



WELCOME!

Thank You for Being an ADDY Chair!

As an ADDY Chair you have been entrusted with one of the most important initiatives your local Advertising Federation undertakes. The ADDY Awards is the industry's largest and most representative creative competition. And it all begins with you on the local level!

The ADDY Awards Competition is the most prestigious and single largest revenue-generating event for most local chapters. If that is not the case historically for your chapter, here is your chance to change that.

One of the primary things to remember is that as ADDY Chair your job is to manage the process – not do everything yourself or re-create the wheel. Your role is to ensure that the ADDY Awards Competition is successfully implemented in your market. Remember, this is a three-tier national competition. You have plenty of support from the District and National levels.

The following handbook is to be used as a resource and guideline for successfully implementing the ADDY Awards Competition in your market. While there are certain things that are considered “mandatory” regarding the ADDY Competition, individual chapters may have somewhat different market environments and needs and those should be factored into your planning.

This handbook is designed as an evolving binder. As information is released from the National ADDY Committee (NAC) and the 4th District ADDY Committee throughout the coming months, you can easily add it to your binder.



The ADDY[®] Awards Competition

The ADDY[®] Awards Competition is the advertising industry's largest and most representative creative competition, recognizing creative excellence in advertising. The competition is **twelve times** larger than Cannes and **two and a half times** larger than the Clios.

The ADDY Awards originated in the Fourth District in 1960 when competitions were held in Miami, Tampa and Jacksonville. It was adopted nationally in 1968.

Sponsored by the American Advertising Federation (AAF), the ADDY Awards represent the true creative spirit of advertising by recognizing all forms of advertising, in all types of media, created by all sizes and types of entrants. With the ADDY Awards, the size of the idea is what matters the most, not the size of the organization or the size of the budget. This distinction truly separates the ADDY Awards from virtually every other advertising competition.

3-Tier Competition

The ADDY Awards is unique among all advertising creative competitions. It is the only national competition that includes three rigorous levels of judging:

- Entries are first judged at the local level through competitions organized by more than 200 local AAF chapters.
- Local winners then advance to their respective District level of competition.
- Finally, winners from the 14 District competitions are judged on the National level of the competition.

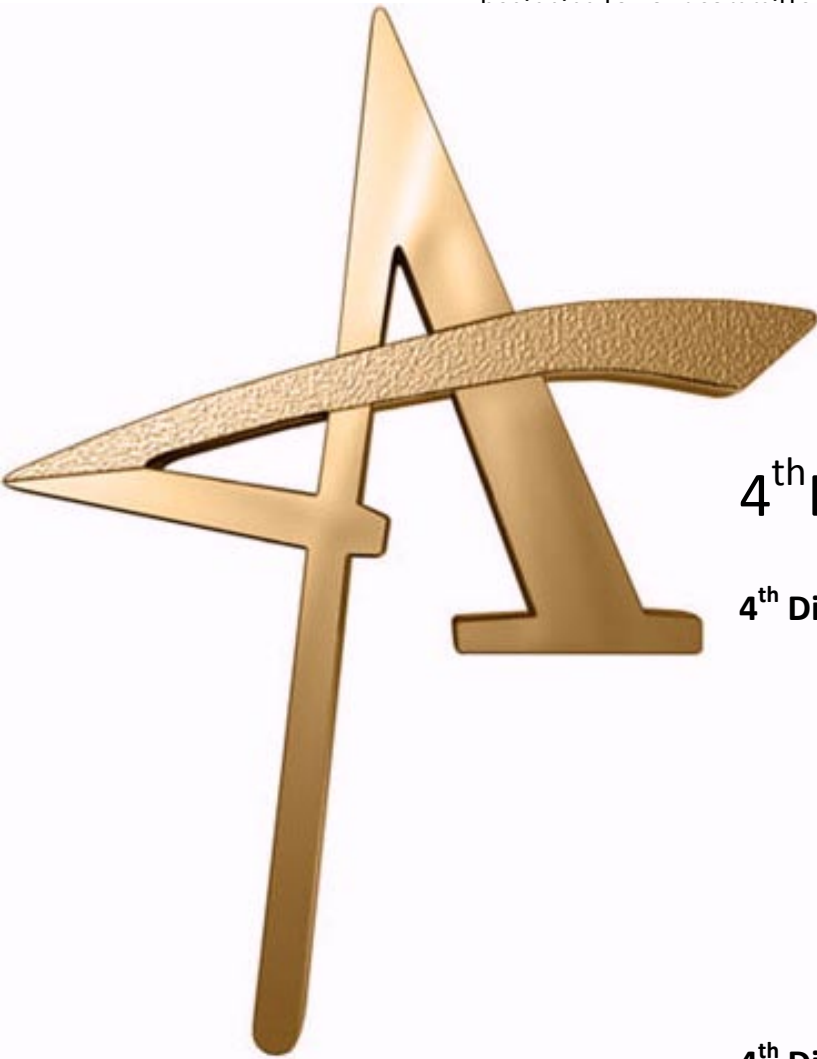
A three-tier Student ADDY competition mirrors and is run in conjunction with the professional competition.



Getting Started

You can never start planning too early for the ADDYs, so the first piece of advice is GET GOING! Here are a few tips for kicking off a successful ADDY competition:

- **Read the ADDY Handbook.** You are the ADDY expert in your market. As such you should be intimately familiar with the ADDY competition and what is involved so you can provide direction to your committee.
- **Establish your budget.** One of your first tasks should be to develop your ADDY budget and review with your President. Typically, the ADDY budget must be approved by the Board of Directors as part of your chapter's operating budget.
- **Prepare your sub-committee descriptions (see Building a Committee section).** Have the sub-committee descriptions available for recruiting ADDY committee members. These should be distributed at meetings and should be highlighted in communications to members as part of your committee participation request.
- **Schedule your first committee meeting for August.** Heavily promote your committee and hold your first committee meeting in August. Don't worry if you don't get every sub-committee position filled immediately – keep heavily publicizing committee meetings for the next few months. The ADDY Committee has a place for everyone whether they're in creative, sales or account service. It's a great way to get to know all of the players in your market, bring in partners and sponsors and see amazing creative at work.
- **Use the Timeline provided in the ADDY Handbook to assign tasks and stay on track.** Distribute the Timeline to each sub-committee chair and have them develop their own sub-committee timeline based on the master timeline. Because of the three-tiered structure, it is important to follow the suggested dates as best you can.
- **Stick with the ADDY brand.** Always remember that this is a NATIONAL competition. Much time and effort has gone into, and continues to go into, developing the ADDY brand. This includes what the competition stands for, as well as the look and feel of communications. Consistency is key. Make sure you have a clear understanding of the ADDY brand and that you communicate it from the



Marketing the competition as more than a local
tries.

4th District ADDY Committee

4th District ADDY Chair

Elizabeth Blair

Co-chief

Pulse Business Solutions, LLC

1266 1st Street, Ste. 5

Sarasota, FL 34236

O - 239 963 4787

C - 941 677-8052

E - Elizabeth@pulsebizsolutions.com

4th District ADDY Co-Chair

Mike Weber

President/Creative Director

CMR Studios

442 94th Ave N

St. Petersburg, FL 33702

O – 727 578 1926

C – 727 512 3508

E – Mike@cmrStudios.com

National ADDY Representative

Susan Waldeck

VP/Account Manager

Scott-McRae Advertising

701 Riverside Park Place, Suite 100

Jacksonville, FL 32204

O – 904-380-4295

C – 904-334-6576

E – swaldeck@smag.com



2011 – 2012 District ADDY Committee Objectives

4th District objectives for 2011-2012 include:

- Continue providing the highest possible level of support to local chapters
- Increase professional entries for all participating local chapters
- Increase the total number of student entries as well as the number of local chapters receiving student entries
- Manage a District competition that fairly recognizes the best creative
- Elevate the entertainment and audience enjoyment of the District Gala
- Improve PR and District-wide promotion of the competition and the winners



District ADDY Committee Responsibilities

The responsibilities of the District ADDY Committee fall into two main areas:

- Providing support for the local chapters in running the local level of competition
- Conducting the District competition

Local Chapter Support

Local support is the District ADDY Committee's first and foremost responsibility. The success of the entire national competition depends on success at the local level. To assist the local chapters in conducting successful ADDY competitions, the District ADDY Committee will provide the following:

- Comprehensive ADDY Handbook for every chapter ADDY Chair or President (pdf version will be posted at 4aaf.com)
- Workshops on preparing for and running the competition
- Regular tips and check points for local ADDY Chairs
- Guidance in selecting qualified judges
- Assistance with questions related to software, entrant challenges, category selection or any other issues
- Technical support for the ADDY entry software
- Printed Call for Entries
- Printed Gold and Silver ADDY certificates
- Printed postcards that can be customized for each local chapter

- District-wide communications to complement local communications
- Interaction with other industry organizations to promote the ADDYs to their memberships
- Coordination with the District Academic Division Chair to help promote Student ADDYs
- A liaison between local ADDY Chairs and the National ADDY Committee

District Competition Management

Managing the District level of the ADDY competition entails the following:

- Ensuring a consistent brand image is promoted at the local and District levels of competition
- Promoting the ADDY competition throughout Florida and the Caribbean
- Securing in-kind and cash sponsors for the District competition
- Securing a good mix of high caliber judges for the District competition
- Conducting judging for the District competition
- Notifying District winners and inviting them to the District Gala
- Developing and producing the District ADDY Winners' Book and 4th District Membership Directory
- Producing the District Show reel
- Working with the Annual Meeting host chapter to plan and implement the District ADDY Gala
- Producing and distributing District awards and certificates
- Encouraging winners to forward Silvers to National
- Forwarding winning entries to National
- Publicizing District and National ADDY winners



Marketing Communications

The District ADDY Committee will provide local chapters a marketing communications package to promote the 2010-2011 ADDY Competition, in addition to providing District level communications support. The purpose being 1) to serve as a resource for the local chapters and enable them to have materials they may not otherwise be able to produce on their own, and 2) to maintain the consistency of the ADDY brand.

Marketing Communications Support for Chapters

The following marketing materials will be provided as a part of the package:

- Printed Call for Entries (professional and student)
- Printed postcards that can be imprinted with local information
- Email templates/ Banner Ads
- Print ad templates
- ADDY, 4th District, and AAF logos
- Press Release templates
- A “Secret” Facebook Group for ADDY Chair communication and FAQ

In addition to providing the above materials, the District will also implement District-wide communications in coordination with the District Communications Committee.

District-wide emails and press releases will include the following topics:

- Kick off the 2011-2012 competition and Call for Entries
- Promote the District ADDY Gala
- Announce the District ADDY winners
- Announce the National ADDY winners from the 4th District



Student ADDY Competition

The Student ADDY Competition is run in conjunction with the professional competition; however, this component of the competition requires separate attention given to area colleges and universities. The District ADDY Committee will work with local chapters and the District Academic Division Chair to target schools beginning in August.

In the past, students have had questions regarding the ADDY forwarding process, online entry, winners' notifications and the District Gala. District-composed emails will address these issues.

The District ADDY Committee will provide printed Student Call for Entries. The Committee will also provide guidelines on accommodating student entries. Keep in mind, students are on semester break during the typical time of professional Call for Entries, so you should send out the student CFE early enough for them to be received before they leave campus. We highly suggest alternative arrangements be made for collecting student entries at the end of the fall semester as opposed to the professional Entry Day.

The student Best of Show winner at the District will be awarded a \$1,000 scholarship along with their trophy. The same is also done for the National Student Best of Show winner.



Key Dates

August 19-20

District ADDY Workshops
How to Run a Successful Competition
ADDY Handbook distributed

November

ADDY print materials distributed

January 13

Recommended Local Entry Final Deadline

February 6

Check for **local entry fees** due to District Treasurer with completed District Entry Fee Form.

February 27

Winning local entries and check for Silver forwarding fees due to District with District Forwarding Form and Manifest.

March 9 - 11

District Judging in St. Petersburg

March 16

District winners notified

April 15

District winners forwarded to National

April 28, 2012

District ADDY Awards Gala



ADDY Timeline

SEPTEMBER

- Develop ADDY budget and get Board approval
- Set goals
- Send out committee call and hold first meeting
- Secure Sub-Committee Chairs
- Set Gala date and identify prospective locations
- Contact area colleges/universities to discuss promoting Student ADDYs

OCTOBER

- Develop communications plan and calendar
- Secure Entry Day location
- Set judging dates and secure judging location
- Secure all judges
- Secure vendor to donate the Call For Entries (CFE) mailing and promotional postcard mailing
- Find someone to design your Winners' Book
- Secure a printer to print Winners' Book
- Set up local chapter information in ADDY Online Entry Software
- Solicit Sponsors and in-kind donations
- Begin promoting the competition

NOVEMBER

- Secure a production house/individual to produce your show
- Find a designer to do your Gala invite
- Plan an ADDY Workshop/Kickoff Event for December
- Receive printed Call For Entries (CFE) and promotional materials from District
- Distribute first promotional postcard
- Distribute Call for entries the week after Thanksgiving

DECEMBER

- Learn and test online entry software and judging software
- Secure Entry Day and judging volunteers
- Finalize travel and lodging for judges
- Distribute third promotional postcard
- Send html emails
- Send press releases announcing Call for Entries and ADDY Workshop
- Solicit Call for Entries ad space from local newspapers/business journals
- Secure all major sponsors
- Begin design for Winners' Book
- Begin creative concepts for show
- Confirm Entry Day set-up and location
- Distribute call for entries again
- Review all categories and be prepared to answer questions
- Send out additional press releases for Call For Entries
- Conduct ADDY Entry Workshop
- Send judges their Judging Weekend package
- Get judges' gifts
- Send out html emails promoting Entry Day and offering entry tips
- Finalize and print Gallery and Gala invitations
- Mail Gallery Night invitations
- Work on show production
- Finalize design of Winners' Book
- Pick up student entries if necessary
- PERSONALLY DELIVER CALL FOR ENTRIES TO KEY AGENCIES, PAST BIG WINNERS AND THOSE THAT HAVE REFUSED TO ENTER

JANUARY

- Last minute promotion for Entry Day
- Entry Day
- Judging
- Gallery Night
- Press releases for Gallery and Gala
- Provide winners' information to designer for Winners' Book

- Provide winners' information/script to production company for show
- Schedule voice-over recording for the show
- Order "Best of" awards
- Imprint winners' certificates
- Send out Gala invitations
- Finalize details for Gala

FEBRUARY

- **Send check for District portion of local entry fees to District Treasurer**
- Promote Gala
- Hold Gala
- Send out press releases announcing winners
- Follow up with winners to ensure Silver forwarding
- **Forward winning entries to District w/manifest and SILVER forwarding fees (due 2/27)**
- Committee meeting – final wrap-up

MARCH/APRIL

- Final budget reconciliation
- Summarize results – number of entries, number of winners, profit, etc.
- **District Judging (March 9 - 11)**
- Follow up with District winners regarding forwarding to National
- Encourage District winners to attend District Gala in Miami
- **District ADDY Gala – April 28, 2012**
- Recruit your replacement and organize your materials to give to next year's Chair

MAY/JUNE

- Send out press releases and chapter communications announcing your District ADDY winners
- National ADDYs
- Send out press releases and chapter communications announcing your National ADDY winners



ADDY Brand and Guidelines

Both AAF and the 4th District have invested considerable time and resources to create a brand identity for the ADDY Awards Competition. The ADDY mark takes its lead directly from the AAF brand. It sets the standard for the visual expressions of who we are and what the ADDYs stand for – The Creative Spirit of Advertising.

The audiences that are most important to us – our members and our peers in the industry, as well as the news media and other opinion leaders – will come to recognize the ADDY brand through consistent application of the ADDY brand identity and will associate us with the nation’s largest creative awards show.

Success in accomplishing these goals depends largely on how consistently the ADDY brand identity is applied and implemented. Projecting an image of quality and leadership requires a disciplined approach to the way we produce materials that represent the ADDYs, as well as in how we position the competition to our markets. We are counting on you to make this happen in every facet of your local ADDY competition.

The ADDYs are a celebration of outstanding creative work and the creative minds behind the work. This is a prestigious award and should be positioned as such. Factors that uphold and build the ADDY brand include:

- Consistent look and feel of promotional materials
- Careful selection of qualified judges
- Conducting the judging process with the utmost integrity
- Planning a “black tie” optional Gala where the focus is **on the work** and people that created it.
- Ensuring that the show you produce honors and spotlights the winning work first and foremost and the creative approach supports this, not overshadows it
- Giving your winners at all levels ample press coverage

Brand Mandatories

While each local chapter has latitude to produce marketing communications materials to suit its needs, there are certain mandatories that must be adhered to. These include:

- You must use the ADDY category structure and numbering as contained in the Call For Entries produced on your behalf by the 4th District.
- You must use the official AAF ADDY online entry system at www.ADDYcompetition.com Your local club has a customizable page for your competition.
- The signature “Star A” logo should only be used in black, metallic gold, metallic silver or Red and Blue as indicated in the ADDY style guide. Which you can view at this link <http://www.aaf.org/default.asp?id=657> The logos are available for download at the same link.
- The Student ADDY logo should be used in place of the professional ADDY logo on all materials promoting the Student ADDY Competition
- Always keep in mind that the focus of the competition is recognizing great advertising and those who create it.

The 4th District ADDY Committee will be providing each local chapter a customizable communications package. This will help ensure consistency in the ADDY brand and make it easier for local ADDY committees to promote the competition.

Again, the ADDY logo, signature “Star A” and Student ADDY logos can be downloaded in the resources section of www.ADDYcompetition.com



Building a Committee

It takes a committee to run a successful ADDY Awards Competition. Secure your committee as early as possible. If there are specific people who you know will be an asset, ask them immediately and get them to commit. Put the right people in the right places by reviewing the sub-committee descriptions carefully and assessing who can best serve where.

There is plenty of work to go around, though, so be sure to have enough people to contribute to the various sub-committees in support of the sub-committee chairs. Starting in early August do a “committee call” through your chapter communications to invite anyone who is interested to attend the first ADDY committee meeting (also an excellent way to introduce prospective members to your local chapter and get them involved). In addition to mass emails, make personal calls and emails and ask people to help with specific roles and or tasks.

At your first meeting, give an overview of the ADDY Awards competition, pass out descriptions of the sub-committees and get people to sign up for at least one subcommittee. You should also agree on a regular day, time and location to hold monthly ADDY Committee meetings.

Normally, the ADDY Committee consists of the following eight sub-committees:

- Entries
- Publicity
- Promotion
- Judging
- Gala Awards
- Show Production
- Sponsorships
- Awards

The following pages outline the primary responsibilities of each of the sub-committees. This is by no means an exhaustive list, so feel free to enhance when you distribute to your local committee.

ADDY Sub-Committee Responsibilities

ENTRIES

- Works with Judging Chair to secure a location for Entry Day and judging
- Promotes Call for Entries at monthly events
- Coordinates ADDY Entry Workshop
- Secures all supplies and equipment needed for Entry Day
- Recruits volunteers to help on Entry Day
- Makes sure there is adequate signage on Entry Day so entrants know where to go
- Primary point of contact for Entry Day
- Point of contact for entrant questions about the competition rules and category descriptions
- Prints out category signs for Entry Day
- Provides instructions to Entry Day volunteers on entry collection and organization
- Verifies entries are in proper categories and all necessary paperwork and payments are turned in with entries
- Makes sure that entries are organized in proper category order and entry number order within category
- Coordinates storage of entries until judging
- Contacts entrants regarding any category changes

JUDGING

- Selects, screens, and invites judging panel (It is best if this person is not a big ADDY entrant)
- Makes all travel and lodging arrangements for judges
- Obtains judges' bios and head shots
- Serves as primary point of contact for judges
- Works with Entries Chair to secure location for judging
- Develops judging schedule/itinerary
- Screens all entries between Entry Day and judging to ensure everything is in the proper category and all entries are in category and entry number order
- Arranges for food and drinks during Judging Weekend
- Arranges for people to transport judges throughout Judging

Weekend

- Sets up judges in the ADDY software
- Sends judges instructions for online judging of interactive entries prior to Judging Weekend
- Coordinates equipment needs and volunteers for Judging Weekend
- Develops category rotations and sets up entries for judging
- Buys gifts for judges
- Arrange for President's Dinner during Judging Weekend
- Gives the charge to judges
- Manages judging process
- Secures data entry person to input judges' scores and run reports during judging
- Runs Winners' Book credits report and sends to designer of Winners' Book
- Runs Winners' Script report and sends to show production company
- Sends thank you notes to judges
- Sends printed copy of Winners' Book and DVD of show to the judges

PROMOTION

- Develops promotion plan/communications schedule
- Secures vendor to imprint chapter-specific information on pre-printed teasers
- Secures mail house to handle mailings for Call For Entries, teasers, invitations, etc.
- Works with membership chair to develop mailing list of all members, prospects and potential entrants.
- Makes sure there is promotional material/information at all chapter events prior to Entry Day to promote Call For Entries
- Finds designers and copywriters to produce additional promotional materials, Gallery Night invitations, Gala invitations, etc.
- Secures printer(s) for Winners Book and all invitations
- Overall responsibility for advertising and promoting Call For Entries, Gallery Night and the Gala

PUBLICITY

- Develops and distributes press kits
- Builds media relations
- Arranges for PR photography at all events
- Obtains media coverage for ADDY Entry Workshop, Call for Entries, Gallery Night and Gala
- Invites media to Gala and secures press passes for them at the event
- Develops and distributes press releases on local, District and National winners

SPONSORSHIP

- Creates/updates sponsorship packages
- Secures needed donations (cash and in-kind) for all committees
- Responsible for securing all sponsor logos and information, and supplying them to Winners Book, Show Production, Promotions and PR committees
- Sells ad space in the Winners' Book
- Makes sure all sponsor ads and paid ads are delivered by the materials deadline for the Winners' Book
- Sends thank you letters, Winners' Book, and other materials to sponsors
- Works with Gala chair to ensure sponsors are appropriately recognized at workshops, gallery and gala

GALA

- Secures location for Gala
- Coordinates creation and mailing of invitations
- Handles ticket sales and manages reservations
- Coordinates seating arrangements
- Handles food, beverage, and decorating arrangements for event
- Secures any live entertainment for event
- Recruits volunteers for check-in, ushering, etc.
- Acts as host for the evening
- Coordinates with Show Committee for show flow, set-up, etc.

SHOW PRODUCTION

- Responsible for securing creative talent to concept show
- Responsible for securing production company to produce show reel
- Coordinates all audio/video production for show reel
- Secures all necessary A/V equipment and technicians for Gala presentation
- Responsible for all staging
- Develops show flow and overall script for presentation
- Coordinates production of show DVD for post-event distribution

AWARDS

- Oversees design and production of Winners' Book
- Orders Best of Show and special merit awards/trophies
- Imprints all winners' certificates
- Prepares winners' packages that consist of certificates, Silver Forwarding instructions and certificate order form
- Coordinates distribution of winners' packages at Gala and mails packages not picked up at the Gala

Selecting Sub-Committee Chairs

As you look for sub-committee chairs that will form your committee, look for people with proven records of reliability and some experience in the subject sub-committee's responsibilities.

For example, for publicity, a Chair with public relations experience in writing and disseminating releases and with the media connections to get them printed will be more successful at this task. Another option is to ask your chapter's PR Chair to serve as the ADDY Committee Publicity sub-committee chair.

The Judging Chair should be carefully selected. Next to the ADDY Chair, this is one of the most important positions. Your Judging Chair should be creative-savvy, but should not be a creative entering work. Ideally, your Judging Chair should not be employed by any company entering work or have close connections with any, but some times that is unavoidable. In this case, it is often helpful for this person to use a personal or club email account for all correspondence with judges. This person should be well-organized and someone who can interact well with your prestigious judges. The whole judging process must be above suspicion or it can damage your current ADDYs and ADDY Awards Competitions in the future, so be sure to select a Judging Chair who is well respected and has integrity.

The Show Production Chair should have audio/video production experience, skills and connections in order to produce a quality show. If you are having difficulty finding someone within your chapter, contact your local Film Commission and ask them to help you recruit volunteers.

The Sponsorship Chair should be outgoing, persuasive and comfortable selling. This person also needs to present the right image and impression of the ADDYs and your local chapter.

Look for a Gala Chair with a sense of style and who loves to plan and give parties. Make sure they know, though, that they have to make a limited budget stretch.

Conducting an Effective Committee Meeting

A few common sense rules will help you run an effective committee meeting and keep your subcommittee chairs motivated and happy.

First, set a time, date and place that is convenient for as many subcommittee chairs as possible.

Second, have an agenda for each meeting and email it in advance so everyone can be prepared. Having an agenda and sticking to it at the meetings will keep you on track and limit discussion to important topics. It will also make sure that you cover items that need to be covered.

It's also a good idea to require your subcommittee chairs to prepare written committee reports and send them to you in advance. That way you can manage the agenda for the meeting and, if a subcommittee chair can't be there, someone can report for them.

Limit your meeting to no more than an hour. Allot time for subcommittee chairs to report and time for discussion. Not every subcommittee chair will have a lot to report at every meeting, so focus on the ones that are most pertinent to where you are in the ADDY timeline.

Meetings should be professional and productive. Don't allow discussion to descend into squabbling, personal attacks or excuses for why things aren't done. Focus on committee business and ask members to think about and suggest what it takes to get something done, not why it can't be done.

Recognizing Your Committee Members

You will be making regular reports to your chapter's Board of Directors. This is an excellent opportunity to publicly recognize the contributions and performance of your committee members. Also be sure to praise them and thank them when appropriate during ADDY committee meetings. Many people put a lot of time and effort into the ADDY Committee and kind words and encouragement go a long way.

Consider having a committee wrap-up party at the end of the ADDY season and recognize your subcommittee chairs and key committee contributors. Certificates of appreciation/recognition are an inexpensive, but nice way to honor committee members' contributions.

Finally, remember that one of the primary reasons people contribute to the ADDY Committee is for networking. Always look for opportunities in your professional interactions to recommend talented people or simply introduce them around and help them to make connections.



Building the ADDY Budget

The ADDY Awards is not only an opportunity to recognize creative excellence and shine the spotlight on the creative talent in your market, it is an opportunity for you to raise money for your chapter. For some chapters, the ADDY Awards Competition is their single largest fundraiser.

The key to having a financially successful ADDY Competition is establishing a realistic, solid budget – and sticking to it! Use the budget template included in the manual as a guideline. (Excel file will be posted to 4aaf.com) Start by reviewing the final reconciled ADDY budget from the previous year. Identify problem areas where expenses were high. How can you minimize the expenses this year? Identify areas of opportunity to increase revenue.

Estimate High on Expenses >> Estimate low on income

Sources of Income:

- **Professional Entry Fees** – There are four types of professional entries:
 - \$70 // Member Single Entry
 - \$85 // Member Campaign Entry
 - \$125 // Non-Member Single Entry
 - \$155 // Non-Member Campaign Entry

- **\$15 per professional entry is collected by the 4th District and paid to National AAF.**
- **50% of the remaining entry fee is paid by the local chapter to the 4th District.**
- **The remaining funds are revenue for the local chapter.**
- **The \$15 National fee applies to all professional entries, including Local Only entries as a “usage fee” for the ADDY software. However, the 50% fee to District does not apply to Local Only entries. The club keeps this revenue.**

- **Student Entry Fees – All Student ADDY entries are \$31**
- **\$15 per entry is collected by the 4th District and paid to National AAF.**
- **\$1 per entry is collected by the 4th District and paid to National Ad 2.**
- **\$6 per entry is paid by the local chapter to the 4th District.**
- **The remaining funds remain with the local chapter.**

- **Silver Forwarding Fees – Only the highest scoring Silver in a category with no Gold is forwarded at no additional cost to the entrant. Entrants pay to have all other Silvers forwarded. Encourage Silver forwarding! The local chapter keeps 50% of the forwarding fees – just like a brand new entry. This provides a fresh opportunity to win at the District and National levels. The cost to forward a silver entry is the same amount as the original entry fee.**
- Sponsorships
- Cash Donations
- In-kind donations can also be a revenue source from the standpoint of saving money.
- **Ad Sales** – This can be an excellent source of revenue that boosts your overall profitability.

Major Expenses:

- Fees to District

Be sure to budget 1/2 of the entry fees to District and 1/2 of the Silver forwarding fees to District as an expense.

- Judging Expense
- The Gala
- Printing a Winners Book
- Postage

Budgeting Tips:

- Estimate every possible expense so there are no surprises
- Be very conservative in your income projections
- If you feel you may be in danger of losing money, look at which expenses can be cut out
- Keep a running track of actual vs. estimated expenses as you go through each phase of the ADDY process so you have flexibility to adjust if necessary
- Provide each sub-committee chair with their committee budget and charge them with maximizing profitability in their area
- ADDY Chair should approve ALL expenses
- Budget the Gala as a break-even expense
- Be sure when you are budgeting food & beverage cost for the Gala that you factor in all sales and service taxes and gratuities

Ways to Maximize Profits:

- **Increasing the number of entries is the best way to improve your bottom line.**
- Publicize the online entry URL.
- Hold an ADDY Entry Workshop for your local market.
- Don't limit the Call for Entries to just your mailing list. Have them available for pick up at meetings.
- Mail Call for Entries to your local DMA, PRSA and other marketing related chapters in addition to your membership database.
- Check the credits on last year's winners for production houses, photographers and printers.
- Send Call for Entries to the Creatives themselves, not just the Account Teams or owners.
- Appoint someone on the ADDY committee to work with your chapter's Membership Committee to target prospects and promote the ADDYs as well as the overall benefits of membership in the organization
- Promote! Promote! Promote!
- Promote the fact that ADDY fees are lower for members (50% discount!). You may pick up new members as well!
- Get sponsors and donations. Your goal should be to get nearly 100% of your needs donated. Challenge your committee with it. Be creative. Be aggressive. Put together sponsorship packages that clearly identify the recognition and exposure level sponsors will receive for their contribution. See list below for donation targets.
- Sell advertising in the Winners' Book.
- Combining your membership directory with your ADDY winners' book increases the value of both and helps you to sell ad space.
- Encourage your members to forward their silvers. Only the highest scoring, award-winning entry is forwarded without costs to the entrant or local chapter.
- Silvers entries forwarded by entrants have an equal chance of winning at District and National, plus this is added revenue for your chapter.
- Ad Feds helping each other
- Stay in touch with ADDY Chairs and District Chairs. By sharing ideas, sources and even decorations, you can save money on your gala.

Target List for Donations/Sponsorships

By having as many of the following things donated in exchange for a sponsorship, you can significantly reduce your expenses and increase profitability.

- Mail house services (Call for Entries, promotional postcards and gala invitations)
- Design, printing and paper for awards book (yes, it can all be free!)
- Location space for Entry Day and Judging
- A/V equipment for Judging Weekend
- Hotel rooms for judges
- Airline tickets for judges
- Dinner for judges
- Judges' gifts
- Production services for the show
- Voice-over talent for the show
- Decorations for the Gala
- Bar sponsor for the Gala
- Set design/scenery for the Gala
- WHATEVER YOU NEED!!!

Budget Creation

- Make friends with your treasurer.
- Enlist their help in managing your budget and helping you stay on track
- Get your ADDY budget approved by your chapter's Board of Directors to keep them informed
- Budgets are all inclusive.
- Include ALL possible expenses as line items in your budget.
- Even if you think you may be getting some items or services donated, its best to account for them in the budget in the event your in-kind sponsors don't come through
- Be conservative when forecasting income
- Use worse case scenario for sponsorship dollar income
- Set-up your budget to make money from the beginning
- Calculate actual gala expenses on per person basis – mark-up by 10% or more to get your ticket price. At the least, food expenses should be washed out by Gala ticket cost.
- Two words: CASH BAR. If you want to provide alcohol for guests, go with a bottle or two of wine at each table.

Once you are done creating your budget, your profit line should be in the positive, not the negative. If you are in the red, make some adjustments.

- Be prepared for anything
- VERY IMPORTANT: Establish a 10% contingency fund budget line item
- It should be a PART OF your overall budget and not IN ADDITION TO.
- If there are unexpected costs, you have already accounted for them financially.

Managing Expenses

- Streamline ADDY Expenses
 - Do not have all your committee members committing dollars.
 - All expenses should be approved by the ADDY Chair and President.
 - Keep spending of personal funds and reimbursements to a minimum.
- Don't use your contingency as an excuse to spend additional dollars.
- Your contingency fund could ultimately be a “pleasant surprise” at the end of your ADDYs – money left over!
- Buy plane tickets in advance.
- Secure your judges as soon as possible. Once they are secured and your Judging date is secure, book the tickets!
- Stick to the plan
 - Budget should not be flexible to accommodate for extra expenses
 - If the contingency doesn't cover “unexpected expenses” – you shouldn't spend the money
- **The budget only works if you stick to it.**

Sponsorship Budgeting

- It may be difficult to get cash sponsorships. In this case, shoot for in-kind donations.
- Money not spent is money in the bank.
- When asking for in-kind donations, ask for items listed on your budget. As you eliminate those expenses, DO NOT reallocate those funds for spending.
- Create sponsorship packages that create visibility and marketing value for potential sponsors. Make it a win-win situation, and not a donation or hand out to the club.

Keeping It in Perspective

This is real money. Run this event just as you would your own business.

SAMPLE ADDY BUDGET TEMPLATE

Local ADDY® Awards Budget Template

| Line Item | Description | Projected Income | Actual Income | Budget | Actual | Balance |
|--------------------------|---|------------------|---------------|--------|--------|---------|
| Meal/Entertainment | Pizza/drinks for meetings | | | | | |
| Entry Day Food/Drinks | entry day food & drinks | | | | | |
| Office supplies | Entry Day supplies | | | | | |
| Postage/shipping | CHE/I easers | | | | | |
| Postage/shipping | Certificate postage | | | | | |
| Judging Weekend | snacks, meals, misc. expenses | | | | | |
| Gifts | Judging gifts | | | | | |
| Judging Equipment Rental | for Judging Weekend | | | | | |
| Judges' Travel | Airfare | | | | | |
| Judges' Hotel | | | | | | |
| Judges' per diem | | | | | | |
| Presidents Dinner | ADDY Chair, Judging Chair, President and Judges | | | | | |
| Judging Postage | postage for mailing information to judges | | | | | |
| Judging - Phone | Long distance charges for contacting judges | | | | | |
| Production | equipment for show | | | | | |
| Presentation | food & drinks for presentation committee working on show production | | | | | |
| Addy Dinner | (calculate total per meal cost x near max potential attendees) | | | | | |
| Valet Parking | event parking | | | | | |
| Event Decorations | | | | | | |
| Event - additional room | Gallery showing | | | | | |
| Event | Gallery A/V | | | | | |
| Trophies | Best of Trophies | | | | | |
| Awards book | Printing costs | | | | | |
| District Fees | half the entry fee (excludes Student and Local Only categories) | | | | | |
| District Fees | Silver forwarding fee (1/2 Silver forwarding fee) | | | | | |
| Shipping to District | shipping charges for forwarding winners to District | | | | | |
| Public Relations | materials for press kits; beta dubs for TV stations | | | | | |
| Copies | copies of materials for luncheons & committee meetings | | | | | |
| Contingency | as needed | | | | | |
| Entry fees | (calculate average cost x minimum projected #entries) | | | | | |
| Dinner | (calculate ticket price x minimum projected attendance) | | | | | |
| Awards Book | Ad sales | | | | | |
| Additional Certificates | Additional winners certificate orders | | | | | |
| District Fees | District Silver forwarding fees | | | | | |
| | | | | \$ | - | |

| | |
|--|------------------|
| | Entries |
| | Event |
| | Judging |
| | Promotion |
| | Awards |



Securing Sponsors

If your committee can find sponsors that will provide cash or in-kind donations that preserve your cash, it will take a heavy burden off the return you need from entry fees and Gala attendance.

Excellent prospects for sponsorships include providers to the advertising industry who can gain from the public recognition that a sponsorship will bring. Don't limit your thinking to your market only, but think of what companies outside your market may find value in gaining exposure in your market.

Media companies in particular gain saliency for their brands and positive association with the industry that supports them. Media companies can also provide advertising space and time to promote your Call For Entries and your awards Gala in exchange for sponsorship recognition.

Other sponsors can provide in-kind contributions such as creative talent, audio-video equipment, production services, printing, paper, facilities, food or other needed items.

As with anything else in managing the ADDY Awards Competition, you will be more successful in acquiring sponsors if you have a strategy and well-defined plan.

Building Sponsorship Packages

It is very important that you have defined, documented sponsorship packages that clearly spell out what is involved in the sponsorship. You do not want committee members wheeling and dealing individually. That can create a lot of complications and gives an unprofessional impression.

When developing your sponsorship packages, consider three to four levels: Platinum, Gold, Silver and Donor. A Platinum level sponsorship can be set at \$5,000 or more. Include everything in it you can economically justify: for example, full page ad in the Winners' Book, tickets to the Gala, or tickets/table at other Ad Fed events, promotion at other events, logo on all ADDY promotional materials, etc.

The Gold Sponsorship should be one step down from the Platinum and include some but not all of the special privileges of a Platinum sponsorship. A good rule of thumb is to set the Gold Sponsorship level at approximately 60% of the Platinum level value.

The Silver Sponsorship should be one step down from the Gold, and should be at approximately 60% value of the Gold.

Donor Sponsorships can be the lowest level for small contributions. Typically, a donor level sponsor will get a text mention in the Winners' Book or have logo placement on one piece of promotional material.

You should develop sponsorship packages that are best suited to your committee and chapter's needs. The two primary points to remember are:

- Develop your sponsorship packages in advance
- Have the sponsorship packages detailed in written documents available to all who need them

Your sponsorship packages should also include a brief description of the audience that will be reached. This is a great opportunity to tout your membership and to positively position your chapter.

Timing Is Everything

Many companies begin to set their budgets by October. Start your prospecting in August and include a combination of personal contact as well as mass communication in promoting your ADDY sponsorships. You will have much more success if you can get into companies before their budgets are set for the year.

Contacting Prospects

Develop a list of prospects based on committee needs, as well as on companies that may have the most potential interest in reaching your membership. While companies related to the advertising industry represent the most obvious potential, don't limit yourself. Expand your target list to include companies like professional staffing companies, attorneys, insurance agents, caterers, office supply companies, restaurants, etc. who may find benefit in getting their message out to your members.

When contacting prospects, always **be professional** and **be confident**. You have something of value to offer them so don't feel like you are going in at their mercy.

Always start by positioning the value of the sponsorship to them. It should be about what you are offering them, not what you need from them. The bottom line for any sponsor is what is in it for them. That should be your emphasis.

Face to face meetings are recommended when possible. It is easier to be convincing face to face, and you can better read the person you are speaking with and be able to make adjustments in your approach as needed. In addition, you know going in that if someone is willing to take the time to meet with you they have some interest in the sponsorship. Be sure to follow up with prospects if they don't commit right away, but don't be a pest. Also, be sure to send thank you letters and a Sponsorship Agreement form that outlines the agreed upon commitment once a sponsor commits. (See sample Sponsorship Agreement form included.)

Summary of Sponsorship Tips

Remember these simple tips to increase your success at selling sponsorships:

- Start by developing a strategic plan.
- Develop set sponsorship packages and put them in writing.
- Remember, you are marketing an opportunity - put your marketing skills to work!
- Have a defined prospect list that includes companies outside of the advertising industry.
- Once a sponsor commits, follow up immediately with a thank you letter and Sponsor Agreement form.
- Be sure that you deliver on everything promised to a sponsor.
- Be sure to send your sponsors copies of materials in which their logo appears or send photos of banner exposure, etc. Giving the tangible evidence of their sponsorship helps them in decision making the following year.



2011-12 ADDY Competition Rules and Guidelines

The 2010 ADDY Awards Competition Rules & Guidelines, and Call For Entry information is scheduled to be released by the National ADDY Committee in September.

The Competition Rules & Guidelines, as well as a summary page of what's new for the 2011-2012 competition will be emailed to ADDY Chairs and Presidents as soon as it is received from the NAC.



Online Entry Software Manual

The ADDY Online Entry and Judging Software Users Guide are scheduled to be released in September by the National ADDY Committee.

This section will be emailed to ADDY Chairs and Presidents once it is received from the NAC.

There will be a workshop on the Entry Software during the December District Conference.



Finding Entrants

Finding new people to enter the competition is the best way to increase your club's income. You should not depend just on your club's current contact list. Develop a strong outreach plan to other places in order to continuously build your competition.

Types of Entrants

Try to expand your thoughts about who might want to enter the competition. Of course, you think of advertising agencies, media and graphic designers but look beyond them to others associated with advertising. A good source of ideas for prospective entrants can be found in the categories. Go down the list of categories and think of what kind of people are engaged in each category's line of work.

Here are some prospects you might wish to target as possible entrants:

- Advertising agencies
- Graphic designers
- Radio stations
- TV stations
- Newspapers (daily and weekly)
- Magazines
- Website designers
- Website hosting companies
- Photographers
- Promotional item companies
- Public relations firms
- Direct mail companies
- Non-profit organizations
- Theaters, symphonies
- Amusement parks
- Companies with in-house marketing departments
- Audio/video production houses
- Voiceover artists
- Companies that make POP displays
- Companies that make trade show displays
- Billboard companies
- Bus shelter companies
- Cable TV outlets

- Music/jingle production houses
- Copywriters
- Printers
- Colleges
- Design schools (for Student ADDYs)

Where to Find Entrants

Here are places you should explore when soliciting new entrants.

1. **Your Current List.** This is the most obvious place to start and the largest source of entries for your competition. Make sure that all of the contact information is current. Make sure that you have the most current list from your club.
2. **The Yellow Pages.** You may be surprised how many prospective entrants you can find by opening up your local yellow pages, as well as those of the immediate surrounding areas (as long as you do not infringe on another club's area).
3. **Online Research.** There are many ways to research potential local entrants online.
4. **Companies Currently Advertising.** Look at/into the media for advertising/advertisers and contact those companies if they are not represented by an agency.
5. **Other Local Clubs.** Often, other local clubs that do not have advertising competitions might be willing to send out information on your ADDY competition as another service to their members. You should check with marketing clubs, public relations clubs, other creative clubs and other business organizations where you might find marketing professionals.
6. **Chamber of Commerce or Economic Development Council.**
7. **Your Monthly Events.** Your monthly events may have prospects attending that are not on your list.
8. **Book of Lists.** Many local business publications, economic organizations and others develop lists of the largest employers, largest companies, etc., that might be helpful in identifying potential entrants.
9. **List of Entrants From Last Year and Previous Years.**
10. **Where Agencies Go.** In addition to contacting people directly, ask local printers and production studios if you can leave some Calls for Entries on their counters.

Any place that possible entrants frequent is a good place to leave your Calls for Entries.

11. Take It With You. Give a stack of Call for Entries to all members of your committee and subcommittees and ask them to distribute them as they meet prospective professionals during their business dealings.

Go Further Than “One Deep”

Once you have identified the types of entrants and where to find them, do not assume that only one person from the company would be interested in entering. Sometimes, the top person does not have an interest, but lower level workers may have more interest and can still enter. Here are some examples:

Television/Radio/Newspapers — You should contact the marketing director, promotions manager, production or artwork director, production or artwork staff, the graphic designers, advertising sales manager and the advertising sales staff.

Colleges — Public relations director, marketing director, extended education manager, production and art professionals that service those mentioned. For Student ADDY Awards you should contact the deans, professors and any marketing or advertising clubs. A list like this can be made for almost any category above so you should look at expanding your contacts to multiple people within each organization.

Adding Local-Only Categories

While there are over 100 national categories, you may find that you can increase local entries by creating “local only” categories. These can be categories that do not forward on to the district competition, or they may be categories that can “roll up” (fit into) into a national category, making it eligible for the district and national competitions.

If you have a large number of printers in your market, you may consider adding some local only printing categories. Of course, since there are no corresponding national categories, the winners from these categories would be eligible only for your local awards and would not be forwarded on to the district and national competitions. This would be an example of a local category that does not “roll up” to the next level.

An example of a local category that does “roll up” to the district or national competition could come from your expanding the television categories into additional local-only subcategories, based on production costs. Such a breakdown would prevent advertisers with smaller budgets from competing against advertisers with larger budgets, at least at the local level. Should you decide to expand the television categories, based on production budget, all of them can “roll up” and fit into the “local television” category for the district competition.



Entry Deadline Day Preparation

The ADDY Online Entry Software greatly facilitates the ADDY entry process and gives you valuable tools for managing entries all the way through forwarding them to the District Competition. It also allows entrants to decide what to enter over an extended period of time.

You may set up your page of the online entry software to begin accepting entry information as early as September. This gives entrants the flexibility and convenience of adding entries to the system over a several month or week time period, as opposed to frantically trying to get everything in the system a few days before.

Although entrants may enter all of the information in the online system over a period of time, there is only one Entry Day.

Entry Deadline Day is day that entrants bring their physical entries, printed copies of the entry forms and manifest, and payment to one central collection location.

You may elect to accept entries over several days prior to the deadline to maximize entry opportunity. You may also offer to pick up entries from larger agencies or those who traditionally enter a lot in the competition.

Your entry collection point should be the same location in which Judging will be held. This saves time and the hassle of having to move entries from one location to another.

Selecting Your Entry Drop-off Location

Your Entry location should really be selected with Judging in mind because it should also be where you conduct the judging. That minimizes work by eliminating the need to transport the entries. The primary consideration should be adequate space.

When choosing your Entry location, keep the following in mind:

- The location should be easy for entrants to get to
- There should be adequate space for Judging
- You will need an area to store the entries between Entry Day and Judging

- The room(s) should have high speed Internet access

Good places to consider include television stations, video production and post-production facilities, photography studios, colleges/universities or companies with large board rooms/meeting space.

You should be able to get your Entry Day and Judging location space donated. Be sure to include the donating company as a sponsor and recognize them accordingly.

Entry Day Supplies

The following is a list of recommended supplies needed for Entry Day.

- 1 large 3-ring binder for entry forms & manifests
- Pens
- Staplers
- 3-hole punch
- Glue sticks
- Spray mount
- Post-it notes
- Sharpies
- Check-in signs
- Category signs
- Scissors
- Highlighters
- Empty boxes for broadcast DVDs and CDs, as well as 3-D entries
- Laptop computer
- Printer
- Print out of current membership list
- Membership applications
- Snacks and drinks for volunteers
- Cups
- Napkins

Volunteers Needed

The number of volunteers needed overall and for each function will vary by chapter and the number of entries typically processed. The following can be used as a guideline.

- 1-2 greeters to welcome and direct entrants
- 1 person verifying membership
- 2-6 people (teams of 2) checking in entries
- 1-2 people processing payments
- 2-4 runners taking entries and putting them in the proper categories, in entry number order

Schedule volunteers in shifts throughout the day. This is a great opportunity for students to get involved or any other members/prospects to get involved. Publicize to your membership/prospects that you need volunteers for Entry Day. Many people enjoy helping out and seeing all of the work. It's

a great way to see the great work being done in your market.

Be sure to have a designated phone number for entrants to call on Entry Day with questions or if they need directions. You will get lots of questions! This is usually the ADDY Chair's or Entries Chair's cell phone number (make sure to bring your charger!). Publicize the contact number in all of your Entry Day communications – you want to make this as easy as possible on entrants.

Be aware, most entrants will bring their entries at the last minute, so you may want to schedule your volunteers accordingly, so your highest level of help is in the last hour of accepting entries.

Room Set-Up Tips

You can print out the category signs from the online entry software. Post all category signs on chairs or on walls so entries can be easily filed by category as they are processed. Be sure to leave yourself enough space!

Once the entries are checked in, runners should file the entries in the proper category in entry number order. Ensuring that they are filed in entry number order to begin with saves you from having to spend additional time organizing the entries after they are all in. Use boxes to hold broadcast and interactive entries as well as 3-D entries. Post the category signs on the boxes.

Have 3-4 tables set up for the check-in process:

- 1 table for membership
- 1-2 tables for entry check-in
- 1 table for payment processing

Entry Processing Procedures

The following are recommended procedures to ensure an easy, orderly Entry Day process. Of course, you may do what works best for your individual chapter.

- Entrants check-in first at the Membership table. Membership is verified. If the entrant is a non-member or needs to renew their membership, the Membership person should encourage them to join, stressing the 50% discount on entry fees as well as other member benefits.
- Entrants then proceed to the Entry Check-in table. There should be teams of two people checking in entries. One person calls off the categories, entry number and entry title from the manifest while the other person checks the physical entries.
- **VERY IMPORTANT:** During the entry process these teams should also be verifying the following:

- Entries are labeled properly
- Entries are entered in the correct category
- Single broadcast entries should be on separate DVDs or CDs – No Multiple single entries are allowed on one DVD/CD
- If individual spots in a broadcast campaign are also entered in single categories, they must be submitted on separate DVDs/CDs
- All physical entries are listed on the manifest
- Campaign entries do not exceed the maximum allowed number of pieces
- There are copies of each entry form with the manifest
- The entry fees have been properly calculated and the payment is for the correct amount
- Once the entries have been checked in, runners take the physical entries and file them in the appropriate category, in entry number order.
- After entry check-in, entrants proceed to the payment table with all of their paperwork and payment.

Entry Processing Tips

Have a DVD player and a CD player on hand to check all DVD and CD entries to make sure they play properly. Don't assume the entrant has done this! You don't want to get to Judging and find out something doesn't work properly.

Have a computer set up with a high speed internet connection and have someone checking all interactive entries to make sure they work – you can do this easily right from ADDY software!

Once all of the entries have been submitted and processed, go through and check them one more time to make sure they are in the proper category and are in entry number order.

If there are any problems with entries (wrong categories, wrong format, discs/sites won't work, etc.) advise the entrant immediately and get everything resolved before Judging.

VERY IMPORTANT:

If you have to move an entry to another category you MUST do the following:

- Go into the software and move it to the correct category
- Print out and affix the new entry form and category label

If you do not do this, it creates problems and discrepancies all the way up to the National level. Do not wait – do this immediately!



Judging

Judging is the heart of the ADDY Awards Competition and can make or break your local competition. It is extremely important that careful consideration and planning be given to the judging process. The following guidelines are intended to help all local chapters achieve the level of integrity and honor associated with an ADDY Award.

Selecting a Judging Chair

One of the most important steps in the ADDY Awards process is selecting a Judging Chair. Take time and find the right person for the position. The person in charge of judging must:

- Be experienced and respected
- Understand and believe in the ADDY competition process
- Have no conflicts of interest - needs to be perceived as trustworthy and unbiased
- Know all of the competition rules
- Know what judges look for in a creative competition
- Be familiar with the market
- Be comfortable with the judges
- Be able to make decisions
- Anticipate questions, know all answers

The responsibilities of the Judging Chair include the selection of judges, management of the judges and overseeing the judging process. The Judging Chair serves as the primary point of contact for the judges.

The **Judging Committee** is primarily responsible for helping to run Judging Weekend. The number of people needed depends on the size of your show. A good rule of thumb is to have 4-6 people for every 400 entries. This group (led by the ADDY and Judging Chairs) should consist of at least the following:

- 2 data entry people (good typing skills and computer savvy)
- 1-2 A/V people
- 2-4 runners

Those Judging Committee members present at Judging Weekend should be “neutral.” Do not include anyone whose agency or who themselves individually has work entered. You want to avoid any possible perceptions of conflicts of interest.

Judging Committee Milestones

The following is an outline of the major milestones for the Judging Committee:

- Identifying, screening and selecting judges
- Securing Judging Weekend location – **be sure to secure a large space**
- Making any necessary travel arrangements for judges
- Participating in Entry Day
- Screening the entries between Entry Day and Judging Weekend
- Setting up for judging
- Conducting Judging Weekend
- Providing winner’s list information to the show committee, winner’s book and PR committees

Selection of Judges

Selecting the right judges is one of the most critical parts of the ADDY process. This more than any other factor reflects on the perceived value of the ADDY Awards Competition and on the ADDY brand.

The following mandatory criteria must be adhered to in your selection of judges:

- **All judges must be or have been creatives.** Preferably senior level creatives – i.e. Senior Copywriter, Senior Art Director, Associate Creative Director, Creative Director, Group Creative Director, VP/Executive Creative Director, etc.
- **Use a minimum of 3 judges. For larger markets/competitions 5 judges is recommended.** Anything less than three judges is unacceptable. An odd number of judges is recommended to avoid potential ties or splits and to ensure a better distribution of scores.
- **Judges should be from other markets.** If at all possible, budget to bring in judges from out of state markets. It is money well spent. This further reinforces the integrity of the process because these individuals will not be competing on the District level with the work they are judging. If the budget does not permit, then select award-winning creatives from in-state markets.
- **Do not neighbor your own market.** Select judges from other areas of the state. The mix of judges should include judges from larger markets as well as markets comparable to your own. Skew toward “notch above” markets.
- **Recruit judges with well-rounded experience in print, broadcast and interactive.** The ADDY Awards Competition is the most comprehensive creative awards competitions in the industry and judges must be able to judge across mediums. Creatives from advertising agencies or with a lot of agency experience are better bets in this area.
- **Have a balance of judges** in terms of copywriting and art direction disciplines, but skew toward copywriter background (due to the odd number of judges). You need people who are good conceptually and can look at how well the idea is executed. Make sure you also vary the age, gender and ethnicity of judges. Make sure if you are expecting any bilingual creative that you have a judge able to understand and translate.
- **Screen judges before inviting them.** Interview the judges to determine if they meet your criteria and that you are comfortable with them. Be sure to end the conversation with a specific course of action. If you are in the screening process, make sure that is clear and tell them you will get back to them with a decision. **BE SURE TO CONTACT THEM WITH A DECISION – DO NOT LEAVE THEM HANGING.** If you invite them, follow up with written confirmation.
- **Use the AAF Judges Directory and your 4th District ADDY Chairs as resources for identifying prospective judges.**

Other helpful tips in selecting judges:

- Start early! Everyone judges at the same time and many judges are booked by November
- Communicate your market size and typical number of entries when recruiting the judges
- Tell them how many judges you will have
- Avoid husband and wife creative teams on the same panel
- Avoid recruiting more than one judge from an agency or market
- Be professional and respectful of their time

Once confirmed, send the judges a confirmation package that includes:

- Confirmation letter specifying dates, time and location of Judging
- Travel arrangement details; details on who will be picking them up/meeting them
- Call for Entries – ask that they review and become familiar with rules and categories in advance
- List of other judges they will be judging with
- Itinerary for Judging Weekend
- Contact information for Judging Chair and ADDY Chair

ADDY® Online Judging Software

Consider the ADDY online judging software as an essential component of the competition. You must use the software to facilitate a successful competition and ease the amount of work necessary to get the job done. It is extremely important that the ADDY Chair, Judging Chair and data entry person be familiar with the software. Detailed instructions will be provided and demonstrated at the 4th District Conference in November.

Preparation for Judging Weekend

- Check all physical entries against the entries listed in the ADDY Entry Database to be sure that everything is in the system and is listed in the correct category. **If you move incorrect entries to the proper category, be sure that they are also changed in the database.**
- Go into the ADDY Entry software, set up your judges and assign them passwords. This must be done for the scores to be entered into the system during Judging Weekend and enables advance judging of interactive entries.
- **Interactive entries can and should be judged in advance. Email the judges the links for the interactive entries one week before Judging Weekend. Include directions for accessing the ADDY Competition software, as well as their passwords. Ask that the judges review the interactive entries at their leisure and score them online in the ADDY Competition software.**

- Have volunteers check the entries the week between Entry Day and Judging to be sure everything is in proper category and entry number order and all pieces are accounted for in the online system.
- Print out the judging sheets from the online system and compile the judges' books. Do not wait until the night before judging to do this!
- Check all CDs and DVDs to make sure they play properly. Do this while creating a timeline for playback during judging.
- **The ideal way to judge TV and radio entries is to drop the files in order to match the judging sheets into a timeline in video editing software like Final Cut (for video) or Pro Tools (for audio). This ensures all media will play and significantly reduces judging delays caused by having to insert discs one at a time. The video is then already digitized and ready to incorporate into your show. If you have a question about this, just ask your local production company to help as a sponsorship.**
- **HERE IS A HELPFUL HINT: When digitizing the video and audio. Name the files using the entry number. Since each judging category puts the entry numbers in chronological order, the files will automatically sort into judging order. Use this same method when naming image files for print entries when you are assembling your winners reel.**
- Check all A/V equipment. Secure back-up A/V equipment as well in case you have equipment problems at Judging.
- Plan the order of category judging and breaks to ensure the process flows well during judging. You do not want judges sitting around while you change out categories.
- Set up the judging room the day before judging so everything is set when the judges walk in.
- Be sure you have gifts for the judges. These can either be given upon their arrival or at the end of judging.

Judging Weekend

Judges are your honored guests and are taking time out of their busy schedules to travel to another market and lend their time and talent to your local chapter. Treat them with respect and take care of them.

- **Have people assigned to pick up judges from the airport, or if they are driving in, to meet them at the hotel. Give them time to relax prior to the first meeting.**
- Make sure judges have all the information regarding where to be, at what time, and how the weekend will flow.
- Do not booze up the judges or keep them out late the night before. You want them in tip-top shape for judging. Save that for after judging is completed.
- Feed them! Give them breakfast, have snacks and drinks available throughout the day. **Bring lunch in – you don't want to burn up time by**

taking the judges out to lunch. You can judge TV during lunch. Then treat them to a great leisurely dinner.

- **DO NOT DISCUSS ENTRANTS OR WORK WITH THE JUDGES AT ANY TIME DURING THE WEEKEND.** At Judging Weekend, you are an ADDY Committee member and nothing else. You are completely neutral and unbiased. No one on the committee should offer comments on any work, any agencies or any entrant companies in the market.

How to start off the judging process...

- Do introductions (also be sure that everyone is wearing name tags)
- Judging Chair gives the “Charge to the Judges.” The Charge includes:
 - the market and competition overview
 - method of judging
 - rules and expectations
 - number of entries being judged
 - schedule for judging
- Allow for questions from the judges
- Hand out judges’ notebooks with sheets for each category.

NOTE: When doing consensus judging you do not need to print judging sheets and make a notebook for each judge.

- Encourage the judges to work at their own pace, but to be mindful of time

The Judging Process

There are two methods of judging, numerical scoring and consensus.

Numeric Judging

The Numeric Judging System is based on scores given to each entry by each judge. The judges independently score each entry on a scale of 1 –100, with 100 being the highest score. This system requires silent judging. Judges should not be allowed to confer with each other on any entries during the judging process (**with the exception of Best of Show, Best of Category and other special awards**). If a judge determines that an entry is in the wrong category or has any question about an entry, then he/she is directed to the Judging Chair.

After the judges have independently scored each entry in a category, the individual judges’ scores for each entry are input into the ADDY software where they are averaged. An entry’s averaged score is its overall numerical score in the competition. This process is done for each entry in the competition.

Recommended Scoring Instructions to the Judges:

Score entries from 1 to 100

85 – 100 GOLD ADDY: Excellent! I wish I had done that. Top of its category.

70 – 84 SILVER ADDY: Above average work for the market/category.

50 – 69: Average work for the market/category.

Good work, but not award-winning.

20 – 49: Below average for the market

1 – 19: I can't believe they ran this, let alone entered it in the competition!

Entries with average scores above the levels set within the software for the local club competition will qualify for an award. If no entries in a category have average scores above the gold ADDY Award qualification level, then no gold ADDY Award is given. The same is true for the silver qualification level. It is then possible that if the scoring is low, there would be no awards given in a category. Silver ADDY Awards may be given in categories with no gold winners and vice-versa.

Monitor how the judges are doing at all times. If all of the scores are coming in low OR HIGH, it is permissible to use an overall curve and the software is set up to help you adjust the total number of winners. You can curve broadcast and print entries separately. If you find you are having to do this TELL THE JUDGES that you are not getting enough or are getting too many awards so they can adjust their scoring accordingly. At no time should you change scores or manipulate award outcomes without the judges' knowledge.

More detailed information on the set-up for award levels is explained in the ADDY Software Users Guide.

Consensus Judging

When conducting consensus judging, the judges review each category, select the work worthy of recognition and award Silver and Gold ADDYs, or just Silver or just Gold based on their evaluation of the quality of the work presented. **This verbal method of judging does not require judges' binders with score sheets for all the categories. You only need to print sheets for the television and radio categories.** The judges use these to take notes while viewing the entries before deciding among themselves which work is awarded ADDYs.

Experienced judges prefer the consensus method because they are assured that their decisions are reflected in the resulting awards rather than leaving it to mathematic averages. With numeric scoring, when you lay out all the Gold and Silver winners to determine special awards, it is common to hear judges say: "That won? How did that win? Hey, where is (fill in the blank)? That should have won." This can happen because **numeric scoring is a numbers game. Unbalanced scoring among the judges can result in unexpected work winning... or not winning.** Consensus judging eliminates that as well as any possible accusation that the local committee manipulated the scores to determine the winners.

Remember that your judges are creatives not accountants. Dealing with numbers is not a natural part of their mental process, identifying great advertising is.

Since the judges see all the work in the category before picking the winners it is easier to take into full account the size of the market, the number of entries and overall quality of the work represented in each category. The resulting awards truly represent the best work entered in your competition.

When you have a large show this method eliminates the problem of judges experiencing late day number fatigue (The judges can burn out due to the mind numbing job of assigning a numeric score to everything.) and errors that can occur when volunteers enter hundreds of judging scores into the software.

In smaller shows consensus judging helps insure that you have an appropriate number of winners for your market.

Consensus judging is simple. The judges review all the entries in a category then each judge indicates which entries they each think may be worthy of recognition then agree on Gold and Silver awards by a majority vote.

The Consensus Judging Process

- 1) **Instead of giving the judges binders with score sheets, give each of the judges a pad of "Post It" notes.** They view one category and stick a blank note to work they think is worthy of consideration.
NOTE: Provide each judge with score sheets when judging the TV and radio work. They will use the sheet for notes while viewing the entries then determine the awards by consensus.
- 2) Have your assistants set aside and take away the work in the category that did not get marked with a sticky note. **It only takes one judge to put a piece in consideration for an award.**
- 3) The judges discuss the work remaining, eliminate any deemed not worthy and award the rest a Gold or Silver ADDY before moving on to the next category.
- 4) **You must immediately mark the work with stickers to indicate Gold and Silver awards, and mark the winners on your master category list.**
- 5) Have your scoring assistant then input scores in the computer ONLY for work awarded ADDYs. Put in a score of 80 for a Silver and 100 for a Gold. In that way the judging software can output all the reports, forwarding sheets, certificates, etc.

Every few categories it is important to see what percentage of work is being awarded. If the number of awards is getting higher than expected, have the judges review the Silver winners to reduce the number. Likewise, if there are not enough winners ask that they re-consider the category and the overall market to possibly add winners. However, as always it is not necessary to have winners in all categories and it is not necessary to have a Gold ADDY in

all categories. It is ideal, but it is not mandatory.

Since this is an open, honest and revealing review and discussion of the work by impartial professionals of a high caliber, this is a unique learning experience for all in attendance. Having students assist during the judging provides them a unique learning experience. If some of your volunteers also have work in the show, they must be reminded that they can not, and must not, comment on any of the work or interact with the judges when they are looking at the categories. They must also be open to hearing professional criticism of their work. But many agree that viewing the process has helped them do better work. They must not at any time comment on the work entered or the judging results.

You, as judging chair should be with the judges the entire time they are judging. You listen to the judges, mark the winning work, note the winners on your master log and assess the level of awards. Keep in mind that you must not discuss the work or verbalize any opinions about the work, or the judges' decisions.

Determining Best of Show and Other Special Awards

Different competitions give out different “high honor” awards by tradition. They may include local special awards. In all cases, the highest of all should be Best of Show. If you choose, you can award a Best of Show – Print and Electronic media individually or just one overall Best of Show. Experienced judges will likely have made note during the judging process the entries that they think are contenders for this honor.

Whether you award one Best of Show or several Best of Category awards and an overall Best of Show, the same method of selecting “Best of” awards should be used. Once all entries have been judged, pull all gold ADDY winners and lay them out. If your competition does Best of Category awards (Which would be the major headings on the category list.) organize the qualifying gold winners within each division for the judges to select the “Best of” awards. Instruct the judges that you would like them to select from those gold ADDY Award winners the Best of Show. As you can see,, **the best method for choosing Best of Show is by consensus of the judges.** Be sure to allow the judges adequate time to review, discuss and select the Best of Show. If the judges cannot come to a consensus, however, you may need to take a majority vote to determine the best piece.

Be sure to choose separate student and professional “Best of” awards.

Helpful Hints for Judging:

- Respect the judges, but do not let them run the competition – you set the ground rules!
- Do not let them change the rules. They should, however, have the flexibility to question the eligibility of an entry or to suggest that it is better suited for

another category.

- **USE THE AAF ADDY JUDGING SOFTWARE!!!!**

- Your local winners MUST be accurately reflected in the reports in the software to be forwarded to the District and National judging. So use it in your local competition. The many options for output from printing certificates to notifying winners make it well worth learning the simple interface.

- **Lay the categories out in chronological order to match the judging sheets. (Here's a hint to make it easy. Sort the entries into chronological order of the entry number. That's how the software does it.)**

- When print entries are laid out, put the master category sheet between the categories. IN that way you can be sure all the entries are there and then use it to record awarded work.

- When limited on space, pre-set the print and use butcher paper to separate layers of print categories and, as you judge, peel off a layer and the next category is ready to go.

- Make your competition important. If you don't, they won't.

- Structure an achievable, but tight schedule. Stick to it...watch the "smoke breaks."

- **Put radio/TV in order to match the judging sheets in a Final Cut timeline for playback to full size monitors (Big screen TVs al have monitor inputs now.)**In asking for a volunteer or post house to do this, stress that it is an opportunity to get a look at the market's portfolio and see what different companies deem to be their best work.

- Have experienced A/V operators on hand and have back-up equipment.

- Work as a team.

After Judging

Just because the judging of the entries is complete, does not mean the work is done! Be sure the judges have transportation to the airport or back to the hotel. Don't stop being gracious hosts until they have left the market.

- Pull all winning entries and check them against the winners list.

- Organize the winning entries by category and entry number order.

- Prepare the winning entries to go to the photographer or production studio. **BE CAREFUL WHEN PACKING AND TRANSPORTING ENTRIES.** Keep in mind that the winning entries should be in top form when going on to the District competition. **DO NOT USE STYROFOAM PEANUTS IN THE PACKAGING!**

- Hold non-winning entries for at least one week.

- Forward the winners' list and credits to the people preparing the winners' books and show.

- Send judges thank you notes and a copy of your winners book.

- **SHIP YOUR ENTRIES TO DISTRICT VIA UPS GROUND NOT FedEx!** When shipping in-state UPS ground transport will still arrive in just one day, but saves a lot of money.

Summary

The success of the actual judging process depends on adherence to the following guidelines:

- Selection of a strong Judging Chair
 - Selection of an adequate number of qualified judges
 - Adequate time to establish the schedule/plan
 - Adequate space and equipment for judging
 - Effective Charge to the Judges
- Careful monitoring and management of the process



Beyond the Local Competition

If you have a successful local ADDY Competition (which you will!) the work is not over once your Gala concludes. It is important to keep in mind that the local competition is just the first step in the ADDY Awards Competition.

Your local winners will be advancing to the District level of competition, and then some on to the National level. The 4th District ADDY Competition is one of the largest District competitions in the country. The 4th District also turns out many National ADDY winners each year – something that we should all be proud of and that helps to garner attention for the advertising industry in Florida and the Caribbean.

Keep your winners focused and motivated about the District and National levels of competition. Promote the District and National levels of competition along with your local competition.

Once you have your local winners and get through your Gala, you will need to do the following:

- Strongly promote and encourage forwarding of Silvers to District
- Collect all Silver forwarding fees from entrants

Ship all forwarded entries to District for judging – include manifest and 1/2 of forwarding fees YOU COLLECT to:

Mike Weber

CMR Studios

442 94th Ave N

St. Petersburg, FL 33702

ALL ENTRIES MUST BE RECEIVED BY FEBRUARY 27, 2012

- Promote the District ADDY Gala to your winners and encourage attendance

District Judging will be held March 9 - 11 in St. Petersburg. After District Judging is complete, each local ADDY Chair and President will be sent a list of District winners from your market one or two days before the winner notification letters are sent. District ADDY winners will be notified by the District ADDY Chair that they have won. Winners' letters will not specify exact awards but will let them know a District ADDY

has been awarded. Charlie winners and Best of Show winners will not be announced until the District ADDY Gala.

As an ADDY Chair you should also plan to attend the District ADDY Gala and see the fruits of your labor continue on to the next level.