

CATEGORIES 2008/2009

SALES PROMOTION

Product or Service Sales Presentation

Printed promotional materials for products and services whose distribution comes from means other than traditional mass media. Given the nature of these categories, it is advised that a pocket be constructed and inserted into the envelope so that the entry is secured, but can be easily removed.

1A Catalog. A printed piece — usually a booklet, folder or brochure to sell products or services via a “call for action” and a procedure for ordering and/or buying.

1B. Sales Kit or Product Information Sheets. An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (7 A, B or C). You must choose one or the other, but not both. If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

1C Printed Newsletter. A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including news or updated information. Newsletters for Advertising for the Arts, Public Service and Industry Self Promotion should not be entered here, but into their respective categories.

1D Menu. (A list of options available to a diner, shopper, user, etc.)

1E Campaign. (2-4 of the above)

PACKAGING

The container, cover or wrapping for a product.

2A Single Unit.

2B CD, DVD, VHS, Cassette. Includes game covers.

2C Campaign. (2-4 of the above).

POINT OF PURCHASE (POP)

Promotional advertising or display unit that attends the product or service at the specific sale location.

3A Counter-Top or Attached. A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags.

3B Free-Standing. Self-contained unit or device that requires no additional support or

elevation for proper product or service presentation.

3C Trade Show Exhibit. The collective visual presentation or package designed to attract consumer prospects to a display exhibit (room or booth). Judging is directed to the total package of the exhibit.

3D Campaign. (2–4 Sales Promotion pieces from categories 1A–3C)

4 Audio/Visual Sales Presentation.

Any advertising, promotional and/or marketing message that is conveyed via the use of videotape, audio track, film, or computer usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length and transferred to CD/DVD.

COLLATERAL MATERIAL

All collateral material for Advertising for the Arts, Public Service and Industry Self Promotion should be entered into their respective categories and are not eligible in any other category.

Stationery Package

5 Flat Printed or Multiple Process.

May include flat printed or multiple process stationery. May contain one or more pieces of letterhead, envelope and/or business cards. Any number of inks or processes (such as thermography, engraving, embossing, diecutting, foil stamping, folding, etc.) may be used.

Annual Report.

Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

6A Less than four-color.

6B Four-color.

Brochure.

Multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. You must choose one or the other, but not both.

7A Less than four-color.

7B Four-color.

7C Campaign. (2–4 of the above).

Publication Design.

Layout and design of the interior and/or exterior of a magazine or book.

8A Cover

8B Editorial Spread or Feature. One editorial spread or feature per entry. *Not intended for submission of entire book or magazine.*

8C Series. Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

Poster.

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any signage that is eligible in the Out-of- Home categories.

9A Single.

9B Campaign. (2–4 of the above).

Special Event Material.

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

10A Card. Special event greetings (holiday, birthday, etc.) relating to a current and/or calendar item or event.

10B Invitation. Attracts attendance to a special, “non-sales” type event (weddings, openings, parties, exhibits, baptisms, bar/bas mitzvahs, etc.).

10C Announcement. Used to communicate information of a special nature (birth, death, moving, opening, etc.).

10D Campaign. (2–4 of the above).

DIRECT MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories. Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self mailer indicia, envelope, etc.) MUST be evident and included with the entry.

Business-to-Business or Consumer, Single

11A Flat. Defined as any printed sheet or sheets, flat, folded or bound printed material.

11B Three Dimensional (3-D)/Mixed. Includes single or multiple pieces, and the container and its contents. Dimensional also includes “pop-ups” that might mail flat, but take on dimension in their final forms. Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment, (box, envelope, etc.), MUST be evident and included with the entry.

Business-to-Business or Consumer, Campaign (2–4 of the above)

12A Flat.

12B 3-D/Mixed.

Specialty Advertising. Specialty and/or promotional items with advertising messages, including: pens, pencils, shirts, calendars, umbrellas, paper weights, place mats, garment bags, key chains, “credit-type” cards (usually contain a scan strip, such as phone cards, gift cards, etc.), other gift-type items, etc.

13A Apparel.

13B Other Merchandise.

OUT-OF-HOME

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

Outdoor Board

14A Flat. Includes outdoor posters, outdoor boards, outdoor painted bulletins, outdoor vinyl posters or bulletins and site walls.

14B Extension/Dimensional. Boards that extend beyond the basic rectangular board.

14C Digital or Animated. Includes digital or animated outdoor, or any unit that has movement or change. Includes closed circuit broadcasts, such as commercials run on a jumbo-tron at a sporting event.

14D Super-Sized. Any outdoor board which goes beyond traditional standards or surfaces.

15 Vehicle Graphic Advertising.

Impressions/messages that are displayed to the public, usually via the use of panels on the side, front, back, top or bottom of vehicles (cars, trucks, wagons, etc.). Includes advertiser identification and/or promotional messages and vehicle wraps.

Mass Transit/Public/Airline.

Advertising of the poster or banner variety displayed via panels or inserts inside and/or outside public transportation vehicles (Airplane, bus, train/rail, street car, subway, taxi, etc.).

16A Interior. Placed inside a mass transit vehicle.

16B Exterior. Placed on the outside of a mass transit vehicle, including taxi-toppers.

Site.

Interior or exterior signage that is restricted to malls, airports, train/bus stations, places of business, bus shelters, etc. Does not include posters described in category #9, or signage in the outdoor or transit categories.

17A Interior Animated (with motion)

17B Interior Still or Static

17C Exterior Animated (with motion)

17D Exterior Still or Static

18 Out-of-Home Campaign. (2-4 of the above).

19 Out-of Home Self-Promotion. Any outof- home effort to promote an out-of-home advertising service provider.

NON-TRADITIONAL ADVERTISING

Non-Traditional Advertising – also defined as alternative, buzz, grassroots, guerilla, viral or word-of mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, cell phone advertising, forehead or tattoo advertising. Please note that some entries entered into this category fit into a traditional category and will be moved to the appropriate category. Non-traditional entries **MUST** be accompanied by proof of usage. Include a short paragraph describing the event or how the entry appeared.

20A Single

20B Campaign

CONSUMER OR TRADE PUBLICATION

Frequency of publication may be annually, biannually, quarterly, monthly, weekly, etc.

CONSUMER PUBLICATION

Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience

TRADE PUBLICATION

Advertising that is placed in periodic publications whose primary circulation/ distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.

The following apply to all magazine/publication Categories:

Fractional Page. Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does not fill a full-page unit.

21A Less than four-color

21B Four-color

Full Page. Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does fill a full-page unit.

22A Less than four-color

22B Four-color

Spread, Multiple Page or Insert. Ad unit(s) in a trade or consumer publication that exceed a full page, regardless of the (page) size/dimensions. Includes facing pages, two or more ads in succession, page ads with foldouts, inserts, etc.

23A Less than four-color

23B Four-color

Campaign. Two to four ads for the same client, with a common theme. May be placed in the same publication issue (excluding single entry spreads/multiple-page units), in separate issues of the same publication, or in issues of other trade or consumer publications.

24A Less than four-color

24B. Four-color

Magazine Self-Promotion Consumer magazine ads for consumer publications and Trade ads for trade publications must be entered here.

25A Single

25B Campaign

NEWSPAPER

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

Fractional Page. Ad that fills half or less of a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.).

26A Black and White

26B Color (any color besides black)

Full Page. Ad that fills more than a half page, regardless of newspaper size/format.

27A Black and White

27B Color (any color besides black)

Spread or Multiple Page. Newspaper Run of Press (ROP) ad units that exceed a full page in the same issue. Includes facing pages, "double trucks," ROP advertising sections, etc.

28A Black and White

28B Color (any color besides black)

Newspaper Specialty Advertising

29A Single Insert (of any type). Defined as brand promotion/advertisements, typically supplied in unbound booklets and delivered via the newspaper. Could include die cuts, mini booklets, magnets, "post-it" promotions, calendars and flat sample packs distributed to the home by means other than direct mail.

29B. Poly Bag/Wrapper. Plastic newspaper delivery bags on which the advertisement appears. May contain sample items.

Campaign

30A Black and White

30B Color (any color besides black)

Newspaper Self-Promotion Any advertising which appears in a newspaper promoting that newspaper.

31A Single

31B Insert

31C Campaign (2-4 of the above)

INTERACTIVE MEDIA

For websites and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage, pop-up, banner, screensaver, etc. and a CD (Mac OS or PC compatible) of the website/entry. The screenshot is for reference and gallery presentation only. The CD is to be used only in emergency situations where Internet access or unexpected hosting situations make viewing the actual website online impossible. Judging will be done online using the URL whenever possible. **URLs should not require any username or password for access.** In cases where this already exists, the entrant should create an independent URL. In the event that a website is database driven, please indicate this on the entry as explanation for lack of CD being included. For Disk-Based Sales Packages, submit on CD/DVD.

Websites (Includes Social Media Websites)

Business-to-Business

32A Flash

32B HTML/Other

Business-to-Consumer

33A Flash

33B HTML/Other

Flash — defined as any website that uses the web software development tool known as "Flash" to design the ENTIRE site or the Flash elements control MORE THAN HALF the website's pages.

HTML/Other — defined as using these technologies — HTML, PHP, ASP, DMTML, XML, Coldfusion, etc. — to create the website. Flash components may be included as part of the website and still be considered eligible as long as the Flash elements do not control MORE THAN HALF the website's pages. Should a website be designed with mirrored content in both Flash and HTML/Other, allowing viewers to choose their content, the entrant must decide which version he/she desires to be viewed. Both versions of the website are not eligible.

Online Advertising

34A Banners/Pop-Ups. Including Interstitial, Supertitial, Eye Blasters, screensaver design, etc.

34B E-Mail / E-Cards. E-Mail includes e-mail design and one landing page which continue the advertisement (click-through). This does not include links that result in reaching a full website. E-Cards include all online greeting cards.

34C Mini or Micro Site. Includes either small, freestanding sites, not created to function as an entire website or small sites which are embedded as part of a larger site. ***Does not include Flash movies or intros, which should be entered in Elements of Advertising.*** When entering a mini or micro site, indicate the direct URL of the site, not main site URL of which the mini or micro is a part.

34D Online Games. Games created to advertise a product or service. The game may be located on a main site. Use the direct URL of the game site when entering.

34E Online Newsletter. Any newsletter created to be viewed online.

34F Podcasts. A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for playback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

34G Mobile Marketing (Text Messaging).

Any ad or message sent to a mobile phone or PDA.

34H Internet Commercials. Any commercial run on the internet only.

34I Webisodes. An episode that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category should be webisodes which advertise a product or service. When submitting podcasts, internet commercials or webisodes, please use a URL address. Mobile Marketing or Text Messaging may enter using screen shots or CD.

Campaign

35 Web/Online Campaign. (2-4 of the above).

Interactive Multimedia (CD/DVD) May include interactive kiosks CD/DVDs.

36A B-to-B

36B Consumer

36C Interactive Multimedia Campaign. (A series of 2-4 CDs / DVDs).

RADIO

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via wireless (radio) transmission. Within the radio category, commercials aired on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local." Any time a commercial extends past one "metro" (two or more), it is defined as regional/national and must be entered accordingly. Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one "metro") are considered a campaign. If placed in two different markets, they do not qualify as a local campaign.

Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.

Local, Single

A single radio commercial is one that is broadcast on the station(s) of one market (no more than one "metro"). Radio commercials broadcast on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local".

37A :30. Ads that consume 30 or fewer seconds of airtime.

37B :60 or more. Ads that consume more than 30 seconds of airtime.

38 Local, Campaign. (2-4 of the above).

Regional/National, Single

39A :30. Commercial that consumes 30 or fewer seconds of airtime.

39B :60 or more. Commercial that consume more than 30 seconds of airtime.

40 Regional/National Campaign. (2-4 of the above).

Radio Self-Promotion.

Radio ads created by (or for) radio stations, for radio stations, should be entered here.

41A Single. A single commercial of any length (local or regional/national) created for, or by, a radio station .

41B Campaign. Two to four commercials, of any length, with the same theme for the radio station.

TELEVISION

Commercial audio and video messages conveyed to the prospective/target consumer public by the seller of a product or service via a broadcast, cable or satellite transmission.

Local, Single

A single (one) TV commercial that is broadcast on the station(s) of one market (no more than one DMA). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as "local." If no competition exists in a DMA, the District will direct entrants of correct entry procedure.

42A :15 or less. TV ads that consume 15 or fewer seconds of commercial airtime.

42B :30. TV ads that consume between 16 and 30 seconds of airtime.

42C :60 or more. Includes all TV "direct marketing" commercials that are longer than one minute, but not included in the "Infomercial" category 47.

43 Local TV Campaign Two to four commercials, of any length, with the same theme for the tv station.

TV Self-Promotion

TV ads created for or by the TV, cable or satellite station and run (local or regional/ national) should be entered in this category.

44A Single. A single commercial of any length created for, or by, the TV, cable or satellite station.

44B TV Campaign. Two to four commercials of any length.

Regional/National TV, Single

A single (one) TV commercial placed/broadcast in more than one market (DMA) during the competition time frame. If a TV commercial extends past one DMA (two or more), it is defined as regional/national.

45A Consumer Products. The products only, not the sellers or dealers. May include cars, trucks, motorcycles, recreational vehicles, manufacturers, fashion, sportswear, casual wear, lingerie, footwear, jewelry, cosmetics, fragrances, health and beauty products, medications, foodstuffs, meats, produce, confections, snacks, dairy products, beer, wine, liquors, drinks, water, tea, milk, coffee, sports beverages, home electronics, computers, household products,

appliances, toys, sporting goods and other retail products.

45B Consumer Outlets. Includes, but is not limited to: retail stores, department, specialty, furniture, discount stores, restaurants, fastfood chains, specialty, franchises, supermarkets, convenience stores, mini-marts, grocery stores and other food retailers, automotive/boat/ motorcycle sales and rental, online retail sites, virtual store fronts on websites with online catalogs, sometimes gathered into a virtual mall, etc.

45C Consumer Services. May include media, cable companies, TV networks, newspapers, magazines, radio stations, travel and tourism, cruise or airlines, hotels, resorts, destinations, entertainment, lotteries, amusement parks, movie promos, sports teams, casinos, hair salons, cleaning, employment, auto services, exercise spas, telephone companies, telephone directories, cellular service providers, pagers, long distance services, internet service providers, professional services, financial, legal, banking, investment services, brokerage firms, credit cards, insurance services, healthcare services, healthcare facilities, doctors, HMOs, company image, self-promotion, recruitment services, energy or utilities, natural gas companies, electric companies, political, religious, lobbying, special interest, etc. (not public service).

Regional/National TV, Campaign

46A Consumer Products

46B Consumer Outlets

46C Consumer Services

47 Infomercials. Any local, regional or national television advertising message that consumes five or more minutes of airtime.

Cinema Advertising

48A Movie Trailers. Commercials for an upcoming film shown before or after a movie.

48B In-theatre Commercials or Slides. Any other commercial or slide shown on screen before or after a film.

MIXED/MULTIPLE MEDIA

Mixed Media Campaigns must consist of two or more executions and two to six media.

- **Mixed Media = two to six media.**
- **Campaign = two or more ads or commercials for the same client, with a common theme.**

Although a Mixed Media campaign might include many ads or commercial components spread over several media, submit no more than **SIX** media, and no more than **FOUR** executions per medium, for judging. **The total ads/commercials per Mixed Media Campaign entry can total no more than NINE.** No matter how big a campaign or media schedule, there is a minimum and maximum number of each to qualify. Campaigns which include self-promotion pieces from Out-of-Home, Newspaper, Trade Magazine, Consumer Magazine, Radio or TV may be entered here.

49 B-to-B, Local. Mixed Media ad campaign (two to nine common theme ads) placed in one market.

50 B-to-B, Regional/National

51 Consumer , Local

52 Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

Advertising created for activities, events and programs in any of the following:

- Any type of music, dance or visual arts (painting, sculpture, crafts, film, video or computer art, etc.).
- Drama (theater and/or alternative space performances).
- Arts Education, learning programs, classes, special events for the arts.
- Operas, symphonies, concerts, plays, art exhibits, craft shows, film festivals, art museum exhibits, ballets, etc.
- All types of museums, zoos and galleries.

All Advertising for The Arts, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

Collateral

53A Stationery Package

53B Annual Report

53C Brochure/Sales Kit

53D POP or POS Materials

(Other than Posters)

53E Poster

53F Newsletter

53G Cards, Invitations or Announcements

(Special Event Material)

Print

54A Magazine

54B Newspaper

Broadcast/Electronic

55A Television

55B Radio

55C Audio/Visual

55D Interactive

56 Out-of-Home

57 Non-Traditional

(See glossary for definition)

58 Direct Marketing, Specialty Items

Campaign

59A Single Medium

(for categories 53–58)

59B Mixed/Multiple Media

(for categories 53–58)

PUBLIC SERVICE

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

All Public Service advertising, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other.

The individual creative elements may be entered, however, in the Elements of Advertising categories.

Collateral

60A Stationery Package

60B Annual Report

60C Brochure/Sales Kit

60D POP or POS Materials

(Other than Posters)

60E Poster

60F Newsletter

60G Cards, Invitations or Announcements

(Special Event Material)

Print

61A Magazine

61B Newspaper

Broadcast/Electronic

62A Television

62B Radio

62C Audio/Visual

62D Interactive

63 Out-of-Home

64 Non-Traditional

(See glossary for definition)

65 Direct Marketing, Specialty Items

Campaign

66A Single Medium

(for categories 60–65)

66B Mixed/Multiple Media

(for categories 60–65)

ADVERTISING INDUSTRY

SELF-PROMOTION

All advertising and special event materials for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the visual and audio elements of advertising categories.

Please note: The NAC recommends that Advertising Industry Self-Promotion work **NOT** be eligible for Best of Show consideration.

Creative Services and Advertising

Supplier/Vendor

Ads created by or for an agency that advances the agency's or supplier/vendor's cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.) Includes, but is not limited to: agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/film and audio production companies.

67A Collateral (brochures, posters, etc.)

67B Stationery Package

67C Print Advertising

67D Newsletter

67E Broadcast

67F Interactive

67G Out-of-Home

67H Non-Traditional

(See glossary for definition)

67I Direct Marketing, Specialty Items

67J Cards, Invitations or Announcements

(Special Event Material)

68 Ad Club or Marketing Club

Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category.

Please Note: All advertising, marketing, or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering ADDY® Awards-related materials, all campaign elements should be entered in the competition year FOLLOWING THE YEAR THEY PROMOTE, regardless of usage date.

69A Single Media Campaign

(for categories 67 & 68).

69B Mixed/Multiple Media Campaign

(for categories 67 & 68)

ELEMENTS OF ADVERTISING

The goal of this category is to recognize only the creative execution of individual components of an advertising entry (illustration, photography, music, etc.). Each entry in this section **MUST** include a sample showing how the element was actually used in the advertising message. For print entries, this sample should be included in the envelope. When submitting a logo, if the type of company is not evident or obvious, it is recommended to include one or two words explaining the type of business the logo represents.

70 Logo. An icon, symbol, or trademark designed to represent a product, service, or organization.

Illustration. Flat or Dimensional (any number of colors)

71A Single.

71B Campaign (2-4 of the above).

Photography

72A Black and White

72B Color

72C Digitally Enhanced. Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

72D Campaign (2-4 of the above).

Animation or Special Effects

73A Video or Film

73B Internet

Sound

Any composition of original music or sound elements that serve as a bed or background and/or otherwise heighten, accent or strengthen the advertising message. In the case of "full sing" jingles, the "sound" entry may be the commercial itself. Entries must be music that is custom-composed for advertising, or audio/visual sales promotion. Entries may be no longer than 60 seconds, except for audio/visual entries, which may run up to five minutes.

74A Music Only. Any musical score only (no lyrics) for broadcast commercials (pre/post scores) and music created/composed for specific audio/visual sales presentations.

74B Music with Lyrics. Any music with sung lyrics, created/composed expressly for advertising. Syndicated materials, including "re-sing" jingles and library music, are not eligible for entry.

74C Sound Design. Any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television spot or radio commercial to enhance the mood and/or message.

75 Cinematography. Cinematography is defined as the art and process of making television commercials. It encompasses the artistic vision of making commercials, including considerations of lighting, photography, camera movement and angle, producing and final presentation. The collaboration of these elements defines cinematography.