

2009 ANA Multicultural Excellence Awards

Call For Entries!

Insights.
Advocacy.
Collaboration.

All companies welcome to participate!
Deadline: Monday, July 13, 2009



Winners to be announced at a special ceremony at the ANA's 11th Annual Multicultural Marketing Conference which has been renamed the Multicultural Marketing and Diversity Conference and will take place October 4-6 at The Arizona Biltmore Resort & Spa in Phoenix, AZ. Entry forms can also be viewed and downloaded at www.ana.net/awards.

Call for Entries

2009 ANA Multicultural Excellence Awards

Awards

The **ANA Multicultural Excellence Awards** celebrate the year's best multicultural advertising campaigns. The awards, sponsored by the ANA Multicultural Marketing and Diversity Committee, were created to raise awareness and exposure of the outstanding work being done in the areas of African-American, Asian, and Hispanic advertising. The awards are open to both client-side marketers (ANA members and non-ANA members) and agencies. This year's awards will feature a new category highlighting exceptional work in radio advertising. Winners will be chosen based on creativity of the campaign and relevancy to the ethnic-targeted segment. The deadline for submissions is July 13, 2009. The ANA will offer an **early bird special** of a \$100 off of all entries received on or before June 29, 2009.

This year's award recipients will be announced at the ANA's 11th Annual Multicultural Marketing Conference which has been renamed the **Multicultural Marketing and Diversity Conference** and will take place October 4-6 at The Arizona Biltmore Resort & Spa in Phoenix, AZ. A portion of the proceeds collected from the awards submission fees help fund scholarships for high-potential multicultural students who plan to pursue careers in advertising and/or marketing.

Award Categories + Recognition:

There will be seven awards this year. There will be one grand prize plus honorable mention/finalists as appropriate for each of the following categories: African American, Asian, Digital Media, General Market, Hispanic, Radio and Significant Results.

The General Market category is defined as a campaign that features ethnic talent targeting a general market audience. The Digital Media and Radio categories span all ethnic segments and will NOT be specific to any one segment.

Companies/agencies are welcome to submit multiple entries within a category or across multiple categories.

- An optional award category to honor a "Multicultural Campaign With Significant Results" will also be offered. The campaign must be entered in either the African-American, Asian, General Market, or Hispanic categories to also be considered for this significant results category. There is no additional charge to enter this category.
- Please view the guidelines that follow for each of the respective categories.

Guidelines to Enter the African-American, Asian, Digital Media, General Market, Hispanic, and Radio categories:

- **Eligibility:** Both ANA member and non-member companies (or their agencies) may enter.
- **Submissions:**
 - Two (and only two) pieces of creative from the same campaign must be included in the entry to qualify.
 - The entry (for those not entering the Digital Media category) may include any combination of creative materials from the following media: TV, radio, magazines, direct mail, newspapers, out-of-home, and digital media advertising. For those entering the new radio category, the entry must consist of two radio spots. A radio spot entered in this category can also be combined with other media from above and entered in another appropriate category.
 - For those entering the Digital Media Category, please see "Additional Digital Media Category Specifications" below for further information.
 - Please see "Preparation of Creative" below for restrictions by media.
 - A media flow chart must outline the campaign's media elements, indicating specifically where/when the submitted creative ran. Please remove all cost information from the media flowchart. For a flow chart example, please visit www.ana.net/awards.
 - The campaign submitted must have run during the 12-month period from **May 2008 through April 2009** within the United States for a minimum period of two weeks (non-consecutive weeks are acceptable).
 - Translations **must** be included per the media specifications that follow.
- **Deadline:** The submission deadline is Monday, July 13, 2009.
- **Usage:** The ANA shall have the right to publicize the submissions and their submitters in connection with the awards program.
- **Fee:** A \$500 submission fee is required for each individual campaign entered. Please enclose a check made payable to: Association of National Advertisers, Inc. with your entry (Federal ID# 13-0453230).
- **Judging Criteria:** Entries will be judged on creative excellence and relevancy to the multicultural category for which they are submitted. The ANA reserves the right to withhold an award in any category should entries not meet the criteria. Judges will include members of the ANA Multicultural Marketing and Diversity Committee and a select number of distinguished guests with expertise in multicultural marketing. All decisions are final.

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- **Additional Digital Media Category Specifications:** (All previous guidelines apply as well as the following)

For those entering the Digital Media category, the entry may include any combination of creative materials from the following media:

- Online display ads (e.g. banner, big box, button, skyscraper, pop-ups).
- Web sites and micro sites (must have more than one online element or execution in order to bring the campaign to life).
- Wireless (content developed specifically for handheld devices such as mobile phones and PDAs).
- Online video (any video that was shot specifically for online distribution. May include video uploaded to social networking sites by marketers or agencies).

Guidelines to Enter Multicultural Campaign With Significant Results Category:

- **Eligibility:** In order to be eligible for the Significant Results category, the campaign must be first entered in one of the following categories: African American, Asian, General Market or Hispanic, and is subject to the same eligibility, deadline, and usage requirements. You cannot submit a campaign for the Results category alone.
- **Additional Submissions/Judging Criteria:**
 - Check the respective box on the entry form.
 - A one-page Results Summary that states the campaign objectives and demonstrates effectiveness is required. It is up to the applicant to determine how "effective results" will be expressed. This must be signed by the applicant, serving as an affidavit of the accuracy of the statement. Please reference your research company/methodology. The Results Summary must be enclosed with the base entry. This information will be reviewed by ANA staff and the judges and will otherwise be kept confidential.
 - An effective campaign can be in many forms. Some suggestions are: increased volume/increased share of market within the targeted segment; effectively created/increased awareness within the targeted segment; research showed dramatic changes in attitude toward the brand within the targeted segment; or results beyond the campaign objectives.
- **Fee:** There is no additional charge to have your campaign considered for the Significant Results category.

Preparation of Creative:

All of the following guidelines must be met for eligibility:

- **TV/Radio:** Executions for each specific campaign must be submitted together on a single Betacam/Betacam SP videotape. This means one entry per tape. If a

company or agency wishes to submit multiple entries they are welcome to do so, but each one must be submitted on an individual tape.

- **Non-English TV and radio spots** must include subtitles that appear across the bottom of the screen. Radio spots should also contain a title slide that reads "Radio," and the company's name should be shown on the screen while the audio is played.
- Clearly label the videotape with the company name, category, submitting agency's name (if applicable), and the total running time of the tape (minutes and seconds).
- Each execution cannot exceed 90 seconds.
- Do not include color bars or credits on tapes; ads should play immediately.
- **Print/Outdoor:** Please mount ads on boards which cannot exceed 17" x 17".
 - **Non-English print and outdoor** must contain a printed translation mounted to the creative.
- **Digital Media:** Please include a Windows compatible CD-ROM for each campaign.
 - Executions must be submitted in either QuickTime (.mov), Windows Media Player (.wmv), or Flash/ Shockwave (.swf) formats. Please specify the format used.
 - Each execution cannot exceed 90 seconds.
 - Printouts of screen captures of each ad on boards to include all banners and buttons
 - Boards cannot exceed 17" x 17".
- **New Entry Form**
 - Fill out the online form. Once you have completed the form, press the print button, then press submit button, as you will need to also include the hard-copy version of the form with your entry. **This must be done at one time in order to capture your information.**
- **Shipping Information**
 - All entry materials (including creatives, fee, media flowchart, translations and optional results summary) must be submitted in one clearly labeled package with company name and category, and shipped to:
Attn: Lindsey Raczka - ANA Multicultural Excellence Awards
c/o Association of National Advertisers, Inc.
708 Third Avenue, 2nd Floor, New York, NY 10017
- **For further information:** Please contact Lindsey Raczka at 212.455.8007 (lraczka@ana.net) or Shepard Kramer at 212.455.8055 (skramer@ana.net).

Note: The ANA shall have the right to publicize the submissions and their submitters in connection with the