



★ 2016 PELE AWARDS ★

# INFORMATION GUIDE

WHAT TO DO &  
HOW TO DO IT

ENTRY RULES ★ GUIDELINES ★ CATEGORIES

★ ★ ★ ★ ★ LIVE COVERAGE SAT APR 23, 2016 ★ ★ ★ ★ ★



AMERICAN ADVERTISING FEDERATION  
AMERICAN ADVERTISING AWARDS  
DISTRICT 13 COMPETITION



★ ★ ★ ★ ★ [WWW.PELEAWARDS.COM](http://WWW.PELEAWARDS.COM) ★ ★ ★ ★ ★

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Download these complete instructions, Entry Rules, Guidelines, Categories, etc.

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

If you have any questions, comments, or need "official Pele Awards Envelopes", email us at

[PeleAwards@AAFHawaii.com](mailto:PeleAwards@AAFHawaii.com)



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# THE 2015-16 PELE AWARDS INFORMATION GUIDE

## OVERVIEW

The PELE AWARDS is a one of fifteen National District Competitions for the American Advertising Awards, the advertising industry's largest and most representative competition, attracting more than 40,000 entries every year from local American Advertising Federation (AAF) Clubs competitions from across the United States. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising and design.

Selection of the most creative entry in each category is conducted through a scoring process in which a panel of 3 judges – comprised of accomplished advertising and design creative professionals - evaluates all creative dimensions of every entry. A PELE or GOLD ADDY is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the category. Entries that are also considered outstanding and worthy of recognition receive a SILVER or a BRONZE ADDY. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

The PELE AWARDS Student Division which is sponsored by the AD 2 Honolulu and Pacific Business News is held in conjunction with the professional Pele Awards competition. The Pele Awards Student Division recognizes and rewards creative advertising and design excellence by students. Information on entering the 2016 Pele Awards Student Division may be found on Page 23 of this Information Guide.

## ENTRY FEES & DEADLINES:

Received discounted entry fees when you register online and log in your entries early.

**Early Bird ONLINE Entry Deadline:** **Monday, January 25, 2016, 11:59pm HST**  
Members\*: \$85 single or campaign  
Non-Members: \$100 single or campaign  
Students: \$20 single or campaign

**Final ONLINE Entry Deadline:** **Sunday, February 7, 2016, 11:59pm HST**  
Members\*: \$95 single or campaign  
Non-Members: \$110 single or campaign  
Students: \$20 single or campaign

\*Member rates for individual or Corporate members of AAF-Hawaii, AD 2 Honolulu and AIGA Honolulu.  
\*\*Late Fees waived and Member rates apply for entrants on the islands of Maui, Big Island, Kauai and Lanai.

## Final Entry Envelope-Submission with Payment Deadline on:

**Monday, February 8, 2016, 1pm HST**  
Due to: ELECTRIC PENCIL 501 Sumner St. #3B1, Honolulu, HI 96817  
Judging and Awards Schedule  
Pele Awards Judging: Saturday & Sunday, February 27 & 28, 2016  
Pele Finalist Notification: No later than Friday, March 18, 2016  
2016 Pele Awards Show: Saturday, April 23, 2016 at the HAWAII CONVENTION CENTER

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# ELIGIBILITY REQUIREMENTS

All work entered in the 2016 PELE AWARDS competition must have first appeared in the media between January 1 and December 31, 2015.

With the exceptions of Public Service Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and 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. In 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

“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

“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,

## 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.

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# 2015-16 PELE AWARDS CATEGORY LIST\*

\*review thoroughly categories have been revised and added from 2014-15.

## SALES & MARKETING

NOTE: All entries in the Sales & Marketing division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.



### 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** - 2-4 executions from categories 01 A, B or C

### PACKAGING

All product packaging, including CD and DVD

- 02A SINGLE UNIT**
- 02B CAMPAIGN** - 2-4 components

### 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.
- 03B FREE STANDING**- Self-contained unit or device that requires no additional support or elevation for proper product or service presentation.



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## 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.

## PRINTED NEWSLETTER

- 06A 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** - 2-4 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** - 2-4 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
- 08B EDITORIAL SPREAD OR FEATURE** - One editorial spread or feature per entry. Not intended for submission of entire book or magazine.
- 08C COVER/EDITORIAL SPREAD OR FEATURE - SERIES** - Two to four covers and/or spreads and/or features from issues within the same year. Please mark spreads to be judged.
- 08D MAGAZINE DESIGN** - Entire magazine design from cover-to-cover.
- 08E BOOK DESIGN** - Entire book design from cover-to-cover.

## SPECIAL EVENT MATERIAL

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. This category does not include Advertising Industry Self Promotion or Public Service They must be entered in their respective categories.

- 09A CARD, INVITATION, ANNOUNCEMENT** - Single Unit
- 09B CARD, INVITATION, ANNOUNCEMENT** - Campaign - 2-4 components

## DIRECT MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories. 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.

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## DIRECT MAIL

- 10A FLAT - Single**  
Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertising or promotional effort.
- 10B FLAT - Campaign**  
2-4 components.
- 10C 3D / MIXED - Single**  
Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat, but take on dimension in their final forms. Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.
- 10D 3D / MIXED - Campaign**  
2-4 components

## 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** - 2-4 Specialty Advertising items (any type)

## PUBLIC SERVICE COLLATERAL

- 12A BRAND ELEMENTS** - Stationery, logo, invitations, POS materials, newsletters etc.
- 12B 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.
- 12C BROCHURE/SALES KIT** - All public service sales kits, information sheets and brochures
- 13 PUBLIC SERVICE DIRECT MARKETING & SPECIALTY ADVERTISING** - Public Service direct marketing, direct mail or specialty advertising

## ADVERTISING INDUSTRY SELF PROMOTION COLLATERAL

- 14 BRAND ELEMENTS** - Advertising Industry Self-Promotion stationery, logo, invitations, point-of-sales materials, newsletters, sales kits, brochures etc
- 15 DIRECT MARKETING & SPECIALTY ADVERTISING** - Advertising industry self-promotion direct marketing, direct mail and specialty advertising.
- 16 SPECIAL EVENT MATERIALS** - Advertising industry self-promotion special event materials, including cards, invitations or announcements.

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## PRINT ADVERTISING

NOTE: All entries in the Print Advertising division must be physically submitted after the conclusion of the online entry process.

This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification.



### 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).

- 17A FULL PAGE OR LESS - Single Unit**
- 17B SPREAD, MULTIPLE PAGE OR INSERT - SINGLE UNIT -**
- 17C CAMPAIGN - 2-4 entries from categories 17A and/or 17B.**

### MAGAZINE SELF PROMOTION

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

- 18A SINGLE UNIT - Any Size**
- 18B CAMPAIGN - 2-4 from category 18A.**

### 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.

- 19A FRACTIONAL PAGE - SINGLE UNIT - Newspaper ad that fills less than a full page, regardless of newspaper size/format (tabloid, broadsheet etc)**
- 19B FULL PAGE - SINGLE UNIT - Ad that fills an entire page regardless of newspaper size/format (tabloid, broadsheet etc)**
- 19C SPREAD OR MULTIPLE PAGE - Single Unit - Newspaper advertising sections, etc.**
- 19D SPECIALTY ADVERTISING - SINGLE UNIT - Any advertising delivered via newspaper. Could include die cuts, mini booklets, magnets, "post-it" promotions, calendars, flat sample packs, poly bags & wrappers.**
- 19E CAMPAIGN - 2-4 entries from categories 19A to 19D.**

### NEWSPAPER SELF-PROMOTION

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

- 20A SINGLE UNIT - Any Size**
- 20B CAMPAIGN - 2-4 single entries from category 20A.**



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## **BRANDED CONTENT & ENTERTAINMENT**

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

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

## **PUBLIC SERVICE**

- 22**     **PUBLIC SERVICE** - Print Advertising - Public service advertisement placed in any print medium.

## **ADVERTISING INDUSTRY SELF PROMOTION**

- 23**     **ADVERTISING INDUSTRY SELF-PROMOTION** - Print Advertising - Self-Promotion Advertising created by an advertising industry entity for any print medium

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## OUT-OF-HOME & AMBIENT MEDIA

NOTE: All entries in the Out-of-Home & Ambient Media division must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work - SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. Only one set of the entry is needed. Should you make it to the next level, another set will be requested.

Failure to comply with these guidelines could result in disqualification..



### 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.

**24A** SINGLE OCCURRENCE

**24B** CAMPAIGN

#### 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.

**25A** SINGLE INSTALLATION

**25B** MULTIPLE INSTALLATIONS - 2-4 executions from category 25A.

#### 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.

**26A** SINGLE EVENT

**26B** MULTIPLE EVENTS - 2-4 executions from category 26A.

### 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.

**27A** POSTER - Single Unit

**27B** POSTER - Campaign - 2-4 of the above

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## 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.

**28A FLAT - Single Unit**

**28B SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL OR ANIMATED - Single Unit**

## MASS TRANSIT/AIRLINES

**29A INTERIOR - SINGLE - Advertising placed inside any public transit vehicle**

**29B 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.

**30A INTERIOR - SINGLE - Interior signage, animated or static placed in airports, malls, transit stations, places of business.**

**30B LARGE VENUE - SINGLE - Any signage, animated or static placed in stadiums and arenas. Examples could include branded scoreboard animations, branded games, sponsor signage etc**

**31 OUT-OF-HOME CAMPAIGN - 2-4 executions from categories 28A - 30B**

## OUT-OF-HOME - SELF-PROMOTION

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

**32A SINGLE UNIT**

**32B CAMPAIGN - 2-4 executions from category 32A**

## PUBLIC SERVICE

**33A POSTER - Any public service poster**

**33B OUT-OF-HOME - Any public service out of home advertising**

**34 AMBIENT MEDIA - Any public service ambient media, including guerrilla marketing, installations and events.**

## ADVERTISING INDUSTRY SELF-PROMOTION

**35 ADVERTISING INDUSTRY SELF-PROMOTION - Out-Of-Home - Any public service out of home advertising, including outdoor boards, transit advertising and posters**

**36 ADVERTISING INDUSTRY SELF-PROMOTION - Ambient Media - Any advertising industry self-promotion ambient media, including guerrilla marketing, installations and events.**

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# ONLINE/INTERACTIVE

NOTE: Entries for categories within the Online/Interactive division still require a require physical submission.

All entries still require a 8 1/2 " x 11" screenshot (2 sets) to assist with judging and for display at the 2016 Pele Show.

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



## WEBSITES

- 37A CONSUMER** - Any website created primarily for consumer use
- 37B B-TO-B** - Any website created primarily for business-to-business commerce
- 37C 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

- 37A SINGLE PLATFORM** - Creative execution of brand advertising, marketing and/or promotion on a single social media platform (Facebook, Twitter etc).
- 37B MULTIPLE PLATFORMS** - Creative execution of brand advertising, marketing and/or promotion across multiple social media platforms (Facebook, Twitter etc). Entry may include 2-4 executions.

## APPS

Apps must advertise a product or service. Apps will be judged using the device for which they were created. So, to be eligible, the entry MUST include a no-cost, password-free method for accessing the app for the purpose of judging. In addition, a digital summary of 90 seconds or less which demonstrates the functionality and design of the app may be provided as part of the entry. This should be included in the entry as a digital (video) upload.

- 39A MOBILE APP** - Interactive mobile apps for tablets, smartphones and wearable devices.
- 39B WEBSITE BASED APP** - Interactive apps for desktop and laptop-based web browsers.
- 39C GAMES** - Online/Interactive games
- 39D TOOLS & UTILITIES** - Interactive applications regardless of the device or interface such as screensavers, widgets etc.

## ADVERTISING & PROMOTIONS

- 40 WEB BANNER ADS** - Static or Animated web banner ads regardless of size
- 41 WEBSITE TAKEOVERS** - An ad that takes over the web page for several seconds
- 42 EMAIL** - Single or multiple (campaign) email occurrences

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## SYNDICATED CONTENT

- 43** **BLOGS** - Eligible blog content must support a brand or advertise a product or service.
- 44** **DIGITAL PUBLICATIONS** - Online publication (single or multiple occurrence) in support of a brand, such as magazines, newsletters or books.

## BRANDED CONTENT & ENTERTAINMENT

- 45** **BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE** - Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film, Video & Sound, which should be entered in Category 58A or 58B

## PUBLIC SERVICE

- 46** **PUBLIC SERVICE - ONLINE/INTERACTIVE** - Single public service entries for Online/Interactive - excluding Public Service Online Film, Video & Sound which should be entered in category 67.

## ADVERTISING INDUSTRY SELF PROMOTION

- 47** **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 69.

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## FILM/VIDEO & SOUND

NOTE: Entries for categories within the Film/Video & Sound division still require a require physical submission. A

8 1/2 " x 11" screenshot (2 sets) must be submitted to assist with judging and for display at the 2016 Pele Show. Judging of these entries will be done using the digital content provided via URL or uploaded during the online entry process.



### RADIO ADVERTISING

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 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.

### RADIO ADVERTISING / LOCAL

A local 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."

- 48A SINGLE SPOT :30 SECONDS OR LESS**
- 48B SINGLE SPOT MORE THAN :30 SECONDS**
- 48C CAMPAIGN - 2-4 of the above (any length)**

### RADIO ADVERTISING - REGIONAL/NATIONAL

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

- 49A SINGLE SPOT :30 SECONDS OR LESS**
- 49B SINGLE SPOT MORE THAN :30 SECONDS**
- 49C CAMPAIGN 0 2-4 OF THE ABOVE (ANY LENGTH)**

### RADIO SELF-PROMOTION

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

- 50A SINGLE SPOT - ANY LENGTH**
- 50B CAMPAIGN - 2-4 OF THE ABOVE**

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## TELEVISION ADVERTISING

### TELEVISION ADVERTISING - LOCAL (ONE DMA)

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

\*Note: Do not enter categories 51A, 51B, 51C, 51D. Instead, enter the following categories broken down by "net production costs per spot" under the "Locals Only" section.

### LOCALS ONLY - TELEVISION

- 51A1** :15 OR LESS. - Television Under \$25,000.
- 51A2** :15 OR LESS - Television \$25,000-\$50,000.
- 51B1** :30 - Television Under \$25,000.
- 51B2** :30 - Television \$25,000-\$50,000.
- 51B3** :30 - Television Over \$50,000.
- 51C1** :60 OR MORE - Television Under \$25,000.
- 51C2** :60 OR MORE - Television \$25,000-\$50,000.
- 51C3** :60 OR MORE - Television Over \$50,000. Television Over \$50,000

### TELEVISION CAMPAIGNS

Two to Four Commercials, of any length

- 51D1** LESS THAN \$25,000.
- 51D2** \$25,000-\$50,000.
- 51D3** OVER \$50,000.

### TELEVISION ADVERTISING - REGIONAL/NATIONAL

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

- 52A** SINGLE SPOT - Up to 2 minutes in length
- 52B** CAMPAIGN - 2-4 Regional/National TV Commercials

### TELEVISION SELF PROMOTION / LOCAL

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

- 53A** SINGLE SPOT - ANY LENGTH
- 53B** CAMPAIGN - 2-4 of the above

### TELEVISION SELF-PROMOTION - REGIONAL OR NATIONAL

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

- 54A** SINGLE SPOT - ANY LENGTH
- 54B** CAMPAIGN 2-4 spots from category 54A

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## ONLINE FILM, VIDEO AND SOUND

### INTERNET COMMERCIAL

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

**55A SINGLE SPOT - ANY LENGTH**

**55B CAMPAIGN** 2-4 spots from category 55A

### 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.

**56A SINGLE PODCAST**

**56B CAMPAIGN** - 2-4 files from category 56A

**57 WEBISODE(S)** - An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. 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.

### BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND

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

**58A SINGLE ENTRY :60 SECONDS OR LESS**

**58B SINGLE ENTRY** - more than :60 seconds

**59 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

**60 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.

### CINEMA ADVERTISING

**61 MOVIE TRAILER** - Single in-theatre commercial trailer for an upcoming theatrical film. This category does not include TV commercials for theatrical films.

**62 IN-THEATRE COMMERCIALS OR SLIDES** - In-theatre commercials and slides for any product or service other than theatrical films.

### SALES PROMOTION

**63 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.



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## MUSIC VIDEOS

- 64 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.

## PUBLIC SERVICE

- 65 PUBLIC SERVICE TELEVISION** - Any public service TV advertising. Single spot - any length
- 66 PUBLIC SERVICE RADIO** - Any public service radio advertising. Single spot - any length
- 67 PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND** - Public service advertising content that appears online in its original form. Examples can include Internet commercials or webisodes. Single occurrence - any length.
- 68 PUBLIC SERVICE NON-BROADCAST AUDIO/VISUAL** - Public service advertising content that is not created for television, radio or online use. Examples include presentation videos or cinema advertising. Single occurrence - any length.

## ADVERTISING INDUSTRY SELF PROMOTION

- 69 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.

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## CROSS PLATFORM DIVISION

NOTE: All entries in the Cross Platform division (excluding Category 73) must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – 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 90 seconds (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

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

### INTEGRATED ADVERTISING CAMPAIGNS

- 70A B-TO-B CAMPAIGN – LOCAL** - Business-to-business ad campaign using more than one medium that appears in just one market (DMA).
- 70B B-TO-B CAMPAIGN – REGIONAL/NATIONAL** - Business-to-business ad campaign using more than one medium that appears in more than one market (DMA).
- 70C CONSUMER CAMPAIGN – LOCAL** - Consumer ad campaign using more than one medium that appears in just one market (DMA)
- 70D CONSUMER CAMPAIGN – REGIONAL/NATIONAL** - Consumer ad campaign using more than one medium that appears in more than one market (DMA)
- 71 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.
- 72 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 CAMPAIGN

- 73 ONLINE/INTERACTIVE CAMPAIGN** - This campaign category may contain 2-4 executions or elements from any online/interactive categories and includes Online/Interactive film, video & sound. Entrants may submit 2-4 executions for judging from categories 37A - 47 and/or 55A - 57.

### PUBLIC SERVICE CAMPAIGNS

- 74A SINGLE MEDIUM PUBLIC SERVICE CAMPAIGN** - 2-4 executions from a single medium public service campaign (any medium)

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**74B INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN** - A public service 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 90 seconds (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.

## **ADVERTISING INDUSTRY SELF- PROMOTION**

**75 AD CLUB OR MARKETING CLUB** - Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category. Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering American Advertising Awards-related materials, all campaign elements should be entered in the competition year FOLLOWING THE YEAR THEY PROMOTE, regardless of usage date.

## **ADVERTISING INDUSTRY SELF-PROMOTION CAMPAIGNS**

**76A SINGLE MEDIUM CAMPAIGN** - 2-4 executions from a single medium from any advertising industry self-promotion campaign.

**76B INTEGRATED MEDIA CAMPAIGN** - An advertising industry self-promotion campaign using more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Advertising Campaign entries should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

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## ELEMENTS OF ADVERTISING

NOTE: All entries in Elements of Advertising categories 77 – 81 must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work – SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. For the Broadcast and Online/Interactive entries, a 8 1/2 " x 11" screenshot (2 sets) must be submitted to assist with judging and for display at the 2016 Pele Show. Failure to comply with these guidelines could result in disqualification.



### COPYWRITING

**77 COPYWRITING** - Copywriting for any advertising medium.

### VISUAL

**78 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

**79A ILLUSTRATION - SINGLE**

**79B ILLUSTRATION - SERIES** - 2-4 executions

### STILL PHOTOGRAPHY

**80A BLACK & WHITE, SINGLE**

**80B COLOR, SINGLE**

**80C 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.

**80D STILL PHOTO CAMPAIGN** - 2-4 executions from categories 80A to 80C.

**81 ART DIRECTION** - Art direction for any advertising medium. Single execution or campaign.

### FILM & VIDEO

**82 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.

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- 83 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.
  - 84 VIDEO EDITING** - Video editing for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

## SOUND

- 85A 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.
- 85B 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.
- 86 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.
- 87 SOUND DESIGN** - Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

## DIGITAL CREATIVE TECHNOLOGY

- 88 INTERFACE & NAVIGATION** - The creative use of tools, features and overall design of websites and apps in the area of user navigation and interface.
- 89 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.)
- 90 GPS & LOCATION TECHNOLOGY** - Creative use of location technology to advance or improve the principal purpose of site or app.
- 91 AUGMENTED REALITY** - Creative use of augmented reality technology in the execution of a website or app.
- 92 MOBILE INTERACTION** - Creative integration of mobile technology with other media (such as print, outdoor etc) in the execution of an advertising message or campaign.
- 93 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.
- 94 DATA DRIVEN MEDIA** - Innovative use of data-driven digital media that delivers a personalized experience to each user.
- 95 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.

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## “LOCALS ONLY - RETAIL ADVERTISING”

Advertising that promotes local companies' and merchandisers' goods and services.

\*Sorry but Pele (Gold) & Silver Winners do not advance to the National Finals in this category.

NOTE: All entries in the “Locals Only - Retail Advertising” categories 96A to 96N must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work - SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. For the Broadcast and Online/Interactive entries, a 8 1/2 " x 11" screenshot (2 sets) must be submitted to assist with judging and for display at the 2016 Pele Show. Failure to comply with these guidelines could result in disqualification.



### PRINT

- 96A** MAGAZINE, ANY SIZE B & W OR COLOR.
- 96B** NEWSPAPER, ANY SIZE B & W OR COLOR.
- 96C** RETAIL PRINT CAMPAIGN - 2 to 4 executions from categories 96A and/or 96B.

### BROADCAST

- 96D** RADIO - Any length.
- 96E** TELEVISION - Any length.
- 96F** BROADCAST CAMPAIGN - Any length - 2 to 4 executions from categories 96D and/or 96E.

### COLLATERAL

- 96G** ANY.
- 96H** IN-STORE POSTERS.
- 96I** CAMPAIGN/SERIES - 2 to 4 pieces from categories 96G and/or 96H.

### NON-TRADITIONAL (GUERRILLA MARKETING) MEDIA

- 96J** NON-TRADITIONAL MEDIA.
- 96K** NON-TRADITIONAL MEDIA CAMPAIGN - 2 to 4 executions

### ONLINE/INTERACTIVE

- 96L** DIGITAL ADVERTISING - Any.
- 96M** DIGITAL ADVERTISING CAMPAIGN

### CROSS PLATFORM CAMPAIGN (INTEGRATED)

- 96N** RETAIL ADVERTISING INTEGRATED (COMPLETE) CAMPAIGN - From categories 96A to 96M. (series of ads, commercials or executions that utilize more than one medium and up to ten executions for judging.)

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## “LOCALS ONLY - TRAVEL & TOURISM”

Advertising that promotes travel and tourism in any form.

\*Sorry but Pele (Gold) & Silver Winners do not advance to the National Finals in this category.

NOTE: All entries in the “Locals Only - Retail Advertising” categories 97A to 99N must be physically submitted after the conclusion of the online entry process. This includes submission of a physical copy of the creative work - SUITABLE FOR IN-PERSON JUDGING and two printed copies of the entry form. For the Broadcast and Online/Interactive entries, a 8 1/2 " x 11" screenshot (2 sets) must be submitted to assist with judging and for display at the 2016 Pele Show. Failure to comply with these guidelines could result in disqualification.



### ADVERTISING

- 97A** MAGAZINE, ANY SIZE B & W OR COLOR.
- 97B** NEWSPAPER, ANY SIZE B & W OR COLOR.
- 97C** COLLATERAL - any
- 97D** CAMPAIGN - 2 to 4 executions from categories 97A to 97C.

### DESIGN

- 97E** MAGAZINE DESIGN - Entire magazine design from cover-to-cover.

### BROADCAST

- 97F** TELEVISION - Any length
- 97G** RADIO- Any length
- 97H** AUDIO/VISUAL - any
- 97I** BROADCAST CAMPAIGN - Any length - 2 to 4 executions from categories 97F to 97H.

### OTHER

- 97J** ONLINE ADVERTISING/INTERACTIVE - any type
- 97K** ONLINE ADVERTISING/INTERACTIVE CAMPAIGN - 2 to 4 executions
- 97L** DIRECT RESPONSE
- 97M** NON-TRADITIONAL (GUERRILLA MARKETING) - 2 to 4 pieces from categories 96G and/or 96H.
- 97N** TRAVEL & TOURISM - Cross Platform (Integrated) Campaign - Series of ads, commercials and/or executions from categories #97A to 97M that utilize more than one medium and up to 10 executions for judging.

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# THE 2015-16 PELE AWARDS STUDENT DIVISION

PRESENTED BY:



## OVERVIEW

The mission of the Student 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, Ad 2 Honolulu and our Title Media Sponsor, Pacific Business News.

Concurrently, all across the country, local student entrants vie for recognition as the very best in their markets. Hawaii has a unique situation in which all PELE AWARD WINNERS are all forwarded automatically to the national Student American Advertising Awards National Finals competition scheduled for early May 2016 in Washington, DC.

## ELIGIBILITY REQUIREMENTS:

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- All work entered into the competition must have been created between January 1 and December 31, 2015.
- 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 2015 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 Competition. Please read the Entry Submission and Entry Identification requirements carefully.

\*Exception: Only one set of your student entry needs to be submitted.

Please note: Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned.

Any work created for the NSAC competition will be eligible for the next American Advertising Awards Student Division competition following the NSAC finals in June. For example, creative for the 2015 NSAC sponsor Pizza Hut is now eligible for the 2015-2016 American Advertising Awards Student Division competition.



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# 2015-16 PELE AWARDS

## STUDENT DIVISION CATEGORIES

### SALES & MARKETING

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#### 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, including CD and DVD

**S01B POINT OF PURCHASE** - Promotional advertising or display unit that attends the product or service at the specific sale location

##### COLLATERAL MATERIAL

**S02 STATIONARY PACKAGE** - Stationary entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

**S03 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.

**S04 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.

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

**S05C SERIES** - Two to four covers, spreads or features from issues within the same year. Please mark spreads to be judged.

**S05D MAGAZINE DESIGN** - Entire magazine design from cover-to-cover.

**S05E BOOK DESIGN** - Entire book design from cover-to-cover

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## 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 and Apparel.

## PRINT ADVERTISING

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### MAGAZINE ADVERTISING

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

### MAGAZINE ADVERTISING

**S07A SINGLE (FULL PAGE OR LESS)**

**S07B CAMPAIGN** - 2-4 of the above

### NEWSPAPER ADVERTISING

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

### NEWSPAPER ADVERTISING

**S08A SINGLE (FULL PAGE OR LESS)**

**S08B CAMPAIGN** - 2-4 of the above

## OUT-OF-HOME & AMBIENT MEDIA

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### OUT-OF-HOME

#### POSTER

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

**S09A SINGLE**

**S09B CAMPAIGN**

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## 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 of the above

## AMBIENT MEDIA

Guerilla Marketing, Installations and Events

- S11A SINGLE OCCURRENCE OR INSTALLATION**
- S11B CAMPAIGN** - 2 to 4 of the above

## ONLINE/INTERACTIVE MEDIA

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### WEBSITES

- S12 WEBSITE (DESKTOP OR MOBILE)**

### SOCIAL MEDIA

- S13A SINGLE PLATFORM** - Creative execution of brand advertising, marketing and/or promotion on a single social media platform (Facebook, Twitter etc).
- S13B MULTIPLE PLATFORMS (CAMPAIGN)** - Creative execution of brand advertising, marketing and/or promotion across multiple social media platforms (Facebook, Twitter etc). Entry may include 2-4 executions.

### APPS

Apps must advertise a product or service. Apps will be judged using the device for which they were created. So, to be eligible, the entry **MUST** include a no-cost, password-free method for accessing the app for the purpose of judging. In addition, a digital summary of 90 seconds or less which demonstrates the functionality and design of the app may be provided as part of the entry. This should be included in the entry as a digital (video) upload.

- S14 APP (MOBILE OR WEB-BASED)**

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## **ADVERTISING & PROMOTION**

**S15A** **WEB BANNER ADS** - Static or Animated web banner ads regardless of size

**S15B** **TAKEOVERS** - An ad that takes over the web page for several seconds

**S15C** **CAMPAIGN** - 2-4 of the above

## **FILM, VIDEO & SOUND**

★★★

### **WEBSITES**

**S12** **WEBSITE (DESKTOP OR MOBILE)**

### **RADIO ADVERTISING**

**S16A** **SINGLE**

**S16B** **CAMPAIGN**

### **TELEVISION ADVERTISING**

**S17A** **SINGLE**

**S17B** **CAMPAIGN**

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## CROSS-PLATFORM

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### 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 90 seconds (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

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

### INTEGRATED ADVERTISING CAMPAIGN

**S18** B-TO-B CAMPAIGN

**S19** CONSUMER CAMPAIGN

### INTEGRATED BRAND IDENTITY CAMPAIGN

**S20** INTEGRATED BRAND IDENTITY CAMPAIGN

## ELEMENTS OF ADVERTISING

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### COPYWRITING

**S21** COPYWRITING - Copywriting for any advertising medium

### VISUAL

**S22** 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

**S23A** ILLUSTRATION - Single

**S23B** ILLUSTRATION - CAMPAIGN - 2-4 of the above

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## STILL PHOTOGRAPHY

**S24A BLACK & WHITE, SINGLE**

**S24B COLOR, SINGLE**

**S24C 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.

**S24 CAMPAIGN** - 2-4 of the above

**S25 ART DIRECTION** - Art direction for any advertising medium. Single execution or campaign.

## FILM, VIDEO & SOUND

**S26 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.

**S27 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.

**S28 MUSIC ONLY** - 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.

**S29 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.

**S30 SOUND DESIGN** - Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message

**S31 DIGITAL CREATIVE TECHNOLOGY** - "This category recognizes achievement in the creative use of tools, features, technology and overall design of websites and apps in the areas of user navigation, responsive design, location technology, augmented reality and user experience.

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## HOW TO ENTER

Visit [www.PeleAwards.com](http://www.PeleAwards.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 2016) and follow the simple drop down menus to enter your information. Credits: make sure you have the titles and email addresses to credit the members of your creative team. Winning work and credits will be on display at the 2016 Pele Awards Show Winners Gallery.

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

1. Visit <http://www.PeleAwards.com>
2. Click on “Login to enter the “2015-2016 Pele Awards”
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. For a very detailed assistance with this process, find the link “2015-16 PELE AWARDS ENTRY GUIDE” on <http://www.PeleAwards.com>.
6. 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.
  - d. Make sure you credit the members of your creative team, so that they will be recognized properly in the show and other AAF winner publications
7. After you’ve registered all your entries online, you need to prepare an “Official Pele Entry Envelope” to turn in for each ENTRY. This should include:
  - a. A hard copy of your “Physical Entry” - 2 sets\*
    - \*Exception: Oversized, Out-Of-Home Media and Student Entries – only 1 complete set is needed. Should you move on to the next level, another set will be requested.
  - b. Two copies of your “Official Entry Form” for the category you are entering.
  - c. One copy of your “Manifest/Invoice” with payment attached.(note only one copy is needed for ALL YOUR ENTRIES – not each entry) make sure you read and sign the bottom of your manifest.
  - d. Package EACH ENTRY using the “Official Pele Entry Envelope” available at no charge by requesting yours via email from [PeleAwards@AAFHawaii.com](mailto:PeleAwards@AAFHawaii.com) OR pick one up at: **Electric Pencil, 501 Sumner St. #3B1 Honolulu, HI 96817**

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8. Early Bird ONLINE Entry Deadline: **Monday, January 25, 2016, 11:59pm HST**

Final ONLINE Entry Deadline: **Sunday, February 7, 2016, 11:59pm HST**

Final Entry Envelope-Submission with Payment Deadline on: **Monday, February 8, 2015, 1pm HST**

Due to: **ELECTRIC PENCIL 501 Sumner St. #3B1, Honolulu, HI 96817**

## **HOW TO PREPARE YOUR ENTRIES FOR SUBMISSION**

### **INVOICE/MANIFEST:**

After you register your entries online, you'll need to print out a summary. Go to the Invoice/Manifest tab and click print.

You will be required to sign this Invoice/Manifest Form, listing all of your entries. This form states that by signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for Internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the Hawaii market and first appeared in the media between January 1 and December 31, 2015.
6. Understand that 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. AAF Nationals will follow up with each "Silver" winner and confirm and collect payment.

### **ENTRY IDENTIFICATION**

Detach the category and entry number labels from the printable entry form generated when you submitted your entry information online. The entry number must be firmly affixed in the upper right corner on the back of all pieces which are in envelopes. In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. Label each component of an Integrated Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry, or within the title of video slates or online URLs for digital submissions.



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## **ENTRY SUBMISSION INSTRUCTIONS:**

**Physical submissions are REQUIRED for all entries in the following divisions:**

Sales & Marketing, Print Advertising, Out-of-Home & Ambient Media, Cross Platform and Categories 77- 81 of Elements of Advertising.

This includes submission of a physical copy of the creative work – **SUITABLE FOR IN-PERSON JUDGING** and two printed copies of the entry form. Failure to comply with these guidelines could result in disqualification. Do **NOT** send original or irreplaceable artwork. It will **NOT** be returned.

**For any Broadcast and/or Online/Interactive entries, (2) hard copy sets of a printed, 8.5" x 11" color screenshot are required for all entries.** These will assist in the judging process as well as be used for awards display at the 2016 Pele Award Show.

**ALL ENTRANTS MUST SUBMIT EACH ENTRY SUBMISSION USING THE "OFFICIAL PELE AWARDS ENTRY ENVELOPE".** (Separate entry envelope for each entry)

**REMINDER: TWO (2) hard copies of your entry AND your Entry Form are STILL required for ALL entries.** One copy for Nationals; One copy for the Pele Awards Show...

**EXCEPTION: Student Division & Out-of-Home Category –** should you get chosen to move on to the next level, we will request an additional set.

You must label each entry component using the "official entry label" provided. For entries with more than one piece, label as 1 of 3, 2 of 3, 3 of 3, etc.

## **BROADCAST, AUDIO VISUAL OR COMPUTER PRESENTATION ENTRY SUBMISSIONS**

- All entries must still submit a hard copy of their entry form using the "Official Pele Awards Entry Envelope". Follow the online entry directions to print after you register and upload your entries.
- You still must submit (2) hard copies of a printed, 8.5" x 11" color screenshot of the entry (these will be used for the Awards Show display)
- 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 TV, radio, infomercials, webisodes, and/or Internet commercials, digital summaries for non-traditional, mobile app and integrated campaign categories.

### **Acceptable Digital formats:**

Type - Quicktime .MOV

Compression - H.264

Size - 1080p or 720p

Data Rate - Restrict to 5000 kbits/sec

Audio: .mp3, .wav, .wma.

- Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes** in length. The edited entry must be uploaded as a digital video file.
- DVDs and/or CDs may be requested from all Award Finalists.

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e.- [http://www.somedomain.com/addy\\_entries.html](http://www.somedomain.com/addy_entries.html). Do not submit a URL that leads directly to a "swf" file.

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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.

## **POSTER SUBMISSIONS**

- Must be flush mounted for judging.

## **OVER-SIZED 3-D SUBMISSIONS**

Submit 8"x10" glossy photo or If the 3-D item is too large for the official entry envelope:

- Affix the entry number to the bottom of the piece
- Select an appropriately-sized box to hold the entry
- Secure the entry number to the upper right corner of the top of the box
- Include the entry form inside the box
- Label each piece "1 of 2" or "2 of 2" etc.

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## GLOSSARY



### FORWARDING OF WINNERS

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 2016 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 2016 Pele Show announcement so 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.

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. AAF D13 will follow up with each “Silver” winner and confirm and collect payment prior.

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

### PUBLIC SERVICE

Categories for public service entries are located within the divisions that define the creative work performed (for instance Online/Interactive or Print Advertising).

Public service advertising has as its goal the improvement of the public’s health, education and/or welfare.

Advertising work done for non-profit social organizations or causes, charities or NGOs should be entered in a Public Service category. Other Public Service submissions include work done for local, state and national governmental bodies, public safety, environmental, diversity, religious and education.

All Public Service advertising, regardless of whether the agency creative and media placement were paid, must be entered in these categories and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories. Please Note: Public Service entries are not eligible for Best of Show consideration.

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Advertising work done for arts and sciences organizations such as museums, science centers, zoos, orchestras, film & music festivals etc. should NOT be submitted in the Public Service categories but rather must be submitted in the appropriate general advertising 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 of Show consideration.



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**TAKE  
YOUR  
TIME  
BUT  
HURRY  
★ UP ★**

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