



## AMERICAN ADVERTISING AWARDS

### **The Evolution of a Brand**

As society, technology and the marketplace evolve, a brand must evolve as well. As we've often seen, a brand's greatest strength can, in just a few short years, become its greatest weakness.

We've seen it happen with the ADDY® Awards.

From the time of its founding, the ADDYs' greatest strength was its roots as a local club competition, and it remains so today. Unlike the CLIOs, Cannes, the One Show and the many other international competitions, the ADDYs was the only competition that recognized work that is outstanding when judged against the standards of the local market.

As the competition has grown, as the marketplace has evolved into a more global one, as the menu of media options has expanded greatly, that great strength has also become a weakness.

The "local" feel of the competition has, to many, obscured its size and its national scope. Entrants forget that the same competition affords them the opportunity to compete regionally and nationally. Indeed, some don't know it at all.

As a result, the ADDYs -- the largest and most competitive advertising awards program -- has seen its prestige slip in comparison to that of international competitions such as Cannes, the CLIOs and the One Show.

The AAF was faced with a classic problem of helping a brand through a transition in the marketplace. To start the process, the leaders of the National ADDY Committee turned first to some of the industry's greatest brand strategists: the panels of national ADDY judges who bring years of experience in diverse industries, markets and media. Their feedback was remarkably consistent:

- Other awards competitions are international and very similar to one another
- America is seen as the world's leader in innovative advertising, and American work is respected and esteemed
- The uniquely American nature of the ADDYs should be embraced
- The fact that ADDY winners represent the best in American advertising -- the best of the best, so to speak -- should be leveraged

- The ADDYs are the only competition that begins in smaller, local markets and progresses to the national level

The judges felt strongly that, as much equity as the ADDY name has, it set a limit on how the competition was perceived, and that the market needs to be reminded that AAF's awards program is a local, regional and, most importantly, American advertising competition.

Their feedback was weighed and considered by the leadership of the National ADDY Committee. This group felt strongly that changing the name of the competition to the American Advertising Awards would be a powerful first step in repositioning the brand. It represents the entire spectrum of advertising: print, TV, radio, cinema, online, non-traditional, out-of-home, sales promotion and more. And it represents the diversity of AAF's membership: large markets and small, b-to-b and b-to-c, advertisers, agencies, media and suppliers.

This name makes it clear that this competition embraces every aspect of American advertising, and that it does it from the local level up to the national. And who better to seize this market position and conduct the American Advertising Awards than the American Advertising Federation? As always, the AAF is the unifying voice for advertising and the largest organization representing the American advertising industry.

In short, the name change helps achieve one of the most important goals in marketing communications: to establish what makes your product different. And, in this case, better.



George Riddell  
Chairman, American Advertising  
Awards Committee



Joanne Schechter  
Executive Vice President,  
Club Services



## Frequently Asked Questions

### **Is my club required to adopt the American Advertising Awards name?**

Local clubs are strongly encouraged – but not required – to change the names of their local competitions this year. The brand will become stronger as more clubs use it – just as the strength of the AAF brand has grown as more clubs have adopted it as part of their names.

It is fully expected that at the local, district and national level, the awards themselves will continue to be called ADDY Awards, much as the Academy Awards statuettes are referred to as “Oscars.” That’s a good thing: it allows AAF, at every level, to continue to capitalize on the equity of the ADDY name.

### **How do we implement the new brand at the local level?**

The hard work is already done. When local entrants go online to complete their entries, the site will be for the American Advertising Awards.

We would strongly recommend that, if you haven’t already, you make an announcement – via email, your newsletter or at a club event – to your membership to inform them of both the new software and the new brand name.

If you choose to adopt the name for your local competition, you will want to download artwork for the new logo. A downloadable Zip file is available at <http://www.aaf.org/default.asp?id=659>. Promotional materials that can be

customized for your market will also be made available. Links for them will be posted as soon as the work is completed.

We recommend that each club create its own American Advertising Awards web page and that be your club’s entry point. From that, each entrant will be routed to the platform’s main entry portal. This will be a new URL:  
Enter.AmericanAdvertisingAwards.com.

### **Who made this decision?**

The decision was made by the leadership of the American Advertising Awards Committee (formerly the National ADDY Committee), which is comprised of AAF member volunteers elected to represent local clubs. The decision was guided heavily by input from ADDY judges and other stakeholders, particularly creative decision-makers who choose which competitions they will enter.

### **Have any clubs adopted the new name yet?**

The DC Ad club changed the name of its competition last year and used it during the 2013 competition. Other clubs, such as AAF-Seattle, started using the name “American Advertising Awards” as a subhead last year and plan to fully adopt it for the 2014 competition. In all the markets where the name has been introduced, it has been well received by membership.