

2008 ANA Multicultural Excellence Awards

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Call For Entries!

Insights.
Advocacy.
Collaboration.

All companies welcome to participate!
Deadline: Monday, September 15, 2008



Winners to be announced at the ANA's
Multicultural Marketing Conference. Entry forms
can also be downloaded at www.ana.net/awards

2008 ANA Multicultural Excellence Awards

Awards

The ANA Multicultural Excellence Awards celebrate the year's best multicultural advertising campaigns. The awards, now in the eighth year, are sponsored by the ANA Multicultural Marketing Committee. The awards were created to raise awareness and exposure of the outstanding work being done in the areas of African-American, Asian and Hispanic advertising. They are open to both client-side marketers (ANA members and non-ANA members) and agencies. The committee's mission for this year's awards is to go beyond the traditional, as this year we are introducing an award for Digital Media. Winners will be chosen based on creativity of the campaign and relevancy to the ethnic-targeted segment.

This year's award recipients will be announced at a special ceremony at ANA's Multicultural Marketing Conference to be held November 16-18 at the Boca Raton Resort & Club in Boca Raton, FL. 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 six awards this year. There will be one grand prize plus honorable mention/finalists as appropriate for each of the following categories: African American, Asian, Hispanic, General Market, Digital Media, and Significant Results.

The General Market category is defined as a campaign that features ethnic talent targeting a general market audience. The Digital Media category spans 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, Hispanic, or General Market categories to also be considered for this significant results category. There is no additional charge to enter this category.
- Please view the guidelines below for each of the respective categories.

Guidelines to Enter The African-American, Asian, Hispanic, General Market and Digital Media 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 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 flowchart 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 an example, please visit www.ana.net/awards
- The campaign submitted must have run during the 12-month period from June 2007 through May 2008 within the United States for a minimum period of two weeks (non-consecutive weeks are acceptable).
- Translations must be included per the media specifications below.
- Deadline: The submission deadline is Monday, September 15, 2008.
- 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 Committee and a select number of distinguished guests with expertise in multicultural marketing. All decisions are final.
- 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).

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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 five categories above 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.
 - Non-English TV and radio spots must contain subtitles 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; 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, Windows Media Player, or Flash/Shockwave 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".

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Entry Form

Entry forms can also be downloaded at www.ana.net/awards

Contact Information

Campaign submitted by: *(check only one)*

Agency

Client

Agency Information:

Agency name: _____

Contact name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Client Company Information:

Company name: _____

Contact name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Entry Information

Company/Product or Brand name: _____

Category: African American Asian Hispanic General Market Digital Media *New Category!*
(check only one)

Optional category: Multicultural Campaign With Significant Results

List the media type and creative caption for each of your two pieces of work:

	Media type:*	Creative caption:
1.	_____	_____
2.	_____	_____

*(*e.g., TV, radio, magazines, newspapers, outdoor, and Internet)*

Key insight(s) that helped lead to the development of this advertising: **(Please be brief.)**

Demographic target: _____
(e.g., age, income. For Asian entries, also note specific segment, e.g., Korean, etc.)

Dates campaign ran: _____

Entry Submission Checklist

All must be included to qualify:

Two creatives
(following the guidelines outlined above)

Translations
(if applicable)

Media flowchart

\$500 Submission Fee
*(separate check for each entry
Please include check number: _____)*

If entering Significant Results category, include one-page summary

Submission deadline:

Monday, Sept. 15, 2008 (Please try to submit your entry early.)

Submission fee:

\$500 per campaign. A separate check is required for each entry. There is no additional charge to be considered for the Multicultural Campaign With Significant Results category. Please make check payable to: Association of National Advertisers, Inc. The ANA's Federal ID# is 13-0453230. Please write in check number in the space provided to the left.

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).

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