



AD CLUB CT's

AWARD SHOW 2024

OFFICIAL RULES & REGULATIONS

WHAT'S ELIGIBLE

All creative originated and produced in Connecticut and used between July 1, 2023 to July 30, 2024 is eligible for entry into the 69th Annual Awards Show in Fall of 2024.

*****All entries MUST be received by 11:59pm July 30, 2024.**

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.

ALL ENTRIES allow for an additional document to be uploaded with notes, explanations or brief in **.PDF format**.

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.

*****PLEASE NOTE NO ZIP FILES WHEN SUBMITTING TO OUR AWARDS SUBMISSION PLATFORM**

ENTRY FEES/PAYMENT

ALL ENTRIES: • \$125 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 August 2024.

2024 SUBMISSION CATEGORIES

CAMPAIGNS (Multiple Pieces)

Newspaper	Series: (3-5)
Consumer Magazine	Series (3-5)
B2B Magazine	Series (3-5)
Radio Commercials	Series of 3
Television Commercials	Series of 3 (Under \$10,000)
Television Commercials	Series of 3 (\$10,000- \$50,000)
Television Commercials	Series of 3 (Over \$50,000)
Packaging Design	Series (3 - 5)
Consumer Direct Mail	Series (3 - 5)
B2B Direct Mail	Series (3 - 5)
Posters	Series (3 - 5)
Billboards	Series (3 - 5)
Transit (Bus, Train, etc.)	Series (3 - 5)
Digital & Social	Online Banner/Display, Series (3-5)
Digital & Social	Email Campaign (3-5)
Digital & Social	Social Media Campaign
Digital & Social	Mobile Marketing
Digital & Social	Online Blog
Grassroots/Guerrilla Experiential Marketing	Guerrilla Experiential Marketing
Integrated Campaign	Integrated Consumer Campaign
Integrated Campaign	Integrated B2B Campaign
Integrated Campaign	Integrated Online/Digital Campaign
Uncategorizable	Miscellaneous: If it fits in the show, enter it
Academic	Statewide Student Campaign Project

INDIVIDUAL PIECES

Newspaper	Single Ad
Consumer Magazine	Single Ad
B2B Magazine	Single Ad
Radio Commercials	Single Ad
Television Commercials	Single Ad (Under \$10,000)
Television Commercials	Single Ad (\$10,000- \$50,000)
Television Commercials	Single Ad (Over \$50,000)
Video	Video/DVD
Video	Presentation (PowerPoint, Flash, etc.)
Corporate Design	Logo Design
Corporate Design	Identity System
Packaging Design	Single Piece
Consumer Direct Mail	Single Piece
Consumer Direct Mail	Dimensional Mail
B2B Direct Mail	Single Piece
B2B Direct Mail	Dimensional Mail
Posters	Single Poster
Print Collateral	Newsletter
Print Collateral	Annual Report
Print Collateral	Miscellaneous Collateral
Booth/Exhibit Design	Booth Design
Booth/Exhibit Design	Show Support Advertising
Booth/Exhibit Design	Support Collateral
Billboards	Single Billboard
Transit (Bus, Train, etc.)	Single Ad
Signage, Graphics & POP	Miscellaneous Signage
Point of Purchase/Point of Sale	Point of Purchase/Point of Sale
Indoor Environmental Graphics	Indoor Environment
Digital & Social	Online Banner/Display, Single Ad
Digital & Social	Single Email
Digital & Social	Online Game
Digital & Social	Mobile App
Digital & Social	Website

Campaign Reporting

Digital & Social Attribution Reporting

Original Art

Original Illustration

Original Art

Original Photography

Original Art

Original Music

Original Art

Original Animation/Motion Graphics

Public Service

Public Service

Low Budget/No Budget
Agency/Individual Self-Promotion

Low Budget
Agency/Individual Self-Promotion

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

SPECIAL/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 as the "Best of the Best"