAL/NATIONAL:** Consumer ad campaign using more than one medium that appears in more than one market (DMA)
- 61 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.
- 62 INTEGRATED BRANDED CONTENT CAMPAIGN – LOCAL OR REGIONAL/NATIONAL:** 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 Campaigns

- 63 ONLINE/INTERACTIVE CAMPAIGN:** This campaign category may contain up to 10 pieces from work that qualifies in categories 31-40 and/or 48-50. All entries are submitted online and a hard copy screenshot printout (no larger than 11"x17") must be submitted.

Corporate Social Responsibility

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 note there is no specific Corporate Social Responsibility category.

- 64 INTEGRATED MEDIA CORPORATE SOCIAL RESPONSIBILITY CAMPAIGNS:** 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.*

Pro Bono

Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. **Charitable organizations are nonprofits whose goal is to benefit the general public** Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a **Pro Bono category but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as Pro Bono. Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.**

All Pro Bono advertising must be entered in these categories and does not qualify in any other. Individual elements of Pro Bono advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Pro Bono category. Please Note: Pro Bono entries and Pro Bono Elements of Advertising entries are not eligible for Best of Show consideration.

- 65 Pro Bono:** Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. Charitable organizations are nonprofits whose goal is to benefit the general public Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a Pro Bono category but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as Pro Bono. Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.

Advertising Industry Self-Promotion

All advertising and special event materials and creative work performed for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Creative Services and advertising supplier/ vendor ads created by, or for, an agency that advances the agency's or supplier/vendor's cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.). Includes, but is not limited to: agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/ models, video/ film and audio production companies.

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 entries are NOT eligible for Best In Show consideration.

- 66 AD CLUB OR MARKETING CLUB:** Any advertising created by, or for, an advertising, design 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.

Advertising Industry Self-Promotion Campaigns

- 67A SINGLE MEDIUM CAMPAIGN:** 2 to 4 pieces from a single medium from any advertising industry self-promotion campaign.
- 67B 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.

AMBIENT MEDIA

NOTE: *new for 2020-21: 100% Online Entry Upload.

No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

Copywriting

- 68 COPYWRITING:** Copywriting for any advertising medium.

Visual

- 69 LOGO DESIGN:** An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may include upload of a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective. All entrants must include an upload showing the Proof of usage.
- 70 INFOGRAPHIC:** A representation of information in a graphic format designed to make the data easily understandable. Proof of usage required.

Illustration

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

- 71A ILLUSTRATION – SINGLE**
- 71B ILLUSTRATION – SERIES:** 2 to 4 pieces may be submitted from work that qualifies in category 71A.

Still Photography

- 72A BLACK & WHITE, SINGLE**
- 72B COLOR, SINGLE**
- 72C 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.
- 72D STILL PHOTO CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in categories 72A to 72C.

Art Direction

- 73A ART DIRECTION -** Art direction for any advertising medium. Single execution.
- 73B ART DIRECTION - CAMPAIGN -** 2 to 4 pieces may be submitted from work that qualifies in category 73A.

Film & Video

- 74A 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.
- 74B CINEMATOGRAPHY - CAMPAIGN:** 2 to 4 entries be submitted from work that qualifies in category 74A.
- 75A 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.
- 75B 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.
- 76 VIDEO EDITING:** Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

Sound

- 77A MUSIC WITHOUT LYRICS:** 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.
- 77B 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.
- 77C MUSIC WITH/WITHOUT LYRICS: CAMPAIGN:** 2 to 4 pieces may be submitted from work that qualifies in category 77A and/or 77B.
- 78 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.
- 79A SOUND DESIGN:** Any combination of non-musical elements, sound effects, ambiance and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.
- 79B SOUND DESIGN - CAMPAIGN:** 2 to 4 pieces may be submitted that qualifies in category 79A.

Digital Creative Technology

- 80 INTERFACE & NAVIGATION:** The creative use of tools, features and overall design of websites and w in the area of user navigation and interface.
- 81 RESPONSIVE DESIGN:** Entries will be judged on overall site design and the quality of the user’s experience when viewed using different devices (browsers, tablets smart phones, etc.)
- 82 GPS & LOCATION TECHNOLOGY:** Creative use of location technology to advance or improve the principal purpose of site or app.
- 83 AUGMENTED REALITY:** Creative use of augmented reality technology in the execution of a website or app.
- 84 MOBILE INTERACTION:** Creative integration of mobile technology with other media (such as print, outdoor etc) in the execution of an advertising message or campaign.

- 85 **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.
- 86 **DATA DRIVEN MEDIA:** Innovative use of data-driven digital media that delivers a personalized experience to each user.
- 87 **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.

PUBLIC SERVICE SALES & MARKETING

NOTE: No physical entries or Official Entry Envelopes to turn in. Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

Public Service

Corporate Social Responsibility (CSR)

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 note there is no specific Corporate Social Responsibility category.

Pro Bono

Pro Bono: Pro bono advertising has as its goal the improvement of the public's health, education and/or welfare. **Charitable organizations are nonprofits whose goal is to benefit the general public** Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a Pro Bono **category but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as Pro Bono. Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.**

All Pro Bono advertising must be entered in these categories and does not qualify in any other. Individual elements of Pro Bono advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Pro Bono category. Please Note: Pro Bono entries and Pro Bono Elements of Advertising entries are not eligible for Best of Show consideration.

Corporate Social Responsibility Collateral

- 88A **BRAND ELEMENTS:** Stationery, logo, invitations, POS materials, newsletters, etc.
- 88B **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.
- 88C **BROCHURE/SALES KIT:** All CSR sales kits, information sheets and brochures.

Corporate Social Responsibility Marketing & Specialty Advertising

- 89A SINGLE UNIT:** CSR direct marketing, direct mail or specialty advertising.
- 89B CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 89A.

Pro Bono Collateral (See Pro Bono advertising guidelines on pg. 46)

- 90A BRAND ELEMENTS:** Stationery, logo, invitations, POS materials, newsletters, etc.
- 90B 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.
- 90C BROCHURE/SALES KIT:** All pro bono sales kits, information sheets and brochures.

Pro Bono Direct of Marketing & Specialty Advertising

- 91A SINGLE UNIT:** Pro Bono direct marketing, direct mail or specialty advertising.
- 91B CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 91A.

PRINT

NOTE: No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

Corporate Social Responsibility Print Advertising

CSR advertisement placed in any print medium.

- 92A SINGLE UNIT:** Any size.
- 92B CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 92A.

Pro Bono Print Advertising

Pro Bono advertisement placed in any print medium.

- 93A SINGLE UNIT:** Any Size
- 93B CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 93A.

OUT-OF-HOME & AMBIENT MEDIA

NOTE: No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

Corporate Social Responsibility Out-of-Home

- 94A POSTER:** Any size.
- 94B OUT-OF-HOME:** Any CSR out-of-home advertising.
- 94C CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in categories 94A or 94B.

Corporate Social Responsibility Ambient Media

- 95A SINGLE OCCURANCE:** Any CSR ambient media, including guerrilla marketing, installations and events.
- 95B CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 95A.

Pro Bono Out-of-Home

- 96A POSTER:** Any size.
- 96B OUT-OF-HOME:** Any Pro Bono out-of-home advertising.
- 96C CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in categories 96A or 96B.

Pro Bono Ambient Media

- 97A SINGLE OCCURANCE:** Any Pro Bono ambient media, including guerrilla marketing, installations and events.
- 97B CAMPAIGN:** 2-4 pieces may be submitted from work that qualifies in category 97A.

ONLINE/INTERACTIVE

NOTE: No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

- 98A CORPORATE SOCIAL RESPONSIBILITY ONLINE/INTERACTIVE** – Single CSR entries for Online/Interactive—excluding Corporate Social Responsibility Online Film, Video & Sound which should be entered in category 64.
- 98B CORPORATE SOCIAL RESPONSIBILITY ONLINE/INTERACTIVE CAMPAIGN** – 2–4 pieces may be submitted from work that qualifies in category 98A.
- 99A PRO BONO ONLINE/INTERACTIVE** – Single Pro Bono entries for Online/Interactive—excluding Pro Bono Online Film, Video & Sound which should be entered in category 65.
- 99B PRO BONO ONLINE/INTERACTIVE CAMPAIGN** – 2–4 pieces may be submitted from work that qualifies in category 99A.

FILM, VIDEO & SOUND

NOTE: No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

- 100 CORPORATE SOCIAL RESPONSIBILITY TELEVISION:** Any CSR TV advertising. Single spot—any length.
- 101 CORPORATE SOCIAL RESPONSIBILITY RADIO:** Any CSR radio advertising. Single spot—any length.
- 102 CORPORATE SOCIAL RESPONSIBILITY FILM, VIDEO & SOUND:** CSR advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.
- 103 CORPORATE SOCIAL RESPONSIBILITY NON-BROADCAST AUDIO/VISUAL:** CSR advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.
- 104 CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN:** Campaign consisting of 2–4 executions of categories 100-103.

- 105 PRO BONO TELEVISION:** Any Pro Bono TV advertising. Single spot—any length.
- 106 PRO BONO RADIO:** Any Pro Bono radio advertising. Single spot—any length.
- 107 PRO BONO FILM, VIDEO & SOUND:** Pro Bono advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence—any length.
- 108 PRO BONO NON-BROADCAST AUDIO/VISUAL:** Pro Bono advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence—any length.
- 109 PRO BONO CAMPAIGN:** Campaign consisting of 2–4 executions of categories 105-108.

POLITICAL ADVERTISING

NOTE: No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

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 which 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.

Print

- 110 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.
- 111 POLITICAL PRINT ADVERTISING:** Any size ad placed in any print medium such as magazines and newspapers.
- 112 POLITICAL OUT-OF-HOME & AMBIENT MEDIA:** 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.
- 113 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.
- 114 POLITICAL BROADCAST TELEVISION:** Television ads (any length)
- 115 POLITICAL AUDIO:** Radio ads (any length), podcasts
- 116 POLITICAL NON-BROADCAST AND ONLINE VIDEO:** Internet commercials/webisodes. Entries must be submitted as an online video using its URL, not as a digital upload.
- 117 POLITICAL CAMPAIGN:** Single medium campaign in any of the above categories consisting of 2–4 executions.
- 118 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).

2021 PELE AWARDS COLLEGE DIVISION

Presented by



NMG Scholarship Program will present a cash scholarship to the Best of Show - College Student Division winner.

Overview

The mission of the College Division PELE (ADDY) competition is to recognize and reward creative excellence in the art of advertising and design. Open only to post high school students that include but not limited to trade and technical schools, art institutes, community and four-year colleges and universities.

Conducted annually by the American Advertising Federation (AAF) and sponsored nationally by National Ad 2 and locally by AAF District 13, AAF-Hawaii and Ad 2 Hawaii. Presented by Nella Media Group NMG Scholarship Program.

Concurrently, all across the country, local college entrants vie for recognition as the very best in their markets. Hawaii has a unique situation in which all PELE AWARD WINNERS (PELE GOLD) are all forwarded automatically to the 2021 American Advertising Awards National Finals College Division competition scheduled for early May 2021 in Washington, DC.

Eligibility Requirements:

- Applicants must be enrolled full or part-time in an accredited U.S. post-secondary educational institution.
- All work entered into the competition must have been created between January 1, 2020 to March 15, 2021.
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Group and/or individual work are eligible.
- 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 with the exception of work created for clubs as a fundraiser or work created for student publications.
- 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 a student during the 2020 calendar year and the entry meets all other requirements.
- All work submitted in the Student PELE Competition is subject to the same rules and guidelines and submission requirements as the professional PELE AWARDS Competition. Follow online submission instructions.

COLLEGE DIVISION: NEW FOR 2020–21

Here are the major changes for the 2020-21 Pele Awards Call For Entry period:

- 100% Online Entry Submissions Only.
- No Physical Entry and/or Official Entry Envelope needs to be turned in.
- New Lower Entry fees (Local and National)
 - Buy 1, Get 1 Free Entry Promotion (i.e. \$20 per entry for College entrants but an additional free entry can be submitted for each paid entry)
- Online Virtual Judging
 - Judging will be done online using digital content provided that was uploaded during the entry process and or URL.
- Similar to 2020
 - A 2021 Facebook Live Virtual Awards Show
 - Web Posting of Winners
 - Scheduled Picture Taking and Awards Pick Up

(The possibility of an in-person event may be evaluated as the date of the show gets closer, but is unlikely)

ENTRY FEES & DEADLINES

ENTRY FEES

\$20/per entry (single or campaign) + Enter (1), Get (1) FREE

DEADLINES:

Online Call for Entry Period:

NOW to March 15, 2021, 11:59pm HST

Entry Form Waivers & Entry Fee Payments not paid online Due:

Wednesday, March 17, 2021, 4pm HST to HONBLUE.

COLLEGE DIVISION CATEGORIES

NOTE: No physical entries or Official Entry Envelopes to turn in.

Judging will be done online using digital content provided that was uploaded during the entry process and or URL.

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 to 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 should be entered in category S17 – Digital Publications.
- S04 SPECIAL EVENT MATERIALS (INVITATIONS, CARDS, ETC.):** Promotional and/or informational items, usually relating to a specific event/a air 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 & 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 to 4 pieces may be submitted from work that qualifies in category 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).

PRINT ADVERTISING

Magazine Advertising

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

S07A SINGLE (FULL PAGE OR LESS)

S07B CAMPAIGN: 2 to 4 pieces of work that qualify in category S07A.

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.

S08A SINGLE (FULL PAGE OR LESS)

S08B CAMPAIGN: 2 to 4 pieces of work that qualify in category S08A.

OUT-OF-HOME & AMBIENT MEDIA

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 to 4 pieces of work that qualify in category S09A.

Outdoor & Transit Advertising

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.

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 CAMPAIGN: 2 to 4 pieces of work that qualify in categories S10A and/or S10B.

Ambient Media

Guerrilla 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 files via the American Advertising Awards online entry software.

S11A SINGLE OCCURRENCE OR INSTALLATION

S11B CAMPAIGN: 2 to 4 pieces of work that qualify in category S11A.

ONLINE/INTERACTIVE

Websites

S12 WEBSITE (DESKTOP OR MOBILE)

Social Media

S13A SINGLE PLATFORM - Creative execution of brand advertising, marketing and/or promotion that appeared in social media.

S13B The same execution may have appeared on one or multiple platforms, but only one entry is required.

MULTIPLE PLATFORMS (CAMPAIGN) - 2 to 4 pieces that qualify 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 included in the entry 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 to 4 pieces that qualify in 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.

FILM/VIDEO & SOUND

NOTE: Reminder: 100% Online Entry Submissions. Entries for all categories do not require physical submission. 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 to 4 pieces of work that qualify in category S18A.

Television Advertising

S19A SINGLE

S19B CAMPAIGN: 2 to 4 pieces of work that qualify in category S19A.

CROSS PLATFORM

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 up to 3 minutes (digital). Summaries must be submitted by uploading the files during the online entry process. Failure to adhere to these guidelines may result in disqualification.

Integrated Advertising Campaigns

S20 B-TO-B CAMPAIGN

S21 CONSUMER CAMPAIGN

Integrated Brand Identity Campaign

S22A SINGLE

S22B CAMPAIGN: 2 to 4 pieces of work that qualifies in category S22A.

ELEMENTS OF ADVERTISING

Copywriting

S23 COPYWRITING: Copywriting for any advertising medium

Visual

S24 LOGO DESIGN: An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

Illustration

S25A ILLUSTRATION – SINGLE

S25B ILLUSTRATION – CAMPAIGN: 2 to 4 pieces that qualify in category S25A.

Still Photography

S26A BLACK & WHITE, SINGLE

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 to 4 pieces that qualify in categories S26A to S26C.

Art Direction

S27A ART DIRECTION: Art direction for any advertising medium. Single execution.

S27B ART DIRECTION - CAMPAIGN: 2 to 4 pieces that qualify in category S27A.

Film, Video & Sound

S28A 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.

S28B CINEMATOGRAPHY - CAMPAIGN: 2 to 4 pieces that qualify in 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.

S30A MUSIC AND SOUND DESIGN - SINGLE: 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, ambiance and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

S30B MUSIC AND SOUND DESIGN - CAMPAIGN: 2 to 4 pieces that qualify in category S30A

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 and user experience.

2021 PELE AWARDS HIGH SCHOOL DIVISION

Presented by



NMG Scholarship Program will present a cash scholarship to the Best of Show - High School Student Division winner.

Overview

The Pele Awards has been around for 40 plus years. The High School Pele Awards was established in 2018 to recognize and reward Creative Excellence in the art of Advertising and Design. The 2021 Best of Show High School winner will receive a \$500 cash scholarship from NMG Network's Student Scholarship Program.

Last year, we had over 375 entries from Hawaii High Schools statewide. 125 entries were honored with either a Pele Gold, Silver or a Bronze.

ELIGIBILITY REQUIREMENTS

- Entrants must be enrolled in Grades 9 through 12 in a full or part-time accredited Hawaii U.S. educational institution for Public and Private Schools. Home schooled Students are also eligible.
- All work entered into the competition must have been created between January 1, 2020 and March 15, 2021.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Group and/or individual work are eligible.
- Work must be created while a student is enrolled in an accredited Hawaii U.S. educational institution for either Public, Private and/or Home schooled students
- Recent graduates are eligible to enter as long as the entry was created while a student during the 2020 school calendar year.

Here are the changes to 2021:

- Like 2020, Judging will be done virtually and reviewed online.
- Online Submission - Call for Entry Period – NOW to March 15, 2021. Cost per Entry: \$5
 - o Everything is Digital Uploads. A pdf upload must be submitted for each entry.
 - Multiple Pages accepted on one Upload.
 - Film, Video & Sound categories = mp4 only; one upload only. Multiple spots accepted on one upload.
 - Collateral, Publication Design, Direct Marketing, Poster, Online/Interactive, Illustration, Photography, Misc. Projects categories = multiple page uploads accepted for one entry
 - o NO "Official Pele Entry Envelopes" submissions for 2021.
 - o New Online Electronic Signature from Student Entrant(s) & Parent or Guardian
 - o No Student Data will be needed or collected
 - o Email Acknowledgement once entry has been submitted

STUDENT - HIGH SCHOOL

- Deadline: Friday, March 19, 2021, 1pm HST
 - Entry Fee Payment Forms with Payment (Cash, Check, CC Info, Purchase Orders, etc)
 - Entry Forms (that were not submitted via electronic signature)
 - Due to: HonBlue

Here's a short video overview of the 2020 High School Pele Winners with all the winners posted here:

<https://winners.peleawards.com/high-school/>

IMPORTANT INFORMATION AND DATES:

- \$5 - Cost per each entry (payable via check, cash, credit card or School PO)
- All entries must Register and Finalize entries online
 - Final Online Entry Deadline*:
Monday, March 15, 2021, 11:59pm HST
- Entry Forms without Electronic Signature AND Entry Fee Payment Forms Deadline*:
Friday, March 19, 2021 - 1pm HST
 - *All Payments and Entry Forms Must Be Dropped Off or

Mailed to:

HonBlue
Attn: PELE AWARDS
501 Sumner St. #3B1
Honolulu, HI 96817

2021 PELE AWARDS HIGH SCHOOL CALENDAR OF EVENTS

Monday, March 15, 2021

Final Online Entry Deadline – HIGH SCHOOL

Friday, March 19, 2021

Entry Forms & Entry Fee Payment Forms due
By 1pm HST to HonBlue

Friday, May 7, 2021– 12noon

2021 High School Pele Website Winners Revealed

HOW TO ENTER (NEW PROCEDURES FOR 2021)

Visit PeleAwards.com and click "[High School](#)" in the menu.

1. **Review/Download** a list of the categories available to enter as well
 - Have all your entry information before beginning the application submission process
2. Click on AND fill out the **Online Entry Application Form***
 - a. One application form for each entry submission.
 - b. All entrants must have a Gmail Account to access.
 - c. Mandatory Upload of Entry*
 - *to be used for the 2021 Pele Awards Show and for Judging.
 - i. Categories #H01 to #H07; H08B, #H09 to #H11d, #19
 1. Upload a (multiple pages accepted), high res PDF file only
 - ii. Categories #H12 to #H18 – Film, Video and Sound Categories, H19 (MISC)
 1. Upload Broadcast Entry (see page 46 for Broadcast Submission Guidelines)
 - iii. Categories #08A - Website (Desktop)
 1. URL
 - iv. Category #08A – Website (Mobile); Category #08B Web Banner Ad
 1. Screenshot Print Outs (on up to 11"x17" size paper) for suitable for judging
3. **Download Entry Form Packet** that must be submitted
 - Fee Entry:
 - a. Entry Form (who didn't e-sign earlier) (that needs a parent or guardian signature)
 - b. \$5 entry payment information
4. Place your entry and fee form packet in an envelope.
5. Turn in Entry Payments no later than Friday, March 19, 2021, 1pm HST to: ELECTRIC PENCIL or STATE OF HAWAII - DEPT. OF EDUCATION CAREER & TECH. EDUCATION DEPT

Entry Submission Information & Deadlines

All entries must be entered and uploaded By Monday, March 15, 2021, 11:59 pm HST in OFFICIAL ENTRY ENVELOPE no later than Friday, March 19, 2021, 1pm HST. Drop off or mail to:

1. Electric Pencil
501 Sumner St., #3B1
Honolulu, HI 96817
Phone: 808-441-4411
2. State of Hawaii - Dept. of Education
Career & Tech. Education Dept.
475 22nd Avenue, Room 215
Honolulu, Hawaii 96816
Phone: 808-305-9707

* All entries must submit upload
Max size, No zip files.

HIGH SCHOOL DIVISION CATEGORIES

Product or Service Sales Promotion

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

- H01 PACKAGING:** All product packaging. 1 to 4 pieces may be submitted.
All entries from categories H01–H07, H08B–11D required a pdf upload. No zip files.

Collateral Material

- H02 STATIONERY PACKAGE (SINGLE OR MULTIPLE PIECES):** Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.
- H03A PRINTED ANNUAL REPORT:** An annual report is a yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.
- H03B BROCHURE:** A brochure is a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.
- H04 SPECIAL EVENT MATERIALS (INVITATIONS, CARDS, ETC.):** Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. 1 to 4 pieces may be submitted for the same event.

Publication Design

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

- H05A COVER:** Layout & design of the front exterior of a magazine or book.
- H05B EDITORIAL SPREAD OR FEATURE:** One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

Direct Marketing

- H06A DIRECT MAIL:** Anything that is created to be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.).
- H06B SPECIALTY ADVERTISING - APPAREL:** Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.
- H06C SPECIALTY ADVERTISING - OTHER MERCHANDISE:** Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a company, corporate image, brand or event.

Poster

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

H07 SINGLE

Online/Interactive – URL must be provided for online judging

H08A WEBSITE (DESKTOP OR MOBILE)
pdf upload or pdf screenshot accepted

H08B WEB BANNER AD
pdf upload or pdf screenshot accepted

Visual

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

Illustration

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

H10 ILLUSTRATION: 1 to 4 pieces may be submitted.

Still Photography

H11A BLACK & WHITE, SINGLE

H11B COLOR, SINGLE

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

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

Film, Video & Sound – 1. All entries should promote positive messages, safe and ethical video production practices. 2. MP4 upload only. No zip files.

- H12 TELEVISION ADVERTISING:** Should convey a message aimed to market a product or service. Any length up to 60 seconds.
- H13 PUBLIC SERVICE TELEVISION ADVERTISING:** Should convey a message of either improvement of the public’s health, education and/or welfare. Any length up to 60 seconds.
- H14 INTERNET COMMERCIALS:** Any commercial that is created to run on the Internet. Television commercials that also run on the Internet are not eligible in this category, unless there is a change in content (see “New Creative” on page 4). Entry must be submitted as an online video using its URL, not as a digital upload. *Note: Only the first minute will be reviewed by the Judges. You have the option of submitting an edited version of up to 60 seconds in length.
- H15 MOVIE TRAILER:** Should promote a single movie for an upcoming theatrical film. *Note: Only the first three minutes will be reviewed by the Judges. You have the option of submitting an edited version of up to three minutes in length.
- H16 MUSIC VIDEO:** A short film integrating song and imagery with the goal to promote an artist, music or performance. *Note: Only the first three minutes will be reviewed by the Judges. You have the option of submitting an edited version of up to three minutes in length.
- H17 CINEMATOGRAPHY:** Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution. *Note: Only the first minute will be reviewed by the Judges. You have the option of submitting an edited version of up to 60 seconds in length.
- H18 ANIMATION OR SPECIAL EFFECTS:** 2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

Other

- H19 MISC PROJECTS:** Any project that doesn’t fall into one of the categories above.
* PDF or MP4 upload submissions accepted

GLOSSARY

Forwarding of Winners (Professionals Only)

Note that only work that has won a Pele - Gold ADDY or a Silver ADDY in a District competition will be eligible for entry into the National American Advertising Awards competition scheduled in early May 2020 held in Washington, DC. All Pele/Gold Winners will automatically be forwarded up to the National Competition (with exception of “Locals Only – Retail Advertising and the Travel & Tourism” categories) that do not qualify.

AAF District 13 Silver Award Winners will be given the option of having their entry be automatically forwarded at the expense of the Entrant. The entry fee is \$100 for each Silver entry.

And because the deadline to submit entries to the National Finals of the American Advertising Awards happens prior to our 2019 Pele Show announcement, all awards finalists will be contacted via email asking “should you win a Silver ADDY, do you want your entry to be sent up to the National Finals @ \$100/per entry”. AAF D13 will follow up with each “Silver” winner and confirm and collect payment, if need be. If we do not get a response via email (PeleAwards@AAFHawaii.com), we will assume you did not want your entry forwarded.

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 90 seconds (digital). Digital summaries must be submitted by uploading the video file during the online entry process. Failure to adhere to these guidelines may result in a portion or all of the noncompliant entry to be removed from judging.

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 note there is no specific Corporate Social Responsibility category.

Pro Bono

Pro bono advertising has as its goal the improvement of the public’s health, education and/or welfare. **Charitable organizations are nonprofits whose goal is to benefit the general public** Advertising work done for non-profit social organizations or causes, charities or NGOs designated as a non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code should be entered in a **Pro Bono category but not if the entrant had a fully paid budget. Additionally, if significant portions of the work were created using donated resources it would qualify as Pro Bono. Public service advertising work that is performed within normal accepted creative processes (that is with no special budgetary allowances on the part of advertising agencies or in-house teams) should be submitted in the appropriate general categories.**

All Pro Bono advertising must be entered in these categories and does not qualify in any other. Individual elements of

Pro Bono advertising may be entered into the Elements of Advertising categories for judging, but note there is no specific Pro Bono category. Please Note: Pro Bono entries and Pro Bono Elements of Advertising entries are not eligible for Best of Show consideration.

Advertising Industry Self-Promotion

All advertising and special event materials and creative work performed for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Creative Services and advertising supplier/ vendor ads created by, or for, an agency that advances the agency’s or supplier/vendor’s cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.). Includes, but is not limited to: agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/ film and audio production companies.

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 entries are NOT eligible for Best In Show consideration.