

# 2019 AME AWARDS®

WORLD'S BEST ADVERTISING AND MARKETING EFFECTIVENESS



**RULES AND REGULATIONS**

# NYF 2019 RULES, REGULATIONS & FEES

The Advertising & Marketing Effectiveness (AME) Awards team is always at your disposal. If you need additional assistance or have any questions, concerns, or suggestions, please email Gayle Mandel at

**GAYLE.MANDEL@NEWYORKFESTIVALS.COM**

For technical assistance please contact Hal Goldberg or Scott Rose in processing at

**PROCESSING@NEWYORKFESTIVALS.COM**

## 1. DEADLINES AND ENTRY FEES

### IMPORTANT DATES

**ACCEPTING ENTRIES: SEPTEMBER 15, 2018**

**DEADLINE TO ENTER: NOVEMBER 22, 2018**

**FINAL DEADLINE: DECEMBER 15, 2018**

### ENTRY FEES: SINGLE OR CAMPAIGN: \$845 USD

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 No refunds will be made once judging begins, but entries can be withdrawn from the judging by written request.

## 2. ELIGIBILITY

All entries must be executed between October 1, 2017 and December 31, 2018. You may not enter a campaign that has been entered in past AME Awards even if it did not achieve award status.

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## 3. DISPOSITION OF ENTRY AND 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.

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## 4. 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 late February 2019. 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.

## 5. 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.

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## 6. 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.

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## 7. 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 6 pieces in support of your entry (including a case video, PDFs of print, media coverage, commercial spots) to help the judges better understand your campaign and its effectiveness.

# 8. 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:

<b>RESULTS &amp; EFFECTIVENESS</b>	<b>30%</b>
<b>IDEA</b>	<b>25%</b>
<b>EXECUTION</b>	<b>25%</b>
<b>CHALLENGE/STRATEGY/OBJECTIVES</b>	<b>20%</b>

## 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, and 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.

## 9. 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, and 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.

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## 10. 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](http://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.

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## 11. 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)*

# 12. SUBMISSION OF SUPPORT MATERIAL & TECHNICAL GUIDELINES

## YOU HAVE TWO CHOICES FOR UPLOADING YOUR SUPPORT MATERIAL:

You can upload your pieces from within the entry process.

You can wait until after you checkout, and add your pieces later using the upload link included on your invoice. Both methods will upload the supporting material for your entry directly to our server.

## GLOSSARY OF TERMS:

To assist you in the upload process, we have compiled a glossary of formatting terms.

### FTP (FILE TRANSFER PROTOCOL):

A standard for transferring files from one computer to another over the internet

### COMPRESSION:

Reduces the size of your file Bit Rate: the amount of data used for each second of video. It controls it controls visual quality and file size. Also known as data rate

### FRAME RATE:

Most videos are shot between 24 – 60 frames per second

### FRAME SIZE/CANVAS/RESOLUTION:

the dimension in pixels of the compressed file

### CODEC/ENCODING:

H.264 is the only codec we accept.

### WRAPPER:

The file type/extension. For example: .mov; .mxf; .wmv. We only accept QuickTime files (.mov)

## TECHNICAL REQUIREMENTS FOR UPLOAD

### AUDIO

Standard MP3 format (MPEG-2 Audio Layer III), stereo or mono, 44.1 kHz, 16-bit sampling, minimum sample rate: 160 kbps. Please include a script of the piece in the translation field, even if it is in English.

### IMAGES

.jpg file format, maximum quality, 300 dpi resolution in RGB color, 2000x3400 pixels (portrait or landscape).

### NOTES

.jpps in CMYK format are NOT accepted.

.pdf - Please use PDF version 1.5 or higher (generated by Adobe Acrobat Version 6 or higher.)

Photography entries not being submitted on hard copy should be pre-press ready with all fonts embedded.

### VIDEO

All videos must use the H.264 at Main Level compression profile. The audio must be encoded in Stereo using the MPEG 4/AAC compressor with 16-bit sampling at either 44.1 kHz or 48 kHz.



## FOR SD FILES:

Acceptable frame rates:

*25 fps (PAL); 29.97 fps (NTSC).*

Acceptable frame sizes:

*720x576 for PAL; 720x486 for NTSC (both with rectangular pixels per ITU-R Recommendation BT.601). Ten-bit video sources are preferred.*

## FOR HD FILES:

Acceptable frame rates:

*23.98p, 24p, 25p/50i, 29.97p/59.94i and 59.94p*

Acceptable frame sizes:

*1920x1080 and 1280x720.*

**Please maintain the original frame rate and frame size of your source material. If you have any questions, please contact us at**

[processing@ameawards.com](mailto:processing@ameawards.com)

## WEBSITES AND ONLINE ADVERTISING

Not only can you submit websites as entries, you may also submit one URL per entry as a web page with your supporting creative material instead of uploading it to our servers. Just provide the URL in the proper place on the entry form. Do not brand the page with the entering company's logo.

**The URL should lead directly to your entry and must not require a password or login. All submitted URLs must be active from the time you submit your entry at least through February 2019, and permanently if your work earns an award. If you do not wish to keep the URL live, please submit original files for showcasing.**

When entering a website, please consider including a walk-through video (see specs above) of your site so the judges are sure to see the work you are most interested in showing. This is strongly suggested, but not required.

During the entry process, you will be prompted to upload a hi-res photo of your collateral piece for judging and showcasing purposes.

## ONLINE ENTRIES: FILE SIZE UNDER 1 GIGABYTE

If you do not upload your entries within the entry process at the end of Step 1, you will find a separate upload link for each of your pieces at the bottom of the invoice automatically emailed to you after checkout. Please be sure to upload all pieces.

## ONLINE ENTRIES: FILE SIZE OVER 1 GIGABYTE

To upload entry files larger than one gigabyte, the same technical requirements outlined above apply. You can either receive a link to upload your documents or send a link to download your documents.

## TO RECEIVE A LINK TO UPLOAD:

Please email [processing@ameawards.com](mailto:processing@ameawards.com) placing in the subject line the title of your entry AND the corresponding six-digit Item ID number from the invoice. You will receive a reply with a Dropbox link for you to upload your file. Once you have completed the upload to Dropbox, we will audit the file and contact you if there are any issues before it goes into judging

## TO SEND A LINK TO DOWNLOAD:

If you would prefer to send us a link from which we may download your file, please email the link to [processing@ameawards.com](mailto:processing@ameawards.com). Placing the title of your entry AND the corresponding six-digit Item ID number from the invoice in the subject line. Please make sure the file we will be downloading is not labeled with anything except the corresponding six-digit Item ID number from your invoice.

**EXAMPLE:**

*123456-1.mov*

*123456-2.jpg*

*123456-3.pdf*

**THE FOLLOWING FORMATS ARE NOT ACCEPTABLE:**

*AgencyName123456-1.mov*

*EntryTitle123456-2.jpg*

**If you have questions about the upload process or technical questions, please contact:**  
[processing@ameawards.com](mailto:processing@ameawards.com).

**We no longer accept any collateral via mail.**