



CHICAGO CREATIVE CLUB

2009 Category List With Definitions

TELEVISION or CINEMA

Commercial audio and video messages conveyed to the prospective/target consumer public by the seller of a product or service via a broadcast, cable or satellite transmission.

Any length, Single or Campaign, Any budget

RADIO

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/ target consumer public by the seller of a product or service via wireless (radio) transmission.

Any length, Single or Campaign, Any budget

PRINT MEDIUMS

Frequency of publication may be annually, bi-annually, quarterly, monthly, weekly, etc.

Consumer Magazine

Trade Magazine

Newspaper

COLLATERAL

Promotional advertising or display unit that attends the product or service at the specific sale location.

P.O.P. or In-Store Single or Campaign

Posters

Promotion

OUTDOOR

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

Single or Campaign

PUBLIC SERVICE

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

Public Service Magazine, Newspaper, or Poster Single or Campaign

Public Service Outdoor

Public Service Television Single or Campaign

Political Advertising (any format)

DIRECT RESPONSE MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories. Mere mailing of a

piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

Direct Mail Single or Campaign

INTERACTIVE

For websites and all online entries, submit the URL. In addition, it is required that you submit a color screenshot of the homepage, pop-up, banner, screensaver, etc. **URLs should not require any username or password for access.** In cases where this already exists, the entrant should create an independent URL.

Banners (Fixed space or Dynamic)

Websites or Microsites

Entertainment/Gaming

Wireless/Mobile Advertising

Email Marketing

Self Promotion

INTEGRATED BRANDING CAMPAIGN

a multi-media campaign which includes elements used in traditional and non-traditional marketing. no minimum requirements.

INNOVATIVE MARKETING COMMUNICATIONS

This category is for work developed and executed on behalf of a client which utilizes other marketing communications channels (branded entertainment/product placement, guerilla marketing, experiential marketing/events/stunts, sponsorships, online branded content).

INNOVATIVE MEDIA

This category is for use of innovative and exceptional media ideas and executions. It may include traditional and non-traditional media.

Innovative Use of Media – Print

Innovative Use of Media – Television

Innovative Use of Media – Outdoor

Innovative Use of Media – Interactive/New Media

Innovative Use of Media – Other – May include any other media e.g., viral emails, skywriting, place-based media....

PUBLICATIONS

All collateral material for Advertising for the Arts, Public Service and Industry Self Promotion should be entered into their respective categories and are not eligible in any other category.

Stationery Package

Annual Report

Covers

Special Event Material

Magazines

Journals

SALES PROMOTION

Product or Service Sales Presentation. Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

Product/Sales Presentation

Packaging

Point of Purchase – Counter-Top

Point of Purchase – Free-Standing

Point of Purchase – Trade Show Exhibits

Audio/Visual – Slide Sales Presentation
Audio/Visual – Video/Film Sales Presentation
Tours

Editorial/Post

Best Editorial
Best vfx
Best Color Correction
Best Motion Graphics/Design
Best Animation/CGI

PRODUCTION

Best Content

MUSIC

Best Original Score
Best Re-arrangement

AUDIO

Best Mix
Best Sound Design.

THE CRAFT -- Non-commercial applications such as published or unpublished artistic expression for self-promotion.

Illustration
Photography
Original Music
Sound Design
Music Re-arrangement
Video/Film/Special Effects
Design
Editing
Cinematography
CGI/Animation
Other

STUDENT COMPETITION

All work submitted in the Student Competition is subject to the same rules and guidelines and submission requirements as the professional Competition.

Eligibility requirements

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fund raisers or work created for student publications.
- Work must be created while entrant is a **student not employed in the advertising industry**. Student intern work is eligible.