

3AF 2017 Awards Competition



CREATIVE CAMPAIGN OF THE YEAR ENTRY FORM

Client/Agency Name:		
Address:		
Contact Person Name:		
Email:		
Contact Numbers:	Work:	Cell:
Campaign Title:		
Date:		
Scope of Audience:		
Date of Campaign:		
Geographic Scope:		
Communication Channels:		
Payment:	Check Number:	
	PayPal Transaction Date & ID:	

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Statement of culturally relevant campaign insight: (No more than 150 words):

Please answer the following about your creative campaign. You may attach additional pages as necessary:

What was the consumer (or target) "insight" that is reflected in the creative execution?

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What was the overall "concept" for the creative?

Were there any special considerations or applications used in the production of the creative? (i.e., one-take filming, special photography, typography, sound mix, 3D effect - like on billboards, etc.)

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Were the results significant? Please provide quantifiable details and proof of the effectiveness and outcome of the campaign showing evidence of positive changes in consumer behavior, return on investment, improved customer satisfaction or sustainable added value to the organization.

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How does it (or does it at all) integrate into the general market campaign?

What was the impact on the audience?

Please submit this entry form along with all the required campaign samples electronically via email to awards@3af.org. Entry fee of \$275 payment is required and accepted by Paypal with a ten percent credit card fee added or check made payable to the Asian American Advertising Federation by Friday, April 21, 2017.

Please mail check payments to:
Asian American Advertising Federation
6230 Wilshire Blvd. Suite 1216
Los Angeles, CA 90048

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List of Campaign Samples for Consideration:

All contestants must submit a completed entry form for the desired category along with all other necessary materials by email to awards@3af.org with the email subject heading titled:

Award Category – Agency Name – Client Name – Campaign Title

Example: "Creative – AAAZA – DirecTV – Chinese Hip Grandpa

Work and creative samples (documents, images, and videos) should be named appropriately (see below) and zipped into a single file. Entrants have the option of uploading materials to file share services such as www.yousendit.com or www.dropbox.com and will email the submission link to awards@3af.org.

- File Naming: Must include the **Award Category – Agency Name – Client Name – Campaign Title**
- File sizes should be limited to under 100mb per submission
- Preferred File Format for Print or Images: jpg, gif, png, pdf
- Preferred File Format for Videos: mpg, mov, mp4, flv, avi

Up to 5 examples of campaign creative (audio or visual) from any media/channel may be submitted. Judges will be specifically advised to equally consider submissions with single creative executions as well as those with multiple creative executions, and make evaluations across different media types including print, TV, radio, OOH, online, and others (e.g. to 'equalize' the contender playing field by re-focusing judges AWAY from campaign budgets and having them focus on insightful creative expression).

<u>File Name</u>	<u>File Type / Format</u>