

NEWYORKFESTIVALS

The image features a large, stylized teal number '2019' as the central focus. A red line graph with an upward curve is overlaid on the number. The background consists of a light blue world map and a teal grid. The text 'NEWYORKFESTIVALS' is at the top, 'AME AWARDS®' is across the middle of the '0', and 'RULES & REGULATIONS' is at the bottom of the '9'.

AME AWARDS®

RULES & REGULATIONS

NYF AME AWARDS 2020 RULES, REGULATIONS & FEES

The AME Awards wish you and your company success in this year's competition and look forward to seeing your work that works!

Gayle Seminara Mandel – *Executive Director*
Gayle.Mandel@NewYorkFestivals.com

If you would like assistance or have any questions, concerns, suggestions, or require technical assistance please contact our Processing Department at:
processing@NewYorkFestivals.com
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DEADLINES AND ENTRY FEES

IMPORTANT DATES

ACCEPTING ENTRIES SEPTEMBER 15, 2019

DEADLINE TO ENTER DECEMBER 15, 2019

FINAL DEADLINE JANUARY 31, 2020

ENTRY FEES

SINGLE OR CAMPAIGN \$845

A separate fee applies to each category selection. If you are submitting multiple entries, send only one payment for the total amount of all entry fees. Your shipping costs, insurance, customs duties, and bank transfer fees are your responsibility. There are no media handling fees, sales tax, or VAT taxes. All entry fees must be paid in full before entries are processed and prepared for judging.

PAYING BY CREDIT CARD **PREFERRED PAYMENT TYPE**

Visa, MasterCard, and American Express cards are accepted. An additional fee of 3% of your total order will be added to your invoice for all transactions completed with Visa or MasterCard; an additional fee of 3.2% applies to transactions completed with American Express.

PAYING BY BANK TRANSFER

You are responsible for all transfer fees levied by your bank. An additional fee of \$35 USD will be added to your invoice to cover our intermediary transfer fees.

You must include your invoice number on the wire transfer. It is the easiest way for our accounting department to successfully match your payment to your entry. All invoices must be paid in full before entries are processed and prepared for judging.

REFUNDS

Refunds of entry fees will only be granted if a request is made within 14 days of submitting entries. A \$100 fee will be charged to cover administrative costs. No refunds will be made once judging begins, but entries can be withdrawn from the judging by written request

ELIGIBILITY

All entries must be executed between October 1, 2018 and December 31, 2019. You may not enter a campaign that has been entered in past AME Awards even if it did not achieve award status.

DISPOSITION OF ENTRY & EXPOSITION RIGHTS

By entering, you grant International Awards Group, LLC and AME Awards (with the right for AME Awards to sublicense such rights to Warc, Inc) a non-exclusive license in perpetuity to showcase, display, exhibit, publish, reproduce and/or distribute the submission throughout the world, in all languages and in any medium. By granting this license the entrant is the exclusive owner of the submission or, if the submission contains material which is owned by a third party, has obtained permission from the copyright owner(s) to grant this license. The entrant also warrants and represents that the entry does not contain anything which is libelous, unlawful, offensive, harmful, or infringes the rights of others, or that is a breach of any duty of confidentiality.

By entering, you also agree to hold International Awards Group, LLC and AME Awards and any of its affiliated companies exempt from any costs or expenses of any claim arising out of such use. Entries and materials submitted will not be returned unless requested in writing before submission.

AWARDS

Winners will receive one award per entry (either a trophy or a certificate, depending on the final status the entry earns) with credits as detailed below in the section for Credits.

Duplicate trophies are available for purchase online at the AME Awards Store and can be customized and personalized to recognize the contributions of individuals involved with the entry.

Winners will be announced in mid-March 2020. Press releases will be sent to international wire services and to the international, regional and local advertising trades. All winners will be published on our website and promoted via our media partners and representatives, in their publications, press releases and showcases.

CATEGORIES

A full list of categories can be found here: [CATEGORY LIST](#)

CATEGORIES ARE ORGANIZED IN FOUR GROUPS

PRODUCTS & SERVICES

All physical or digital items/services provided for consumer or business use that satisfy an identified need.

CREATIVITY FOR POSITIVE IMPACT

Creative campaigns in all media whose goal is to encourage social good and beneficial behavior to facilitate change resulting in a positive movement and outcome for individuals, causes, society, and the welfare of animals and the environment.

BEST USE OF DISCIPLINE

All methods used to creatively and effectively deliver information in service of the brand.

BEST USE OF MEDIUM

Any communication medium used as a vehicle to advance the story of the brand, engage consumers and drive results to achieve the goals of the brand.

You may enter the same item or campaign in more than one category. There is a separate fee for each category selection and a separate entry must be created for each submission. The invoice sent to you will include a printable record with a total of all entries and will be automatically generated at checkout and emailed to you.

TRANSLATION

If your entry was not in English and does not include subtitles, please include an English translation including major headlines and titles.

No offline paper printouts of your translation or synopsis will be accepted. We strongly recommend that you subtitle all video entries in English.

CAMPAIGNS

Whether your entry is a single medium campaign, single medium with physical items, or integrated media campaign, you will be prompted through the online process. We ask that collateral items be accompanied by digital images for judging and showcasing.

You may enter up to six pieces in support of your entry (including a case video, PDFs of print, media coverage, and commercial spots) to help the judges better understand your campaign and its effectiveness.

JUDGING

THE JURY

The AME Awards International Grand Jury consists of top interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creatives who donate their time and expertise to the competition

SCORING

Judges are asked to evaluate each entry based on 4 specific criteria, each weighted according to importance:

RESULTS & EFFECTIVENESS 30%
IDEA 25%
EXECUTION 25%
CHALLENGE/STRATEGY/OBJECTIVES 20%

THE JUDGING PROCESS

Entries are judged in three rounds against high standards of creative execution and marketing effectiveness. Creative executions, details from the written marketing brief, and the overall presentation of the work are taken into consideration; outside sources for evidence of results is of key importance.

ROUND 1: PRELIMINARY ROUND

Judges review entries from within their own regions and score each based on its own merit, not in comparison to other entries. This round determines the Shortlist of Finalists.

ROUND 2: MEDAL ROUND

All Shortlist entries are scored again, also by region and based on their own merits. This round determines the Bronze, Silver, and Gold winners for each region. The AME Green Award is presented to the highest scoring Gold-winning campaign that represents the ideals of resource conservation, ecology and/or the reduction of negative impacts to the environment.

ROUND 3: THE PLATINUMS & GRAND AWARD

All Gold-winning work is scored by all judges in all regions. A Platinum Award is presented to the top-scoring entry in each region, regardless of category. An entry must win a Gold medal to qualify for a Platinum Award. If there are no Gold-winning entries in a region, no Platinum Award will be awarded for that region. The Grand AME Award will be presented to the campaign that earns the highest score across all regions in this round.

THE REGIONS ARE

NORTH AMERICA

LATIN AMERICA

EUROPE

ASIA PACIFIC

MIDDLE EAST & AFRICA.

If there are not enough entries received from a region to merit a full judging session, those entries will be added to the judging session for the nearest region.

SUBMISSION OF ENTRY

We have made a separate guide with complete description of the 6 stages you need follow to submit your work: Entry Guide

THE 6 STAGES ARE

COVER PAGE

CASE BRIEF

CATEGORY SELECTION

SUPPORTING MATERIALS

CREDITS

REVIEW

CHECKOUT

Our online entry system allows you to save your data and return to complete your entry.

You may submit a single piece or campaign into multiple categories without filling out separate entry forms. Simply click the box next to each category you wish the entry to be considered. Please note that a separate entry fee is applicable for each category.

TEXT FORMATTING

To better judge and showcase your work, please adhere to the following standards for text formatting:

TITLE OF ENTRY AND BRAND NAME

Proper case (first letters of each word capitalized) must be used in the title and brand name.

Campaigns must be named with a single series title or with individual ad titles separated by slashes.

SINGLE ENTRY EXAMPLE

Title of Entry

CAMPAIGN EXAMPLE

Title One / Title Two

CAMPAIGN EXAMPLE WITH OVERALL TITLE

Campaign Title: Title One / Title Two

CLIENT / BRAND URL

Submit client or brand web addresses ONLY

EXAMPLE: www.midasawards.com

TRANSLATION / SYNOPSIS

Include text in sentence case first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

EXAMPLE: This entry was created to support the release of a movie. It was released worldwide.

CREDITS

You may use any title you wish for the people involved in the creation of the work, but please be sure to include everyone so the entire team can be recognized on the web, in publications, in press releases, on our website, and in our showcasing venues. Customized personalized awards will be available for purchase online immediately following the announcement of winners.

CHARACTER LIMITS

When entering your credits, please be aware there is a maximum of 55 characters (letters, symbols, and spaces) allowed per line when using upper and lower-case characters. If you use UPPER CASE CHARACTERS, the limit is 35 characters per line. You will be able to preview your credits before you move on to the next page.

If you earn an award, all provided credits will be published on the website, but space limitations prevent full credits from being listed on trophies and Finalist Certificates (see “Trophy Credits” below). Please review for accuracy and list each credit only once—credits do not need to be repeated.

Talent names and job titles must be in proper case (first letters of each word capitalized). Please do not use all capital or all lowercase letters. Do not use commas to separate first and last names or job titles. Do not abbreviate job titles unless necessary to adhere to character limits. If listing multiple names or titles, separate with slashes.

A FEW EXAMPLES

JOHN DOE, CREATIVE DIRECTOR

JOHN DOE / JANE DOE, CREATIVE DIRECTORS

JANE DOE, CREATIVE DIRECTOR / ART DIRECTOR

TROPHY CREDITS

Trophies will feature five lines of credits, taken directly from your entry form:

- LINE 1: ENTERING COMPANY
- LINE 2: BRAND/SPONSOR
- LINE 3: "TITLE OF ENTRY"
- LINE 4: CATEGORY
- LINE 5: YEAR & COMPETITION

CERTIFICATE CREDITS

Certificates feature all credits from lines 1-5 above, plus additional credits you supply for lines 5-10:

- LINE 1: ENTERING COMPANY
- LINE 2: BRAND/SPONSOR
- LINE 3: "TITLE OF ENTRY"
- LINE 4: CATEGORY
- LINE 5: YEAR & COMPETITION
- LINE 6: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 7: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 8: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 9: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 10: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)

WEBSITE CREDITS

The website will feature the full complement of credits you supplied, up to 15 total:

- LINE 1: ENTERING COMPANY
- LINE 2: BRAND/SPONSOR
- LINE 3: "TITLE OF ENTRY"
- LINE 4: CATEGORY
- LINE 5: YEAR & COMPETITION
- LINE 6: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 7: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 8: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 9: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 10: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 11: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 12: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 13: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 14: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)
- LINE 15: COMPANY AND/OR PERSON(S) NAME(S) & JOB TITLE(S)

TECHNICAL SPECIFICATIONS

Case study videos must not be longer than three minutes in length.

UPLOAD OPTIONS

You can upload your pieces from within the online entry process during Step 2

– OR –

You can wait until after checkout and add your piece later using the Upload Piece link in 'My Account' page under your entry.

Any technical questions may be emailed to:

processing@NewYorkFestivals.com

ACCEPTED FORMATS AND REQUIREMENTS

MP3

MPEG-2 Audio Layer III, stereo or mono, 44.1 kHz, 16 bit sampling, minimum sample rate: 160 kbps

JPG/JPEG

300 dpi resolution in RGB color, 2000x3400 pixels. CMYK format are NOT accepted.

MOV AND MP4

Must use H.264 compression, 10-bit video sources are preferred (Select "Enable Streaming" or "Fast Start"). Audio must be encoded as MPEG 4/AAC Main Profile compressor with 48 kHz 16 bit sampling. (160 KBPS minimum, 256 KBPS recommended).

WE DO NOT ACCEPT PRORES FILES.

WEBSITE URL

You may submit a webpage as an entry or as supporting creative material. All links must stay active through February 2020, and permanently of your work earns a reward. It must also be a direct link that does not require a login or password.

If submitting from youtube, vimeo, soundcloud or other streaming sites, please make sure your file is downloadable. If that is not an option, we will need the video or audio file for showcasing purposes, should your entry reach finalist status.