



## **THE 2010 INTERNATIONAL ANDY AWARDS ADVERTISING WORLD CHAMPIONSHIP**

The International ANDY Awards, known as the world's toughest award show, was established in 1964. It stands as one of the most sought-after awards for creative excellence in advertising. The ANDY Awards are sponsored by The ADVERTISING Club, a professional not-for-profit organization administered by its president, C. Thomas Gruhler, President, McCann Erickson NY, and the elected board of directors.

### **The 2010 International ANDY Awards**

#### **2010 Co-Chairs**

**Ty Montague**, Co-President & Chief Creative Officer, JWT North America

**Michael Lebowitz**, Founder & CEO, Big Spaceship

#### **JURY**

**Suzana Apelbaum**, Partner & Chief Creative Officer, REDE

**Remi Babinet**, Founder & Global Creative Director, BETC Euro RSCG

**Hashem Bajwa**, Director of Digital Strategy, Droga5

**Jeff Benjamin**, Executive Creative Director/Interactive, Crispin Porter + Bogusky

**Rick Boyko**, Director, VCU Brandcenter

**Rebecca Carrasco**, Partner & Executive Creative Director, Colman/Rasic/Carrasco

**Mimi Cook**, Creative Director, Apple

**Shepard Fairey**, Graphic Designer/Graffiti Artist

**Pete Favat**, Chief Creative Officer, Arnold Worldwide

**Tony Granger**, Global Chief Creative Officer, Y&R

**Rei Inamoto**, Chief Creative Officer, AKQA

**Prasoon Joshi**, Executive Chairman, McCann Erickson, India

**Alessandra Lariu**, Senior Vice President, Digital Group Creative Director, McCann NY

**Nick Law**, Executive Vice President & Chief Creative Officer, R/GA

**Jose Molla**, Co-Founder & Executive Creative Director, la comunidad

**Bob Moore**, Chief Creative Officer, Publicis  
**PJ Pereira**, Chief Creative Officer & Co-Founder, Pereira & O'Dell  
**Leo Premutico**, Co-Founder & Creative Director, Johannes Leonardo  
**Ashley Ringrose**, Co-Founder, Soap Creative  
**Vivian Rosenthal**, Co-Founder, Tronic Studios  
**Rob Schwartz**, Chief Creative Officer, TBWA\Chiat\Day  
**Mark Tutssel**, Chief Creative Officer, Leo Burnett Worldwide  
**Erik Vervroegen**, Creative Director, Goodby, Silverstein & Partners  
**Mark Waites**, Founding Partner & Joint Creative Director, Mother/London

The 2010 ANDY Awards are under the direction of:

**Gina Grillo**, Executive Director, **Joan Minihan Reilly**, Director, **Lucy Truglio**, ANDY Awards Manager, and **Patricia Alonzo**, ANDY Awards Coordinator.

**OBJECTIVE:**

The objective of the International ANDY Awards is to seek out, encourage, recognize and generally worship creative excellence in advertising. We work hard to encourage entries from around the world in all types of media. We also seek to bring the work we recognize to as many people as possible, giving the advertising community the chance to view and learn from the outstanding concepts and craftsmanship of our winners.

**AWARDS**

If you enter, aside from the awe and reverence of your peers, you are a contender to win the following ANDY metals:

**BRONZE**

**SILVER**

**GOLD**

The GRANDY Best of Show Winner, will receive the **GRANDY head**, **GRANDY Advertising World Championship Ring** and a **\$50,000** cash prize.

All Public Service Gold ANDY winners are eligible for the **Richard T. O'Reilly Award** (named in memory of the National Director of the Partnership for a Drug-Free America) and the title of the best PSA of the year.

**FINALIST NOTIFICATION**

**ALL FINALISTS WILL RECEIVE AN OFFICIAL LETTER OF NOTIFICATION AND A REQUEST FOR ADDITIONAL MATERIALS TO BE USED IN THE AWARD SHOW BY MARCH 2010.**

## **ELIGIBILITY**

- Entries must have been published or aired for the first time between February 2009 and February 2010.
- In an effort to confirm that all work entered into the ANDY Awards is legitimate, the following rules apply to all work submitted into the show:
  - All work must be client-approved advertising done in the normal course of business for a bona fide client.
  - All work must have run with client approval and with media placement paid for by the client (except in the Public Service and select interactive categories.)
  - The ANDY Awards require a media schedule from entrants to confirm the authenticity of ads.
  - Materials may be submitted by agencies, clients, production companies, studios or any other firm or individual who produces advertising and related work.

The ANDY Awards prides itself on the integrity of our show and will investigate any ad which we suspect is not legitimate and reserves the right to withhold from judging or inclusion in our Show & Party.

## **ENTRY DEADLINE**

**DEADLINE IS NOVEMBER 20, 2009.**

For work that has run February 3, 2009 – November 19, 2009

**THE DEADLINE IS JANUARY 4, 2010.**

For work that has run November 20, 2009 – February 3, 2010

**ENTRIES RECEIVED AFTER THE DEADLINE WILL BE SUBJECT TO A LATE FEE OF \$100 PER ENTRY.**

## **ENTRY OPTIONS**

All entries must be submitted to the ANDY Awards via our website at [andyawards.com](http://andyawards.com) and by following the instructions for entrant submissions. Entering work via our secure website is a simple process that will generate individual forms to be attached to your work, as well as provide you with a master list of your entries. **Please note the ANDYs do not accept online payment.** When submitting your work and payment make sure it includes the following:

**- TWO ENTRY FORMS PER SINGLE OR CAMPAIGN SHOULD BE AFFIXED TO THE BACK OF EACH ENTRY SUBMITTED.**

**- A COMPLETE ITEMIZED LIST OF ENTRIES WITH PAYMENT ATTACHED.**

## **ENTRY FEES**

Single entries require a \$325 entry fee.

Campaign entries require a \$375 entry fee.

Interactive entries require a \$400 entry fee (not limited to a set number of executions).

Integrated Media entries require a \$500 entry fee (not limited to a set number of executions or the media used).

RESET entries require a \$500 entry fee (not limited to a set number of executions or the media used).

## **STUDENT ENTRIES**

Students have just as much right to win as the rest of us and are eligible to enter their work at a reduced cost. All student work is eligible to win the **Glenn C. Smith \$5,000 scholarship**. The fee for student entries is \$40 for a single entry and \$50 for a campaign entry. The deadline for student entries is **January 8, 2010**. If you are interested in submitting a student entry, please contact the International ANDY Awards office at [contact@andyawards.com](mailto:contact@andyawards.com).

#### **METHODS OF PAYMENT**

**Check or money order (US Funds) payable to:**

The ADVERTISING Club/ANDY Awards  
235 Park Avenue South, 6<sup>th</sup> Floor  
New York, NY 10003  
USA

Check or money order must accompany the entries itemized list.

**Or by bank transfer: REFERENCE THE INVOICE DATE ON THE BANK TRANSFER**

**For full bank transfer details please email [contact@andyawards.com](mailto:contact@andyawards.com)**

A copy of the bank transfer must accompany the entries itemized list.

#### **SEND YOUR ENTRIES ON OR BEFORE THE DEADLINE TO**

**THE 2010 INTERNATIONAL ANDY AWARDS  
235 PARK AVENUE SOUTH, 6<sup>TH</sup> FLOOR  
NEW YORK, NY 10003 USA**

**IF YOU HAVE ANY QUESTIONS, CONTACT THE INTERNATIONAL ANDY AWARDS OFFICE AT:**

**TELEPHONE: 212.533.8080**

**FAX NUMBER: 212.533.1929**

**EMAIL: [CONTACT@ANDYAWARDS.COM](mailto:CONTACT@ANDYAWARDS.COM)**

**WEBSITE: [ANDYAWARDS.COM](http://ANDYAWARDS.COM)**

#### **DISCLAIMER**

- All entries become the property of the ANDY Awards and will not be returned.
- The entrant grants permission to show, duplicate or play entries as the ANDY Awards deem appropriate.
- If any network, cable or local broadcast station agrees to air an entry on the news or any other program relating to the ANDY Awards, the ANDY Awards will first obtain permission

to broadcast from the entrant, who must then agree to obtain any permissions or clearances and to absorb talent or other residual charges incurred by the inclusion of their entry in the program, as required.

- In order to promote The ANDY Awards, each entrant authorizes the ANDYs to screen, publish or put online the award show entries and winners.
- The ANDY Awards may prepare and distribute a DVD or CD-Rom of all ANDY winners. This copy would be sold/rented/shown for educational and reference purposes only, and purchasers would agree not to duplicate, sell or broadcast any portion of it.
- The ANDY Awards shall not be held liable for loss of any entry, for any reason whatsoever.

## **PREPARATION OF ENTRIES**

**BEAM FAQs can be found on the ANDY Awards homepage [www.andyawards.com](http://www.andyawards.com)**

### **PRINT ENTRIES SUBMIT THE FOLLOWING:**

- All print entries must be submitted digitally via BEAM.TV. High Resolution JPEGs, TIFF, or PDF files are required to successfully upload. Please refer to and follow the print submission instructions on the ANDY Awards website [www.andyawards.com](http://www.andyawards.com).
- In addition, all print entries must provide proof(s) mounted on poster board with a 1 inch border surrounding the ad, devoid of credit lines, 2' x 3' in size or less. No enlarged images.
- Attach two entry forms to the back of each entry. For e.g. for a 3 part campaign include 6 entry forms.
- For Print Campaigns, tape each campaign together accordion style reading from left to right (horizontal) as a single unit. Number each ad within the campaign in the same sequence as indicated on the entry form.
- Printed Materials and Promotions: submit original materials. These may be mounted at the discretion of the entrant to protect items during the cataloging process. A clear, plastic sleeve is advisable for printed materials such as brochures, annual reports, etc.

### **TELEVISION, VIDEO/CINEMA, INTEGRATED, AND DIGITAL MEDIA ENTRIES SUBMIT THE FOLLOWING:**

Entries must be submitted digitally as EITHER A HIGH QUALITY H264 QUICKTIME OR MPEG2 FILE and uploaded to Beam TV through our website, [www.andyawards.com](http://www.andyawards.com) . Digital entries are required to submit a URL and a supporting video no less than :60, but no greater than 5 minutes in length as well.

If you have any questions about submitting your work digitally, please contact Beam TV at +44.207.208.8190 or [awards@beam.tv](mailto:awards@beam.tv).

### **To submit your Television, Video/Cinema, Integrated, and Digital media entries via our website and BEAM TV, please follow these steps:**

- Go to [www.andyawards.com](http://www.andyawards.com) and complete your online entry forms.
- Please submit your entries to Beam.tv, a list of entries that you have submitted online will be displayed. You will be able to upload your entries by clicking on 'attach media'. You will then have two options:

1. If your entry is already stored on Beam.tv, you can select the spot from your archive and attach to your entry details.
  2. If your spot is not stored on Beam.tv, you can upload your entries from your computer or another source (follow encoding instructions listed below).
  3. Your entry can be uploaded via FTP.
- Mail a complete itemized list of all of your entries submitted with payment.

**INTEGRATED MEDIA AND RESET ENTRIES SUBMIT THE FOLLOWING:**

- A video presentation of the integrated media entry which highlights its key elements and mediums. **Integrated media and RESET entries are not limited to a set number of executions or the types of media used.**
- The spot must be no more than 5 minutes in length and should include all media components and/or any other footage that will best explain the campaign (commentary in the form of voice over and/or subtitles must be in English).
- The video presentation should be submitted digitally as EITHER A HIGH QUALITY H264 QUICKTIME OR MPEG2 FILE through Beam.tv. Please refer to and follow the television, video/cinema and integrated media submission instructions on the ANDY Awards website [www.andyawards.com](http://www.andyawards.com).
- Each entry must be accompanied by a 100 word explanation of the entry and its use of media. The explanation must be attached to the entry form, typed in English and include the entry code, entrant company, client name, spot title and length of the spot.

**DIGITAL ENTRIES SUBMIT THE FOLLOWING:**

- A UNIQUE LIVE URL for each single entry where the work can be judged in addition to a video presentation of the entry which highlights its key elements and mediums. **Digital media entries are not limited to a set number of executions or the types of media used.**
- If your entry is not in English, please include an English-language translation of the entry.
- The video presentation must be no more than 5 minutes in length and should include all media components and/or any other footage that will best explain the campaign (commentary in the form of voice over and/or subtitles must be in English).
- The video presentation should be submitted digitally as EITHER A HIGH QUALITY H264 QUICKTIME OR MPEG2 FILE through Beam.tv. Please refer to and follow the television, video/cinema and integrated media submission instructions. The video presentation should highlight its key elements, dynamic features and any footage that best explains the work. Commentary/voiceover must be in English. The video presentation should be produced by your agency and to the satisfaction of the works creators and should be no less than: 60 seconds.
- All necessary user names and passwords.
- A list of plug-ins required to view the entry.

**Please note: URLs must remain live through May 2010. All entries that are not viewable during this time frame will be disqualified.**

**RADIO ENTRIES SUBMIT THE FOLLOWING:**

- The audio should be submitted digitally through Beam.tv.

**EMAIL MARKETING ENTRIES SUBMIT THE FOLLOWING:**

- A URL leading to a display page showing the original email is required.
- A High Resolution JPEG, TIFF, or PDF is required. Please refer to and follow the Print submission instructions.

## ENTRY DETAILS

### ALL ENTRIES MUST BE SUBMITTED ONLINE AT ANDYAWARDS.COM

- Official entry forms generated through online submission must be used.
- A campaign entry must include a minimum of two and a maximum of three executions within the same media category with the exception of the Integrated and Interactive categories.
- The ANDY Awards reserve the right to transfer incorrectly submitted entries into the proper category. Entries submitted incorrectly may be disqualified at the discretion of the ANDY Awards staff. The ANDY Awards are not responsible for any entrant submission error.
- Entry and processing fees are non-refundable.
- Foreign entries not in English, or without English subtitles, **must be accompanied by an English translation** typed on plain white paper, put in an envelope containing entry code, entrant company name and title of ad and attached to entry to avoid being disqualified.

An individual piece of advertising may be entered as both a single or as part of a campaign, and in as many media, advertiser or technique categories as applicable. However, each entry can only be entered in ONE geographical category, which must be its broadest geographical area of exposure up to time of entry.

## MEDIA CODES

**AGIN** Agency Innovation. Non-client agency initiatives that result in the creation of a creative product or service.

**BRAP** Branded Applications and Products. Digital applications and real-world products created in service of a brand.

**BRC** Branded Content. Content that is created for use across media that does not conform to (traditional) advertising formats, including video that is two minutes or longer.

**CCC** Co-created Campaigns. A branded value exchange where consumers are involved with the brand in generating media for use in consumer campaigns.

**DIR** Direct Response. Print or broadcast advertising that provides a response vehicle to the target audience.

- EML** Email Marketing. All entries must be submitted in email form. You can submit a URL leading to a display page with the original email, as well as, a JPEG.
- ERM** Earned Media. Brand communications that create word of mouth through unpaid channels including editorial, social media and PR.
- MAG** Magazine
- NEW** Newspaper
- RESET** This category recognizes unique and innovative thinking in all media that defines the demand for new and innovative thinking in our industry and sets the tone for how the industry moves forward. Work entered in this category should be ground-breaking and not conform to or with other categories in our show.
- OOH** Out-of-home Advertising. (Outdoor, Transit, Kiosks, etc.) Can be entered as print or film.
- PMLB** Best Program to Make Peoples' Lives Better. Programs created in service of a brand that provide utility and create improved quality of life.
- PRM** Printed Materials. (Brochures, Catalogs, Annual Reports, Logos, Packaging)
- PRO** Promotional items. (POP, Displays, Invitations etc.)
- RAD** Radio
- TVA** Television, over :30 spots\*
- TVB** Television, :30 spots and under
- VIC** Video/Cinema. (Not for broadcast. In-store videos, advertising in movie theaters, on airlines, etc.)

\*Television campaigns that include one or more spots over :30 seconds should be coded TVA.

## **DIGITAL MEDIA CODES**

- NDI** Non-Digital interaction  
Digital technology, outside of the Web, for advertising including digital outdoor billboards, kiosks, etc.
- WEA** Web advertising  
Web advertising, running in paid media, employing banners, interstitial, over-page unit or home page take over using GIF, animated Gif, JPEG, Flash, video or a rich media technology (including expandable technologies)

**WEB** Advertising/Promotion Web Site/Microsite  
Site designed primarily as an advertisement or promotion for a product or service

**WEF** Long-Form Video Ads / Web Film  
Video advertisement (single or campaign) deployed in paid media or unpaid web media, created specifically for the web, two minutes or greater in length

**WIR** Mobile or Wireless Campaign (created for mobile devices)

## **INTEGRATED MEDIA CODES**

**INT** An integrated media campaign - one component must be interactive. Entrants are not limited to a set number of executions or types of media used. Interplay between the media should be core to the creative integrity and strategy of the work.

## **TYPE**

**Not applicable for Interactive and Integrated Media Categories**

**S** Single (one execution)  
**C** Campaign (up to three executions)

## **GEOGRAPHICAL AREA**

**L** Local: an area up to, but not exceeding a single ADI (Area of Dominant Influence)  
**R** Regional: a geographic region of the U.S. (i.e., Northeast, Southeast, etc.)  
**N** National: multiple major markets or total U.S.  
**I** International: created for marketing across borders or in a single country other than the U.S.A.

## **ADVERTISER CATEGORIES**

SELECT FROM EITHER THE ADVERTISER OR TECHNIQUE CATEGORIES  
(i.e., TVB-S-101 or TVB-S-201)

**100 AGRICULTURAL PRODUCTS:** Insecticides, Pesticides, Fertilizers, Farm Equipment, Feed and all other products and services intended for agricultural use.

**101 AUTOMOTIVE:** Automobiles, Trucks, Motorcycles, etc.

- 102 AUTOMOTIVE PRODUCTS:** Gasoline, Motor Oil, Tires, Batteries and all other automotive-related products.
- 103 BEVERAGE – ALCOHOL:** Beer, Wine, Liquor and all other beverages containing alcohol.
- 104 BEVERAGE – NONALCOHOL:** Soft Drinks, Coffee, Tea, Milk and other nonalcoholic beverages.
- 105 BUSINESS PRODUCTS & SERVICES:** Computers, Copiers, Typewriters, Delivery Services and all other products and services intended for business use.
- 106 COMMUNICATION PRODUCTS & SERVICES:** Telephones, Telephone Services, Fax Machines, Advertising Agencies (self-promotions), Greeting Cards, and all other communication products and services.
- 107 COSMETICS:** Makeup, Nail Products, Perfumes, Lotions/Creams and Colognes.
- 108 ENTERTAINMENT:** Motion Pictures, Plays and Books.
- 109 TOYS, GAMES & SPORTS:** Toys, Games, Sporting Goods and all other related items intended for play activity.
- 110 FASHION APPAREL & ACCESSORIES:** Clothing, Eyewear, Hosiery, Jewelry and related items.
- 111 FINANCIAL PRODUCTS & SERVICES:** Banks, Brokerages, Credit Cards, Traveler’s Checks, Credit Unions, Insurance, Finance Corporations, Real Estate and all other related services.
- 112 FOOD (PACKAGED):** All Packaged and Frozen Foods (i.e., Breakfast Foods, Snacks, Confections, Soups, Dairy Products and Desserts).
- 113 GOVERNMENT/POLITICAL:** Civil Services, Lottery and all paid Municipal, State, Federal-Government, Political and Armed Forces advertising.
- 114 HEALTH & MEDICAL PRODUCTS & SERVICES:** Over-the-Counter and Prescription Drugs, Medications and Dental/Medical Care.
- 115 HOUSEHOLD CONSUMER PRODUCTS:** Cleaning Products, Waxes, Detergents, Floor-care Products, Fabric Softeners, Paint, Wallpaper, Paper Products and Garden-care Maintenance Products.
- 116 HOUSEHOLD CONSUMER SERVICES:** Domestic Services, Carpet Cleaning, Gardening and other Household Services.

- 117 HOUSEHOLD DURABLE PRODUCTS:** Refrigerators, Ovens, Air Conditioners, Carpeting, Lawn Equipment, Furniture and all other furnishings and appliances for the home.
- 118 INDUSTRIAL/BUILDING PRODUCTS & SERVICES:** All advertising for industrial-type products and services.
- 119 INSTITUTIONAL/CORPORATE:** All advertising of an Institutional, Corporate or Generic Nature. Includes educational institutions, colleges and schools.
- 120 LEISURE/TRAVEL:** Tourism, Cruises, Hotels, Resorts, Amusement Parks, Sports Events and all other recreational/leisure products and services.
- 121 MEDIA:** Cable, Network and Local Television Stations, Radio, Magazines, Newspaper and all other Consumer or Trade media advertising.
- 122 PERSONAL PRODUCTS:** Bath Products, Deodorants, Mouthwashes, Shaving Products, Hair Care Products and all other personal care products.
- 123 PET PRODUCTS:** Pet Foods, Flea and Tick Repellents, Kitty Litter and all other pet-related products.
- 124 PUBLIC-SERVICE/NON-PROFIT ORGANIZATIONS:** All advertising of a Public Service nature or for a non-profit organization.
- 125 RETAIL:** Department, Computer and Specialty Stores, Automotive Dealers and all other retailers except food.
- 126 RETAIL FOOD:** Fast Food Chains, Restaurants, Grocery Stores and other food retailers.
- 127 TOBACCO PRODUCTS:** Cigarettes, Cigars, Tobacco, Lighters and smoking-related products.
- 128 TRANSPORTATION:** Air, Train, Bus and Ship Lines, Car Rentals and all other transportation-related services, not including Automotive.
- 129 CONSUMER ELECTRONIC PRODUCTS:** Records, Videos, Cameras, Film, TVs, Radios, VCRs and all other related items.
- 130 BEST USE OF A CELEBRITY:** Use of celebrities in ads or spots in all advertiser categories.

## **TECHNIQUE CATEGORIES**

- 200 ANIMATION:** Character Animation, Frame-by-Frame Animation, including Rotoscoping and Clay, Classic Animation done by hand, computer generated Imagery generated by a program electronically.
- 201 CINEMATOGRAPHY**
- 202 CREATIVE TECHNOLOGY:** Best use of digital technology to execute a brand idea.
- 203 DIRECTION**
- 204 EDITING**
- 205 SPECIAL EFFECTS:** Live Production, Table Top, Stop Motion, Motion Control.
- 206 MUSIC:** Original Score.
- 207 MUSIC:** Best use of existing music.
- 208 PHOTOGRAPHY**
- 209 ILLUSTRATION**
- 210 GRAPHIC DESIGN**