

ame 2008

The award show for unusual marketing strategies.  
Unusual in their success, that is.



# ame awards

Advertising Marketing Effectiveness

Not every marketing challenge is solved with a 30 second TV spot.  
A viral video. Or a really cool microsite.

Some of the best marketing solutions defy classification.  
They involve real creativity in everything from mixed media to messaging.

The AME is the only major award competition that recognizes this kind  
of creative thinking. So if you have created work that addresses a tough  
marketing problem in an imaginative, creative and unexpected way, the AME's  
international jury of top name marketing professionals wants to reward you.

## Contents

- > Rules and Regulations
- > Categories
- > Online Entry Procedure
- > Entry Checklist
- > Paper Entry Forms

Discount Deadline: May 19, 2008

Final Deadline: June 9, 2008

**Please read carefully through all rules and regulations as there have been several changes to this year's competition.**

## **1. DEADLINE FOR ENTRIES**

The discount deadline to enter is **May 19, 2008**, and the final deadline is **June 9, 2008**.

## **2. ENTRY FEES**

### **Marketing Campaign: \$645 USD**

A separate fee is applicable for each category selection. If you are submitting more than one entry, send only one payment for total entry fees. Preferred payment is by VISA, MasterCard or AMEX credit card, or by a check drawn on a USA bank in U.S. dollars made payable to AME Awards.

For wire transfer payments, an additional \$25 US dollars must be added to the total amount of the wire to cover intermediary bank fees.

Send wire to:

JP Morgan Chase  
1 Chase Manhattan Plaza  
New York, New York  
ABA/Routing # 021000021 or Swift: CHASUS33  
For further credit to International Awards Group, LLC — Account # 707 5599 10

Include our invoice number on your bank transfer and send confirmation of the bank transfer by fax to our New York office so we can match your payment to your entry(s).

## **3. ELIGIBILITY**

To be eligible for the 2008 competition, all entries must have been executed between May 31, 2006 and July 31, 2008, a two-year time frame. No entry that has reached the Finalist level in a prior AME competition is eligible for re-entry.

## **4. CATEGORIES**

You may enter the same campaign in more than one category. However, for each category you must provide an additional copy of that entry plus separate documentation, supporting materials and an additional entry fee.

## **5. OFFLINE ENTRY**

**We no longer accept offline entry forms for the AME Awards. All information about all submitted cases MUST be entered online at [www.ameawards.com](http://www.ameawards.com)** (see Section 6 below and pages 8-12 of this document for full details).

## **6. ONLINE ENTRY**

Campaigns can be entered online at [www.ameawards.com](http://www.ameawards.com). An individual form must be filled out online for each entry. A printable record of the total for all your entries will be automatically generated at checkout. This record will consist of an invoice for the total amount due along with an Item ID label for you to attach to each execution to be physically submitted and a mailing label to attach to the outside of the shipping carton. **IMPORTANT:** Always use these labels or photocopies of them when shipping your entries. They contain important tracking information for our staff.

All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance. You will be notified by email when your entry has been processed.

If you wish to submit your entry digitally, please upload your files to our FTP site:

- A) Make a folder with your company name
- B) Place your files in this folder
- C) Log in to our FTP server at:  
ftp.newyorkfestivals.tv  
username: nyfupload@newyorkfestivals.tv  
password: nyfe7632
- D) Copy the folder to our FTP site

**IMPORTANT!** You must do the following three things before you mail any physical entries (direct mail, package design, and any CDs or DVDs with one of the three accepted formats for entering).

1) As soon as you receive the email sent to you immediately after checkout, follow the provided link to the printable record(s) of your entry(s).

2) Cut out the Item ID labels provided in the second half of the record and attach to each execution to be physically submitted. Attach the provided mailing address label to the package to be shipped. **IMPORTANT:** These labels contain important coding information specific to each entry and **MUST** be attached.

3) Enclose a copy of our invoice (which you will receive immediately after checkout) in the shipping carton along with your entries. Make extra copies if necessary. Please send labeled materials, along with the computer-generated invoice and any fees due, to:

AME Awards  
260 West 39th Street, 10th Floor  
New York, NY 10018, U.S.A.  
Tel 212.643.4800 Fax 212.643.0170

## 7. CAMPAIGN BRIEF

The AME Awards is, first and foremost, a showcase for addressing a challenging marketing strategy with a creative and well-rounded solution. This year we are asking that all cases be submitted as a single digital presentation that fully incorporates all elements of the campaign: the who, what, when, where, why and how of the solution developed to address a specific marketing dilemma. Our judges are more interested in viewing video and images explaining the intent of a print ad, website, or sales promotion rather than simply viewing the stand-alone work itself, as the intent and inspiration for the creative work is ultimately what is being judged.

As such, all briefs should be submitted as a summary digital presentation that showcases the essential creative elements and explains the planning and execution of the campaign. The presentation should incorporate the challenge and goals for the brand, various creative elements, and any results directly attributable to the success of the campaign. Please see Campaign Brief Forms at end of this document for full presentation content.

Entries that are submitted in a language other than English **MUST** have either English subtitles or be accompanied by a digital text file of the translation and/or synopsis. **No offline paper printouts of your translation or synopsis will be accepted.** Offline translations and synopses must be submitted on a CD/DVD or emailed to processing@newyorkfestivals.com. The campaign brief may be submitted in one of the following formats:

- A. Video Summary (preferred) - Must be submitted on DVD or as a Quicktime MOV (full-resolution).
- B. Powerpoint Presentation or PDF - may incorporate any form of media within the document but all media must be wholly contained within the PPT/PDF (no reference or external links allowed).

## **8. CREDITS**

When submitting your credits, be aware that if your entry is a winner, only the name of the entering company, name of the advertiser, name of the brand, and title of the entry will appear on the trophy. Additional trophies can be purchased online with different names. Certificates additionally list four names with corresponding job titles. An additional eight names with job titles can be listed in the showcase section of our website. You may use any title you wish for the people involved in the creation of the work.

## **9. DISPOSITION OF ENTRY**

Entries and materials submitted will not be returned and may be displayed, shown, duplicated, published or reproduced for educational and promotional purposes. By entering, the entrant agrees to hold The AME Awards and any of its affiliated companies exempt from any costs or expenses of any claim arising out of any such use by The AME Awards or any of its affiliated companies.

## **10. JUDGING AND AWARDS**

Entries will be evaluated by panels of senior marketing and advertising professionals recruited worldwide with the participation of the AME International Board of Distinguished Judges and Advisors. The AME Awards finalist list will be determined in September. The Grand Trophies, Gold, Silver and Bronze Medallions and Finalists will be announced in October. Winning works will be displayed in the Showcase section of the AME website at: [www.ameawards.com](http://www.ameawards.com)

## CONSUMER PRODUCTS AND SERVICES

This category group recognizes the overall success of a campaign based on a specific industry and targeted to the consumer.

01. Apparel/Personal Items
02. Autos/Automotive Products
03. Banks/Financial Services/Insurance
04. Beverages: Alcoholic
05. Beverages: Non-Alcoholic
06. Children's Products
07. Corporate/Recruitment
08. Cosmetics/Toiletries
09. Entertainment Promo (*incl. cultural/theme parks/lotto*)
10. Foods (*incl. confections and snacks*)
11. Government/Political
12. Health Care Products and Services
13. Home Electronics (*incl. computers/software/TVs*)
14. Household Appliances and Furniture
15. Household Products and Services
16. Media Promotion
17. Pet Products and Services
18. Public Service and Not-for-Profit
19. Recreation/Sporting Goods/Toys & Games
20. Retail Food (*incl. restaurants/fast food/supermarkets*)
21. Retail Stores (*incl. department/specialty stores*)
22. Telecommunication Services and Equipment
23. Tourism and Travel (*incl. hotels*)
24. Utilities
25. Other (*consumer*)

## BUSINESS TO BUSINESS PRODUCTS AND SERVICES

This category group recognizes the overall success of a campaign based on a specific industry and targeted to the trade.

30. Banks/Financial Services/Insurance
31. Business Machines
32. Corporate
33. Industrial/Agricultural
34. Media Services
35. Services (*incl. cargo*)
36. Other (*business to business*)

## BEST USE OF DISCIPLINE

This category group recognizes the specific techniques that make a pivotal contribution to the overall success of a campaign.

40. Branding
41. Corporate Image
42. Design
43. Direct Response
44. Events Marketing
45. Integrated (Mixed Media) Marketing
46. Interactive Marketing
47. Low Budget
48. Media Planning
49. New Product/Service Launch
50. Product Placement
51. Promotions Marketing
52. Public Relations
53. Sponsorship
54. Sports Marketing
55. Trade Show Marketing
56. Youth Marketing
57. Other

## BEST USE OF MEDIUM

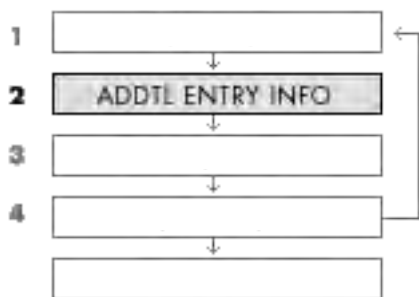
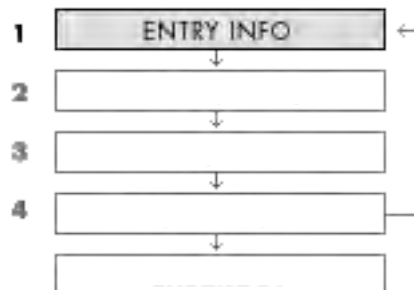
This category group recognizes the specific techniques that make a pivotal contribution to the overall success of a campaign.

60. Guerrilla/Alternative Media
61. Internet
62. Magazine
63. Newspaper
64. Outdoor/Transit
65. Point of Purchase
66. Radio
67. Television

Before you begin the online entry process, **you must first log in**, or create an account if not have not previously entered the AME Awards. If you log in before beginning the entering process, you can take a break, sign off and continue at a later time without losing any of your data. Once you have registered and logged in, you will begin with Step One below. The graphics below will guide you throughout the online entry process.

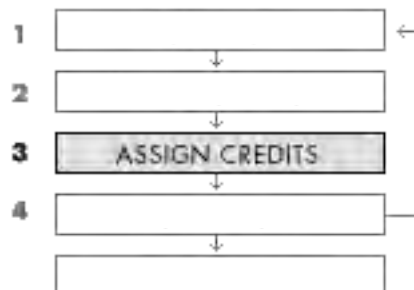
## Step One: Create Entry

At the start of the entry process, you will be asked to enter your entry information and your full campaign brief. If you wish to logout and finish your entry at a later time, be sure to continue to the next step before logging out. When you have finished, click on “CONTINUE TO NEXT STEP” to be taken to Step Two.



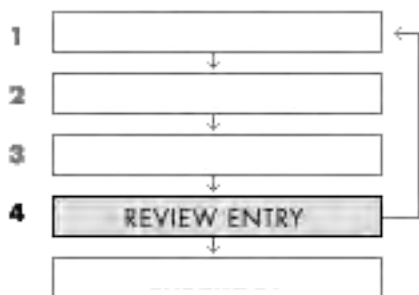
## Step Two: Submit Executions

Once you have specified the quantity of executions you will be submitting with your entry, you will be asked to provide information about these executions. Enter the title and format of each execution you plan to submit. When you have finished, click on “CONTINUE TO NEXT STEP” to be taken to Step Three.



## Step Three: Assign Credits

To complete this step, simply enter the credits and job titles indicated on the Entry Worksheet found on Page 10 of this document. When you have finished, click on “SUBMIT CREDITS” to be taken to Step Four.



## Step Four: Review Entry

Once you have carefully reviewed the information and verified that everything is correct, you can either click on “CREATE A NEW ENTRY” to be taken back to Step One, or you can click on “VIEW MY CART” to be taken to Step Five, Checkout.

## Step Five: Checkout

Once all of your entry and credit information has been entered and verified, you will be taken to the Checkout screen to select your method of payment. Select your payment method and click on “PROCEED TO NEXT STEP” to verify this information. After you have verified your payment method, click on “SUBMIT PAYMENT AND COMPLETE ORDER” to finish your entry. Your entry is complete once you see the link to your “PRINTER-FRIENDLY RECEIPT”.



## ONLINE ENTRY CHECKLIST

- 1) **Prepare all relevant company, campaign, and payment information.** Use the Registration Form at the end of this document for reference.  
*Step 1 Completed*
  
- 2) **Select the most important creative executions used in the campaign for judging. Submit up to six items.** Be sure to follow the technical requirements listed in the Rules and Regulations section of this document.  
*Step 2 Completed*
  
- 3) **Submit all necessary information for your campaign brief following the directions shown at the end of this document** in Campaign Brief Forms A-C. This information can be entered directly into the online entry form or can be cut-and-pasted from another document.  
*Step 3 Completed*
  
- 4) **Prepare credits to be entered online.** Follow the directions found in the Rules and Regulations section of this document.  
*Step 4 Completed*
  
- 5) **Login to [www.ameawards.com](http://www.ameawards.com) and click on the link to Enter Online.** See the Online Entry Procedures section found on page 6 of this document for instructions on entering online.  
*Step 5 Completed*
  
- 6) After checkout, you will receive a link to a printable copy of your entry. Keep a copy of this document for your records. Attach all labels as described in the Rules and Regulations section of this document. Send your entries and payment for total entry fees to:  
  
AME Awards  
260 West 39th Street, 10th Floor  
New York, NY 10018  
USA  
  
*Step 6 Completed*

*You will receive an email confirmation as soon as your entries are received and begin processing.*

# REGISTRATION FORM

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If you prefer to use paper entry forms instead of entering online, use these 8 pages. Only one Registration Form is required per entering company. A separate copy of the Campaign Brief and Credits Form is required for each entry you submit. Include a full set of forms (along with full payment of your entry fee) in the package with your entries.

Please type directly into these forms or print clearly in uppercase.

## CAMPAIGN CONTACT

Entering Company: \_\_\_\_\_

Contact Person, Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Postal: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Type of Company:  Agency  Advertiser  Other: \_\_\_\_\_

## ENTRIES AND FEES

\_\_\_\_\_ Marketing Campaigns @ \$645 each = \$ \_\_\_\_\_

\_\_\_\_\_ Wire Fee (if applicable) @ \$25 = \$ \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

No additional entry or finalist fees will be required. No refunds will be made once judging begins. If you are submitting more than one entry, send only one payment for total amount of fees. Checks written on a bank located in the USA in US dollars must be payable to International Awards Group, and should accompany your Entry Forms. Payments from outside the USA must be made by credit card, or by bank transfer to JP Morgan Chase, 1 Chase Manhattan Plaza, New York, New York, ABA/Routing # 021000021 or Swift: CHASUS33 for further credit to International Awards Group, LLC, Account # 707 5599 10. All originating bank charges must be prepaid - add \$25 to cover intermediary bank fees. Send confirmation of your bank transfer by fax to 212-643-0170 so we can match your payment to your entry(s).

## PAYMENT METHOD

Check (Enclosed)  Check (To be sent on \_\_\_/\_\_\_/2008)

Bank Transfer (Reference # \_\_\_\_\_)

Credit Card (Complete the following:)

MasterCard  Visa  American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CSC/CCV (required - 3 or 4 digit code found on your credit card): \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Cardholder's Address: \_\_\_\_\_

## CAMPAIGN IDENTITY

Brand Name of Product/Service: \_\_\_\_\_

Generic Name for Type of Product/Service: \_\_\_\_\_

Client/Brand URL (web address): \_\_\_\_\_

Campaign Title (Use titles of single ads): \_\_\_\_\_

Category (Use listings on page 4): \_\_\_\_\_

Campaign Dates: \_\_\_\_\_

|            |                 |             |
|------------|-----------------|-------------|
| Start Date | Concluding Date | In Progress |
|------------|-----------------|-------------|

Advertiser (Company Name): \_\_\_\_\_

Advertising Agency: \_\_\_\_\_

Account Executive Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

### Confidentiality Requests:

If you wish any of the data submitted in your brief to be kept confidential, please check off the box below.

The information contained in this brief is confidential and for judging use only

Forms for reference only, all information must be entered online at [www.ameawards.com](http://www.ameawards.com)

## EXECUTIONS SUBMITTED

Submit no more than six creative executions. If you are submitting creative executions in a language other than English, they must be accompanied by English translations. In print media, provide a translation of the headline and subheads and a brief synopsis of the body copy. In electronic media, provide a translation of key elements of the script or a one paragraph summary of the story line. Attach the translation to the creative you submit. Please list the creative executions you are submitting, including the title and medium of each execution.

| Title of Execution | Medium of Execution |
|--------------------|---------------------|
|                    |                     |
|                    |                     |
|                    |                     |
|                    |                     |
|                    |                     |
|                    |                     |
|                    |                     |

## CAMPAIGN SCOPE

Describe your campaign's scope. Indicate whether it is local, regional or national. If your campaign scope is international, indicate whether it is standardized format (campaign addresses several international targets with only a change in language—i.e. the executions did not change when the campaign crossed national boundaries) or an international core campaign (campaigns based on a set of core concepts and adapted to different demographic and cultural groups). Also include your target audience. Be specific about age, gender, religion, national and ethnic groupings and indicate why you chose these audiences.

Target Markets:

### Within a single country

- Local
- Regional
- National

### International

- Standardized Format
- International Core

Target Audience:

## CAMPAIGN PURPOSE

Which of the following best describes your campaign?

- |  |  |
|--|--|
| <input type="checkbox"/> New product launch                    | <input type="checkbox"/> Market expansion, either by category or geography |
| <input type="checkbox"/> Rejuvenation of a brand               | <input type="checkbox"/> Target expansion, to build incremental volume     |
| <input type="checkbox"/> Brand or line extension               | <input type="checkbox"/> Corporate identity building                       |
| <input type="checkbox"/> Repositioning or restaging of a brand | <input type="checkbox"/> Multi-segment chain-value marketing               |
| <input type="checkbox"/> Other: _____                          |  |

## COST OF CAMPAIGN (USD)

- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$1,000,000 for a local campaign | <input type="checkbox"/> Any other campaign under \$1,000,000 |
| <input type="checkbox"/> \$1 Million to under \$5 Million           | <input type="checkbox"/> \$5 Million to under \$10 Million    |
| <input type="checkbox"/> \$10 Million to \$25 Million               | <input type="checkbox"/> Over \$25 Million                    |

## OTHER AWARDS

List any other awards the campaign may have won.

**CAMPAIGN SUMMARY**

List the most important things about your campaign and its accomplishments as simple bullet points. This piece must not exceed 300 words. **Important:** If your entry qualifies for the AME Awards Shortlist, this campaign summary will be used in the winners showcase section of [www.ameawards.com](http://www.ameawards.com). Please do not include any confidential information in this summary.

**MARKETING CONTEXT**

List the contexts within which the campaign operated. Include language, cultural and political sensitivities as well as market conditions for this product or service. For international campaigns, indicate how cultural variations impacted your marketing and communication strategies. Be clear about the place in the life cycle of this campaign, product or service within its marketplace. Also indicate if this is a first-time campaign, an adjustment to an existing campaign or addition to a previous campaign. This piece must not exceed 300 words.

**MARKETING COMMUNICATION STRATEGIES**

Specify the marketing and advertising strategies you employed. Include examples of how the target audience, campaign objectives, and marketing situations influenced your choices and why you expected these strategies to achieve your desired results. This piece must not exceed 300 words.

**MEDIA STRATEGY**

Indicate what media you used and why you chose them. If your choice of media differed by target audience, provide your rationale for each usage. This piece must not exceed 300 words.

**CREATIVE STRATEGY**

Indicate the creative approach taken in crafting the various executions. What insights or understandings led you to approach your objectives with this strategy for your target audience? What was the specific impression or image you desired for the execution? This piece must not exceed 300 words.

**EVIDENCE OF RESULTS**

Indicate what the campaign accomplished and describe the most impressive results of the campaign in terms of the objectives set. Be specific in tying the results to the objectives, strategies (marketing and communications, media, and creative) and targets. Indicate the effect of media choice, if any, on the intended results. And finally, what would you do again and why? Please provide cogent and succinct documentation citing evidence wherever possible. You may index your evidence of sales results if you wish. This piece must not exceed 300 words.

Forms for reference only, all information must be entered online at [www.ameawards.com](http://www.ameawards.com)

When submitting your credits, be aware that if your entry is a winner, only the first four credits will appear on the trophy. The first seven credits will appear on the Finalist certificate. All credits will appear in the Showcase section of our website. You may use any title you wish for the people involved in the creation of the work. Please specify whether each person is from the Brand Team (advertiser company) or the Agency Team. **Do not repeat any credits.** Be sure to fill out and submit a separate Credits Form for each entry you submit.

**THESE CREDITS WILL BE LISTED ON TROPHIES, CERTIFICATES AND ON THE WEBSITE**

- 1 Name of Entering Company \_\_\_\_\_
- 2 Name of Advertiser \_\_\_\_\_
- 3 Name of Brand \_\_\_\_\_
- 4 "Title of Campaign" \_\_\_\_\_

**THESE CREDITS WILL ALSO BE LISTED ON CERTIFICATES AND ON THE WEBSITE**

- |   |                             |                        |  |                                      |  |
|---|-----------------------------|------------------------|--|--------------------------------------|--|
| 5 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 6 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 7 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 8 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |

**THESE CREDITS WILL ALSO BE LISTED ON THE WEBSITE**

- |    |                             |                        |  |                                      |  |
|----|-----------------------------|------------------------|--|--------------------------------------|--|
| 9  | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 10 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 11 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 12 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 13 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 14 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 15 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |
| 16 | <u>Name of Person</u> _____ | <u>Job Title</u> _____ | <i>From:</i> <input type="checkbox"/> Brand Team | <input type="checkbox"/> Agency Team | <input type="checkbox"/> Other Company |

Forms for reference only, all information must be entered online at [www.ameawards.com](http://www.ameawards.com)