

special awards review

Due to the increased attention, exposure and scrutiny given to special or major awards presented in the American Advertising Awards (such as Best of Category and Best of Show) it is necessary that those potential winning entries are fully vetted to insure there are no errors in entry or judging.

Before the awards are finalized, the Judging Chair or a committee appointed by the Competition Chair must verify:

1. Is the entry in the correct category?
2. Are the judges awarding the work in the entry category?
For example: The entry was just an element of advertising, but the judges want to award the campaign as it was featured in the case study attached to the entry.
3. Was the work created within the correct calendar year?
4. Is the work “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.

NOTE: 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.

5. Was the entry submitted in the CBSA, DMA or MSA where the work was created?
6. Was the work done for a “real” client?

With the exceptions of Pro Bono Advertising, Advertising Industry Self-Promotion categories, and student entries, work entered must have been the result of paid creative services and/or media placement in the normal course of business. The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure, as if the entry was created solely for the purpose of winning an award. This type of work is not accepted.

If the answer is “NO” to any of the above criteria, select another entry for the award.

It is also recommended that all winning work be reviewed with the same questions to ensure the integrity of the competition.