



THE 2010 INTERNATIONAL ANDY AWARDS STUDENT COMPETITION

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 Apfelbaum, 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

OBJECTIVE:

The objective of the International ANDY Awards is to seek out, encourage and recognize creative excellence in advertising in both a professional and educational capacity. We work hard to encourage entries from all types of communications and from all areas around the world. We also seek to bring the work we recognize to as many people as possible, giving the advertising community at large the opportunity to view and learn from the outstanding concepts and craftsmanship of our winners.

THE 2010 CHAIRMEN

Ty Montague, JWT, New York and **Michael Lebowitz**, Big Spaceship, New York

AWARDS:

All Student entries are due by January 8th, 2010. Students are eligible to win a Student Gold, Silver or Bronze ANDY Award.

All student Gold ANDY winners will compete for the **Glenn C. Smith \$5,000 Scholarship**. However, a scholarship will only be awarded if the jury decides that an entry is worthy of the honor. There need not be a scholarship winner. In addition, the Glenn C. Smith Scholarship winner will have his or her award-winning work shown at the ANDY Show & Party in New York City.

The ANDY Awards is proud to announce a new category - - RESET.

The introduction of RESET is designed to recognize unique and innovative thinking in all media. Work entered in this category should be ground-breaking and not conform to or with other categories in our show.

The ANDY jury will honor work that defines the demand for new and innovative thinking in our industry and will set the tone for how the industry moves into the future. Given that brief we expect no shortage of imagination and inspiration in submissions for this category.

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 24, 2010.

THE AWARD CEREMONY:
Co-chairmen, Ty Montague and Michael Lebowitz and members of the jury will announce their judgment and exalt all winners at the awards show in early April 2010 in New York City. For information on the award ceremony, please call 212.533.8080 ext. 208 or email contact@andyawards.com.

ENTRY INFORMATION

ELIGIBILITY:
Any full-time student in an accredited institution of higher learning is eligible to submit entries. Entrants may not be employed in the advertising industry. Work need not have been published or broadcast, and school projects are accepted. Keep in mind, though, that entries become the property of the ANDY Awards, and will not be returned.

ENTRY DEADLINE:
All entries must be received by January 8, 2010. Entries received after the deadline without prior extension approval will be disqualified.

ENTRY OPTIONS:
Visit www.andyawards.com to download a student entry form.
Entries and payment must be mailed to The International ANDY Awards office at 235 Park Avenue South, 6th Floor New York, NY 10003.
If you have any questions about submitting your work call the ANDYs at 212.533.8080 ext. 208 or email contact@andyawards.com. 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.

- A copy of an entry form for each piece of work submitted attached to the payment.

ENTRY FEES:

All entries must be accompanied by a check or money order (in U.S. dollars) payable to ACNY/ANDY Awards.

All single entries (one execution) require a \$40 entry fee.

All campaign entries (not to exceed three executions) require a \$50 entry fee.

METHODS OF PAYMENT:

Check or money order (US Funds) payable to:

ACNY/ANDY Awards
235 Park Avenue South, 6th Floor
New York, NY 10003
USA

SEND YOUR ENTRIES ON OR BEFORE THE DEADLINE TO:

THE 2010 INTERNATIONAL ANDY AWARDS

235 PARK AVENUE SOUTH, 6TH FLOOR

NEW YORK, NY 10003, USA

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

TELEPHONE: 212.533.8080 ext. 212

FAX NUMBER: 212.533.1929

WEBSITE: WWW.ANDYAWARDS.COM

EMAIL: contact@andyawards.com

DISCLAIMER:

- All entries become 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.
- In order to promote The ANDY Awards, each entrant authorizes the ANDYs to screen, publish, and put online etc. award show entries.
- The ANDY Awards may prepare and distribute a dvd, videotape or cd 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

Attach two copies of each complete entry form to the back of its corresponding entry, and one of each completed for with the check.

PRINT ENTRIES SUBMIT THE FOLLOWING:

- All print entrants provide proof(s) mounted on foam core or black board with a 1 inch border surrounding the ad, devoid of credit lines. No enlarged images. Attach two entry forms to the back of the entry.
- Attach a Lo-Res and Hi-Res JPEG on a disc to the back of print entry.
- 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.
 - Tape two entry forms to the back of the first entry of the campaign.
 - Number each ad within the campaign in the same sequence as indicated on the entry form.

TELEVISION AND VIDEO/CINEMA ENTRIES SUBMIT THE FOLLOWING:

- Submit each entry on an individual PC compatible CD-Rom that includes a QuickTime and an MPEG4 file (follow encoding instructions listed below.) Each CD-Rom must be labeled to include the following: entry code, title(s), client and length in seconds of each spot.
- Single entries submit one spot per CD-Rom.
- Campaign entries (up to three parts for television campaign entrants) should be submitted on one CD-ROM.
- Attach the pre-printed entry forms to each submission in addition to a complete itemized list of all of your entries and submit with payment. All entries should have an adhesive label on the outside of the CD to indicate product name, spot title(s) and length in seconds of each spot.
- Affix two entry forms to the CD.

Encoding Instructions:

- Each spot should be encoded in a high quality video as MPEG4 high quality or MPEG4 Program Stream. The specifications should provide highest quality at the lowest file size.
- Please do not include any black at the start of the spot or include clocks or idents
- MPEG Program Streams:
 - Video source should be kept as its Source Aspect Ratio and Tagged in the Header
 - MPEG4 4:2:0 Program Source
 - Enable the Compatible check box if using Telestream as the encoder
 - Video Bit Rate 7500kb/s
 - GOP 1 B frames Between Reference
 - 2 P frames in GOP
 - Audio MPEG layer 2 384 kbps

The resulting MPEG file should have Audio and Video in one file, in Cleaner this is classed as a Multiplexed file.

RADIO ENTRIES SUBMIT THE FOLLOWING:

- Single entries submit one spot per standard audio CD.
- Campaign entries (up to three parts) should be submitted on one audio CD.
- Campaign spots should have two seconds of silence between each spot.
- Attach an adhesive label to the outside of the CD case with the entry code, entrant company, client name, spot title(s) and length in seconds of each spot.
- Affix two entry forms to the CD case.

DIGITAL ENTRIES SUBMIT THE FOLLOWING:

- A UNIQUE LIVE URL for each single entry where the work can be judged.
- If your entry is not in English, please include an English-language translation of the entry.
- All necessary user names and passwords.
- A list of plug-ins required to view the entry.
- All entrants are strongly advised to submit a video case study to provide a complete overview of the interactive work. The **case study to support url entries should be** a video presentation of the interactive work. 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 you and to the satisfaction of your professor(s). The supporting video should be no less than: 60 seconds, but no greater than 5 minutes in length.

Please note that URLs must remain live through May 1, 2010. All entries that are not able to be viewed will be disqualified.

INTEGRATED MEDIA ENTRIES SUBMIT THE FOLLOWING:

- A video presentation of the integrated media entry which highlights its key elements and mediums. **Integrated media 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 as an MPEG4 file on a CD-Rom or DVD. Please refer to and follow the television, video/cinema and integrated media submission instructions.
- 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.

ENTRY FORM DETAILS

- Official entry forms generated from the official call for entry must be used. All entries must have media, type, area and category codes on the form provided.
- 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 media campaign categories.
- The ANDY Awards reserves 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. The decision of the ANDY Awards staff and judging committee is final.
- Entry 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 and attached to entry.
- 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.

CODES FOR ENTRY FORM

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 in length.

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 All media may be submitted. 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, 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.

INTERACTIVE MEDIA CODES:

NII Non-Internet 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

WIR Mobile or Wireless Campaign (created for mobile devices)

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

INTEGRATED MEDIA CODE:

INT An integrated media campaign that includes up to three parts of different unique media types -one component must be interactive. (Interplay between the media should be core to the creative integrity and strategy of the work.)

TYPE:

S Single (one execution)

C Campaign (no more than 3 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 (including Home 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.
- 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: FOR BROADCAST

- 200 ANIMATION: Character Animation, Frame-by-Frame Animation, including Rotoscoping and Clay, Classic Animation done by hand.
- 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.

TECHNIQUE CATEGORIES: FOR PRINT

- 208 PHOTOGRAPHY
- 209 ILLUSTRATION
- 210 GRAPHIC DESIGN

THE 2010 INTERNATIONAL ANDY AWARDS STUDENT COMPETITION ENTRY FORM

Media _____

Integrated and Mixed Media _____

(Please list the media types that you are submitting)

Type (check one) Single Campaign

Campaign (check one) 2 parts 3 parts

Area _____

If international, circle one (mandatory)

a. English translation attached b. English Subtitles

Advertiser or Technique Category _____

URL (Mandatory for all websites entries)

Password _____

User ID _____

Plug-Ins _____

Ad Title(s)

1. _____

2. _____

3. _____

Length in seconds for each radio/TV entry

1. _____

2. _____

3. _____

Type all applicable credits for this entry in the spaces provided as you would want them to appear in the official credits.

Product _____

Art Director(s) _____

Writer(s) _____

Others _____

Two names to be inscribed on awards

1. _____

2. _____

Entrant Contact _____

School _____

School Address _____

City/State _____ Zip _____ Country _____

Phone _____ Fax _____

E-mail _____

Signature _____

Professor (mandatory) _____

Professor's telephone (mandatory) _____

Professor's email (mandatory) _____

Number of single entries _____ x \$40 = \$ _____

Number of campaign entries _____ x \$50 = \$ _____

Check number _____ Check total = \$ _____

Attach two copies of the official entry form to the back of every entry and one copy of each completed entry form to the check along with a master itemized list of entries submitted to:

The 2010 International ANDY Awards
235 Park Avenue South, 6th Floor, New York, NY 10003, USA