

# AD CLUB CT

## AD CLUB CT's

### AWARD SHOW 2020

#### OFFICIAL RULES & REGULATIONS

##### WHAT'S ELIGIBLE

All creative originated and produced in Connecticut and used between March 1, 2019 and February 29, 2020 is eligible for entry into the 65th Annual Awards Show in May 2020. **All entries must be received by 11:59pm Monday, April 6, 2020.**

Work created or executed by a Connecticut agency or supplier on behalf of an advertiser may be submitted by the agency, advertiser or supplier. If the same work is submitted by two or more entrants, duplicate entries will be eliminated. Work entered in an incorrect category will be transferred to the correct category at the discretion of the judges.

The Committee reserves the right to request verification of production (i.e. tear sheet or media report). In addition, all Awards Show entries must represent newly produced work, and not "carry overs" from previous years. New executions of a continuing campaign can be entered; however, updating copy/photos of existing work is not permissible.

##### ENTRY FEES/PAYMENT

**AD CLUB MEMBERS ONLY: • \$50 per entry**  
**ALL ENTRIES MUST BE PAID IN FULL PRIOR TO JUDGING**

##### JUDGING

The Award Show judging panel will include accomplished copywriters, designers and creative directors from around the country. Judging will take place in April 2020.

##### PRINT/VIDEO/ENVIRONMENTAL

01. NEWSPAPER A. Single Ad B. Series: 3 to 5 Ads
02. CONSUMER MAGAZINE A. Single Ad (Any Size) B. Series: 3 to 5 Ads (Any Size)
03. B2B MAGAZINE A. Single Ad (Any Size) B. Series: 3 to 5 Ads (Any Size)
04. RADIO COMMERCIALS A. Single B. Series of 3

05. TELEVISION COMMERCIALS Single A1. Under \$10,000 A2. \$10-\$50,000 A3. Over \$50,000 Series of 3 B1. Under \$10,000 B2. \$10-\$50,000 B3. Over \$50,000

06. VIDEO Not for broadcast, includes online. Please indicate length of video on DVD. A. Video/DVD B. Presentation (PowerPoint, Flash, etc.)

07. CORPORATE DESIGN A. Logo Design B. Identity System

08. PACKAGING DESIGN For best results with judges, include a sample of finished piece. Production, size and texture are important. A. Single Piece B. Series: 3 to 5 Pieces

09. CONSUMER DIRECT MAIL A. Single Piece B. Series: 3 to 5 Pieces C. Dimensional Mailing

10. B2B DIRECT MAIL A. Single Piece B. Series: 3 to 5 Pieces C. Dimensional Mailing

11. POSTERS If over 24" x 36", submit an 8" x 10" print mounted on board. A. Single B. Series: 3 to 5 Posters, no more

12. NEWSLETTERS

13. ANNUAL REPORTS

14. COLLATERAL Other than direct mail, including catalogs.

15. BOOTH/EXHIBIT DESIGN

16. BILLBOARDS A. Billboard B. Series: 3 to 5 Billboards

17. TRANSIT (Buses, Trains, etc.) A. Single B. Series: 3 to 5

18. SIGNAGE (Other than Billboards)

19. POINT-OF-PURCHASE/POINT-OF-SALE

20. INDOOR ENVIRONMENTAL GRAPHICS

### **INTERACTIVE/ONLINE/DIGITAL**

21. BANNER/DISPLAY AD A. Single Ad B. Series: 3 to 5 ADS

22. E-MAIL MARKETING A. Single B. Campaign

23. SOCIAL MEDIA CAMPAIGN

24. ONLINE GAME

25. MOBILE APP

26. WEBSITE

27. MOBILE MARKETING

28. ONLINE BLOG

### **ORIGINAL ART/MUSIC/ANIMATION**

29. ORIGINAL ILLUSTRATION Illustration used in advertising or promotion (single or series.) Enclose a tearsheet or printed sample showing actual usage.
30. ORIGINAL PHOTOGRAPHY Photography used in advertising or promotion (single or series.) Enclose a tearsheet or printed sample showing actual usage.
31. ORIGINAL MUSIC Music or jingle used in advertising or promotion (single or series.)
32. ORIGINAL ANIMATION/MOTION GRAPHICS

### **MISCELLANEOUS**

33. GUERRILLA/EXPERIENTIAL MARKETING Be sure to include a sample, background on the promotion and video, DVD or photograph capturing the promotion in action.
34. MISCELLANY Think it fits in the show, but not in any category? Enter it here.
35. PUBLIC SERVICE For non-profits, causes, charitable organizations.
36. LOW BUDGET/NO BUDGET Work for which the agency/creative were not fully compensated, but does not qualify as public service.

### **SELF-PROMOTION**

38. AGENCY/INDIVIDUAL SELF PROMOTION Entries in this category cannot be submitted in any other category.

### **INTEGRATED**

39. INTEGRATED CAMPAIGN Must include items from at least 3 of the above categories.
40. INTEGRATED B2B CAMPAIGN Must include B2B items from at least 3 different categories.
41. INTEGRATED ONLINE/DIGITAL CAMPAIGN Must include pieces from at least 3 online/ digital categories.

### **BEST OF INDUSTRY**

42. BEST OF INDUSTRY AWARDS

Any work (TV, Radio, Print, Online, etc.) can be entered and judged as the best work within four particular industries. Since additional information is required for judging, entries from other categories will not be entered automatically as the Best of Industry. Results will be part of the judging criteria, and give you the chance to claim your work was chosen as the best of the following industries: A. Best Healthcare Marketing B. Best Financial Marketing C. Best B2B Marketing D. Best Retail Marketing

## **TOP AWARDS**

The following awards are not entered but will be awarded by the judges for work submitted in the preceding categories.

**INNOVATION IN ADVERTISING AWARD:** Recognizing groundbreaking thinking and truly breakthrough creative, strategies or tactics.

**CREATIVE INSPIRATION AWARD:** Honoring work that pushes boundaries, elevates the art of advertising and inspires creative thinking.

**GOLD BRUSH:** Recognizing the best art direction of the year.

**GOLD PEN:** Recognizing the best copywriting of the year.

**BEST OF SHOW:** Honoring the work that the Connecticut advertising community can proudly point