Overview to the category changes for the 2016 American Advertising Awards

There has been a complete overhaul of the category structure for the 2016 American Advertising Awards. Although category names and locations may have changed, anything that was eligible for entry last year is still eligible this year. While this is a summary of the significant changes, please review the complete rules for all the changes.

**Advertising for the Arts & Sciences**

The Advertising for the Arts & Sciences division has been eliminated. Any entry that previously went into this division should now be entered in the general divisions along with other work. Entries that were previously eligible in this division are NOT eligible in the public service categories.

**Public Service and Advertising Industry Self-Promotion**

While the Public Service and Advertising Industry Self-Promotion divisions have been eliminated, you will find special Public Service and Advertising Industry Self-Promotion categories included in all of the divisions.

**All Videos In One Division**

Categories for video and audio entries of all types that used to be spread throughout different divisions are now all located within the new Film, Video and Sound Division.

**New Categories**

Some of the new categories include: Music Videos, Video Editing, Voice-Over Talent
Non-Traditional Advertising is now called Guerrilla Marketing
Branded Content & Entertainment (Mixing entertainment with advertising)
Integrated Brand Identity Campaign (A series of mixed elements to support a brand)

New categories within Digital Creative Technology Elements of Advertising include:
Augmented Reality, Mobile Interaction, User Experience, Data Drive Media,
Innovative Use of Interactive/Technology

**Also New This Year**

Entries in the following Categories ONLY may submit everything online and nothing is required to be delivered:  Online/Interactive categories (#37 – 47 and 73), Film, Video & Sound categories (#48 – 69)
Select Elements of Advertising categories (#82 – 95). FOR ALL OTHER CATEGORIES, a physical entry form and physical samples of the creative work suitable for judging must be submitted as part of the entry even though a PDF or JPG of the entry was uploaded.

For more information and complete rules visit your local club website or www.AmericanAdvertisingAwards.com