

You're Invited to Participate in the  
**Addy's Big Idea Challenge**

The Addy® awards are the world's largest advertising competition.

**What:** Concept and design a **theme** and **Call to Entry** for the local American Advertising Federation Addy's competition

The Call to Entry invites students and professionals to submit marketing communication materials in numerous categories. The winners are celebrated at a gala event.

The theme will be applied to the Call to Entry form (see samples below) and to the Addy gala event. Past themes include: Super bowl, Martial arts movies, On the Farm (Totally Kountry), Prom

**When:** Please submit your big idea by Friday, September 11.

Submission format: Please provide 1) a rough design for the call to entry and 2) a one paragraph description of how the call to entry theme would be applied to a gala awards event. Save as a pdf file and e-mail to [haleyj@acu.edu](mailto:haleyj@acu.edu)

If you have questions about this challenge, send them to Joyce Haley at the e-mail address above. You'll find more information about the Addys at <http://www.aaf.org/default.asp?id=27>

**Your rewards:**

The winning Big Idea will become the official Call to Entry form for the AAF Abilene 2010 Addy Awards. The call to entry goes to local advertising and media professionals (your name will be appear on the form - *great networking*). Winning the challenge also provides you with *great resume material*.

But there's more. The winner will be acknowledged at the October AAF luncheon, AND, AAF Abilene will waive one Addy entry fee (*saves you money.*)

So, bring on those big ideas. We're just MAD to see them.

Want your ads to compete with the best?

# Enter the ADDYs

**The ADDY® Awards are the world's largest advertising competition.**

Ads compete through local, district, and national levels to reach the top. If you think yours can knock out the competition, enter today!

**Entry deadline is December 12, 2008.**

Go to [www.aafabilene.com](http://www.aafabilene.com) to enter and for more information.



Want your ideas to compete with the best?

# Enter the ADDYs

The AAF Student ADDY® Awards Competition is a unique national advertising awards program designed for college students. Work entered at your local level can move up to the regional and national judging, just like the work entered by professionals across the country.

Student entry fees start at \$20. Visit [www.aafabilene.com](http://www.aafabilene.com) to enter the competition and for more details.



Talk to \_\_\_\_\_ about entering the competition.

**Entry Deadline is Friday, December 5, 2008**



Applicants must be enrolled full- or part-time in an accredited U.S. educational institution. Student interns are eligible to enter. Submit work developed specifically for this competition or from previous projects or student contests (work must be created while the entrant is a student not employed in the advertising industry).