

THE 2008 INTERNATIONAL ANDY AWARDS ADVERTISING WORLD CHAMPIONSHIP

The International ANDY Awards, established in 1964, are one of the most sought-after and respected awards for creative excellence in advertising around the world. The ANDY Awards are sponsored by The ADVERTISING Club, a professional not-for-profit organization.

The 2008 Honorary Chairman: Mark Waites,

The 2008 International ANDY Awards Jury

Alex Bogusky, Crispin, Porter + Bogusky, Miami
Susan Credle, BBDO, New York
David Droga, Droga5, New York
Marie-Catherine Dupuy, TBWA, Paris
Pete Favat, Arnold Worldwide, Boston
Gerry Graf, TBWA\Chiat\Day, New York
Tony Granger, Saatchi & Saatchi, New York
Bob Greenberg, R/GA, New York
Susan Hoffman, Wieden + Kennedy, Inc., Portland
Prasoon Joshi, McCann Erickson, India
Jose Molla, la comunidad, Miami
Ty Montague, JWT, New York
David Nobay, Saatchi & Saatchi, Sydney
Hiroki Nakamura, Dentsu Inc., Tokyo
Benjamin Palmer, Barbarian Group, San Francisco
Piyush Pandey, Ogilvy & Mather, India
Bob Scarpelli, DDB, Worldwide, New York
Feh Tarty, Goodby, Silverstein & Partners, San Francisco
Jureporn Thaidumrong, JEH United, Bangkok
Mark Tutssel, Leo Burnett Worldwide

The 2008 ANDY Awards are under the direction of:

Gina Grillo, Executive Director, **Joan Minihan Reilly**, Associate Director and **Kimone Johnson**, ANDY Awards Coordinator, The International ANDY Awards.

ANDY Co-Chairs: **John Partilla**, President, Time Warner Global Media Group and **Madhu Malhan**, Partner/Minister of Culture, Ogilvy & Mather.

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 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 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 trophy:

BRONZE

SILVER

GOLD – Including ANDY ring

The 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 3, 2008.

ELIGIBILITY

Entries must have been published or aired for the first time between February 4, 2007 and February 5, 2008. All work must be client-approved advertising done in the normal course of business for a bona fide client, with media placement paid for, except in the Public Service and select interactive categories. The ANDY Awards has the right to request 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.

ENTRY DEADLINE

DEADLINE IS NOVEMBER 12, 2007.

For work that has run February 4, 2007 – December 31, 2007

THE DEADLINE IS JANUARY 4, 2008.

For work that has run January 1, 2008 – February 5, 2008

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 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 \$250 entry fee.

Campaign entries require a \$300 entry fee.

Interactive entries require a \$300 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).

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 \$30 for a single entry and \$40 for a campaign entry. The deadline for student entries is **January 4, 2008**. If you are interested in submitting a student entry, please contact the International ANDY Awards office at info@andyawards.com.

METHODS OF PAYMENT

Check or money order (US Funds) payable to:

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

Check or money order must accompany the entries itemized list.

Or by bank transfer:

For full bank transfer details please email info@theadvertisingclub.org

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

SEND YOUR ENTRIES ON OR BEFORE THE DEADLINE TO

THE 2008 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

FAX NUMBER: 212.533.1929

EMAIL: INFO@ANDYAWARDS.COM

WEBSITE: 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

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 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.
- Out-of-home entrants submit one high quality photograph, mounted with a 1 inch border surrounding the ad, no smaller than 8" x 10". Posters 2' x 3' and under may be submitted in their original 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 AND INTEGRATED MEDIA ENTRIES SUBMIT THE FOLLOWING:

Entries must be submitted digitally as an MPEG2 and uploaded to Beam TV through our website, www.andyawards.com **OR** mailed as an MPEG2 on a PC compatible CD-Rom. If you have any questions about submitting your work digitally, please contact Beam TV at +44.207.208.8190 or awards@beam.tv. Please note that if you do not submit your entries via BEAM TV you will be charged a \$ 50.00 USD processing fee for each entry.

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

- Go to www.andyawards.com and complete your online entry forms.
- When completing your television, video/cinema or integrated media entries, you will be asked if you intend to submit your films using Beam.tv or by sending your entries on a CD-Rom.
- If you choose to submit your entries from 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).
- Mail a complete itemized list of all of your entries submitted with payment.

If you opt NOT* to enter your Television, Video/Cinema and Integrated media submissions via BEAM TV, please follow these steps:

- Submit each entry on an individual PC compatible CD-Rom that includes a QuickTime and an MPEG2 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.

** Please note that if you do not submit your entries via BEAM TV you will be charged a \$50.00 USD processing fee for each entry.

Encoding Instructions:

- Each spot should be encoded in a high quality video as MPEG2 high quality or MPEG2 Program Stream, and low resolution 'approval' quality clips as QuickTimes using the Sorenson Video codec. The specifications should provide highest quality at the lowest file size. For playback, users will require QuickTime 5.1 minimum.
- 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
 - MPEG2 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 Multipexed file.

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 digitally as an MPEG2 file through Beam.tv or on a CD-Rom. 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.

INTERACTIVE 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 your agency and to the satisfaction of the works creators and should be no more than: 60 seconds.

Please note: URLs must remain live through May 16, 2008. 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. Please note that if you do not submit your radio entries via BEAM TV you will be charged a \$50.00 USD processing fee for each entry.

If you opt NOT* to enter your Radio submissions via BEAM TV, please follow these steps:

- 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.

**** Please note that if you do not submit your radio entries via BEAM TV you will be charged a \$50.00 USD processing fee for each entry.**

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

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

MAG Magazine

NEW Newspaper

OOH Out-of-home Advertising. (Outdoor, Transit, Kiosks, etc.)

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.

INTERACTIVE MEDIA CODES

CGP Consumer generated content promotion or campaign

Leverages consumer generated media developed by request of the brand for use in consumer campaign

NI 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

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.
- 201 ANIMATION:** Computer Generated Imagery generated by a program electronically.
- 202 CINEMATOGRAPHY**
- 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**