



CHICAGO CREATIVE CLUB

2009 CCC RULES

The 2008-2009 CAF Chicago Creative Club Awards

The CCC Awards Competition is conducted annually by the CAF.

Eligibility

The CCC Awards Competition is open to any individual, company or organization engaged in the creation of advertising. There is no limit to the number of entries a person or organization can enter. Entries in the CCC Awards Competition must have been created within the Chicago Metropolitan Statistical Area (MSA).

All entries must have appeared, aired or been published for the first time in the media between June 2, 2008 through July 1, 2009. Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her electronic signature on the entry form to furnish the necessary documentation for review by the CCC Awards committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification.

The entry form requires a statement of where and when the advertising first appeared in the media. **All entry forms must be electronically signed by the entrant and include an e-mail address and phone number.**

The expressed intent of the CCC Awards is to recognize and reward creative excellence in the legitimate everyday workplace of advertising—"real" advertising, for "real" clients, with "real" marketing objectives, in or on "real" media. Occasionally, an entry is submitted which appears to have been created outside the conventional **agency-to-client-to-media** marketing structure. The appearance given by such an entry—to other entrants and to the judges—is that the entry was created solely for the purpose of winning an award, rather than satisfying a legitimate paying client's needs. The CCC Awards Competition shall not accept any such "unreal" entries. All entries in the competition, therefore, must represent new thinking, new concepts or new ideas.

All entries submitted in the competition, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry (Advertising) Self Promotion, must have paid for the creative services and media placement in the normal course of business. Entries which meet the criteria of Public Service Advertising, Advertising for the Arts or Industry Self Promotion can only be entered in those categories. (For details see [Definitions area](#)).

Submission of Entries

Entries and entry fees should be submitted to CAF, via the Chicago Creative Club Website. Only electronic entries will be accepted. The same deadlines above apply to samples. These entries **MUST** also be submitted online. All entries become the property of the CAF and will not be returned to the submitter.

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be submitted in the correct category.
- Be correctly identified.
- Include a completed and electronically signed entry form.
- Conform to defined electronic submission requirements.
- Conform to all applicable copyright laws.