



Council of Governors
American Advertising Awards
Increasing Entries, BEST PRACTICES

Use AAF tools. Utilize the online videos and guides provided by AAF. Remember to watch and read often and most importantly, do so well in advance of your deadlines so as to maximize results.

Be social. A strong, intentional and strategic approach to promoting the awards on social media can not only serve to alert the masses, but works in tandem with virtually every budget! When used in addition to traditional media promotions and e-blasts you cover a greater level of communication that spans multiple generations who may demonstrate an interest in entering.

Make it personal! Hand-deliver entry information to potential entrants!

Young professionals are key. While seasoned professionals may be well aware of the American Advertising Awards, young professionals are new to the competition. Find ways to incorporate this energetic group to support and enter! If you have an Ad2 in the market, include a representative on your Awards Committee to focus on college chapters.

Don't forget the students! This is a competition for professionals and students! Set up a time to visit with campus staff and/or advertising/technical classes to discuss the creative competition and what it can do for a student! Consider offering a FREE AAF How to Enter Class for area students. Incorporate scholarship funds for Student Best of Show! This is another opportunity to utilize Ad2 in your market! Align Ad2 with student chapters and consider profit sharing for the time and effort they invest. It is a win-win for everyone!

Share the love. Some of the most successful clubs make a concerted effort to reach out to internal marketing departments and non-profits to increase entries so they don't just hit up agencies.

Create Special Awards. Special Judges Awards are well received nationwide. Some are thought of in advance of judging. For example, announcing a People's Choice, Internal Audience Communications or simply Judges Best, are fantastic opportunities. While these special awards/categories are not recognized for advancement to the next tier of competition, they can certainly boost the value of your judging and show, not to mention the potential for increased entries year over year.

Shout it from the Rooftops. If you are going to call it a Gala, treat it like one. Your American Advertising Awards Gala is a big deal. The way you treat the events and winners this year will not only set the tone for a successful night and for forwarding awards, but will also set the stage for next year's competition.

Have fun! Use humor as a way to generate and sustain interest. Humor is proven to reduce unsubscribe rates, while increasing social responses and shares. It is a simple way to grow your audience and entries.

