

2025 AAF-ND American Advertising Awards

Frequently Asked Questions

Unanswered Questions?

If you have any questions that are not addressed below, please reach out to us at awards@aaf-nd.org

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Do I have to be a member of AAF-ND to enter my work?

No. We welcome entries from both members and non-members. With that being said, active AAF-ND members receive a substantial discount on entries (as much as \$40 OFF / entry) and get 1 free ticket to

the awards show (a \$70 value). See our '[Become a Member](#)' page for a full list of other exclusive member benefits.

What is the maximum number of entries I can submit?

There is no limit to the number of entries that can be submitted by any one individual or company. Whether that be 1 or 100+ entries, we welcome as many submissions as possible.

How do I know which category to submit my work in?

To start, review the full list of award categories using the links below:

- **2024-2025 Competition Rules & Categories (Full Version):**
 - [Professional competition](#)
 - [Student competition](#)
- **[Rules & Categories Reference Guide \(Abbreviated Version\)](#)**

If you are unsure of which category to submit your entry in after reviewing all options, feel free to reach out to us at awards@aaf-nd.org and we will help offer suggestions on eligible categories.

What are the rules regarding website categories?

Below are the official rules from the AAF regarding website categories:

- For Website and all online entries, submit the URL address.
- For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e. - www.somedomain.com/AmericanAdvertisingAwards_entries.html
- Do not submit a URL that leads directly to a "swf" file.
- URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL.
- URLs, banners, slates, and menus must not contain any reference to the entrant.
- Do not submit executable files that will attempt to install a program on the judges' computers. Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Can I submit the same entry in multiple categories?

Yes - if your entry is applicable to multiple categories you may enter it to as many or all of those categories. We make entering the same submission in multiple categories a little easier by clicking the "Add Another Category" link in the "Category" section of the online entry form. This will duplicate any applicable information from your current form to a new form so you don't have to fill everything out during the other categories.

Category *

Sales & Marketing ▼

(sales promotion, collateral and direct marketing, including public service and self promotion)

Sales Promotion ▼

S01 - Product or Service Sales Promotion ▼

Printed promotional materials for products and services whose distribution comes from mass traditional mass media

S01A - Packaging ▼

All product packaging. 1 to 4 pieces may be submitted.

[Add Another Category](#)

Entry Title *

What file types are accepted for digital uploads?

We support a wide range of popular media file formats. Acceptable media files for video, Audio and images include: .JPG, .PDF, .3GP, AAC, .WAV, .MP3, AVI, FLV, MP4 and MPEG-2. QuickTime files ending in .move are also generally accepted, however, .mov files using proprietary codecs such as Apple Pro-Res, RED, ARRI or Avid will not be transcoded and therefore cannot be accepted.

The maximum file size is **1gb**.

I'm submitting a website, what do I have to upload and why?

All entries in the American Advertising Awards are required to upload a file (or files) to complete their submission. In the case of interactive entries submitted with a URL, it is acceptable and recommended to capture a screenshot of the website home page and upload it as a PDF. This file will be used by the judges (as reference only) to ensure that they are judging the correct site. All judging will be conducted using the online interactive content itself.

Why can't I submit a physical copy of my work for review?

Due to a new ruling set by the national level Council of Governors for AAF, all judging for all American Advertising Federation competitions must be done online/virtually. Unlike in past years, we will not be

bringing our judges to Fargo for the judging. Each judge will be given a set period of time to judge all entries remotely. Because of this, we will not be able to accommodate providing physical copies of entries to the judges for review.

Because of this change, we asked our 3 judges to provide their expert advice on how to make entries that would typically be physically submitted stand out in a digital format. Check out this PDF that features their [Tips for Submitting Physical Entries in a Digital Format](#).

Can I track the status of my entry once submitted?

At any time, you can log in to <https://enter.americanadvertisingawards.com/a/organizations/08-NDK/home> and review your entries. With that being said, there is no specific “status” reported after submission. If you have questions or concerns regarding the status of your entry, please contact us at awards@aaf-nd.org and our team will do our best to answer your questions or address any concerns.

Can I make edits to my entry after it has been submitted?

If edits are needed to be made, please contact awards@aaf-nd.org and request those revisions. It cannot be guaranteed that all edits will be able to be made, but our team will do our best to accommodate as many requests as possible.

NOTE: Once submissions close after 11:59pm on January 17, 2025, all submissions are considered final and edits will not be able to be made.

What if I submit my work in the wrong category?

If you'd like to change the category in which your work was submitted, so long as it's before the January 17, 2025 deadline, please contact awards@aaf-nd.org and request which category you'd like your entry moved to.

If during judging the judges feel your entry is in an incorrect category, so long as all three judges are in agreement, they may recommend moving an entry to a different category. A member of our awards committee will contact you to verify whether you approve of the category change. If approved, we will adjust the category and allow the judges to re-review the submission.

Can my entry be disqualified? If so, what happens if I get disqualified?

If an entry is determined by our judges to be in violation of the rules defined in the official competition rules (See [Professional Rules](#) / See [Student Rules](#)), AAF-ND reserves the right to disqualify the entry

without refunding entry fees. A representative of AAF-ND's awards committee will contact the entrant to notify them of the decision.

Rest assured, our team works hard to remedy any concerns for disqualification before a final decision is made. We do not want any entries to be disqualified if possible.

How does judging work? What criteria is my work judged on?

Judges are asked to score each entry using a point system between 40 - 100. This makes assessing scores and adding curves, which are sometimes needed, much easier.

The following parameters are given to the judges:

90 - 100: Excellence. Work that makes the judge say "I wish I had done that." Entries scored in this range have a high likelihood of receiving a GOLD award.

80 - 89: Above average work for the market or category. Entries scored in this range have a good chance of receiving a SILVER award.

60 - 79: Average work for the market or category.

40 - 59: Below average for the market or category.

Are entries judged anonymously or will judges get to see the entrant's information?

All entries are judged anonymously. Judges will not be able to see any of the entrant's information such as credited names, business information, location, etc. If any of the submitted material reveals this information, that entry is to be disqualified.

An exception to this rule is in all categories in *Advertising Industry Self-Promotion*. Because this is a self-promo category, it is known when judging that the work has been done BY the entrant FOR the entrant. It is for this reason that Self-Promo work is categorically judged differently than entries in other categories.

How are winners selected?

Between 20 to 25% of all entries will receive award recognition. Approximately 8 to 10% of entries will receive GOLD recognition and approximately 10 to 12% will receive SILVER recognition.

Awards are determined by the scoring parameters (defined under the FAQ: *How does judging work? What criteria is my work judged on?*) and not the number of entries in each category. More than one GOLD or SILVER award may be awarded in any category.

Once all entries have been scored by all judges, scores are accumulated and all entries are ranked. It is based on that ranking that GOLD and SILVER awards are determined.

Will I know if I won an award before the awards show?

Yes. We want to make sure you or a representative will be available to receive your award at the show. Because of this, a member from our awards committee will reach out to inform you if you have won an award. With that being said, we want there to be SOME suspense, so we will not reveal what level of award was given until the show itself.

Besides Silver and Gold, what other awards are given?

There are a total of six (8) "Special Awards" given at the awards ceremony. Those awards include:

- **Best of Show** - Awarded to the best reviewed entry out of all professional, non-Self-Promo submissions. Determined by our judges.
- **Best of Show (Self-Promo)** - Awarded to the best reviewed entry out of all professional, Self-Promo submissions. Determined by our judges.
- **Student Best of Show** - Awarded to the best reviewed entry out of all student submissions. Determined by our judges.
- **Mosaic Award** - Awarded to an entry that gives viewers a broader understanding of the BIPOC, LGBTQIA+, and Disability communities; and that promotes systemic change through equity and inclusion. Determined by our judges.
- **Judge's Choice Awards (1 per judge / 3 total)** - Awarded to the entry that each judge determines as their "favorite". This award has no specific criteria and is solely based on the judge's decision of their favorite work.
- **Silver Medal Award** - Awarded annually to an individual who has helped raise the stature of the advertising industry in our club's area. This award is selected by a panel of past Silver Medal award recipients from AAF-ND. Please see our [Silver Medal Award page](#) for full eligibility requirements and criteria.

Who do I contact if I have questions about submitting my work?

Please contact the AAF-ND Awards Committee by email at awards@AAF-ND.org with any questions or concerns regarding the submission of your work.

Can my company become a sponsor of the awards show?

We eagerly welcome any and all businesses or individuals who are interested in sponsoring our awards show. As a non-profit, limited funding is always a roadblock. The more sponsors willing to participate in our awards show, the better the show can become. We are open to all ideas and suggestions for how we can use a sponsorship as a way to promote your business or services.

Please contact the AAF-ND Awards Committee by email at awards@AAF-ND.org and let us know if you are interested in sponsoring the 2025 awards show.