

2020 GEM AWARDS

Welcome to the Idaho Falls Advertising Federation's creative competition, The Gems. This is just a small step to bigger creative awards. Once again this year, all diamond and star garnet winners will be auto-forwarded to the IAF Rockies Awards.

**** CHANGE FROM PREVIOUS YEARS: Individual USB drives for each entry are no longer needed. **** Instead, contestants may use a single master USB drive containing digital files of all entries can be submitted.

Please note: comps, original photographs, illustrations, USB drives, etc. all become the property of IFAF and will not be returned.

RULES

Eligibility Requirements

- All work entered in the competition must have first appeared in the media between January 1 and December 31, 2019.
- Any advertising entry produced by or on behalf of any individual, advertiser, advertising or design agency, advertising medium, or production company within Idaho is eligible for the competition.
- Be entered in the correct category and be correctly identified.
- Include a complete and signed entry form.
- Conform to defined submission requirements detailed below.
- Conform to all copyright laws.
- The competition is intended to recognize originality and execution of creative concept. Material not created or produced by the entrant may appear in the entry, but will be considered as such when judged. Entries of syndicated concepts that are not originated by the entrant are expressly prohibited.
- Entrant must be either the client, or party responsible for creative direction and production of entry as specified in each category. In the event of duplicate submission of entries, entrant will be designated in the following order: 1) client, 2) agency, 3) producer, and 4) individuals.
- Meet all eligibility and deadline requirements.

How to Enter

Review the category list to find where your work should compete, and complete one entry form for each submission. Make sure you credit the members of your creative team and production partners, so that they will be recognized properly. Submission of entries acknowledges the right of IFAF to use them for publication, exhibition and marketing of the Gems Awards show.

The ideal way to submit your entry is the exact same way that the end user received the piece. For example, if you're submitting a magazine ad and have a copy of the magazine, please include the magazine and flag the ad. If we can view a website live, that is how it should be judged. Payment and all entry materials should be delivered to Steve Fischbach at MCS Advertising, 413 B Street, Idaho Falls, ID, 83402.

Dates

- Friday, Jan. 24, 2020, 5p.m. – Early-bird deadline for entries.
- Friday, Feb 7, 2020, 5p.m. – Final deadline for entries.

Entry Submissions

- All entries must be packaged according to the guidelines listed below and delivered by the due dates listed above.
- All entries should have no reference to the agency that is submitting the work.
- Place each physical entry inside of an appropriately sized transparent envelope.
- Each individual entry should have two copies of its own entry form.
- Entry forms must be submitted with each entry, or they will not be eligible for judging.
- ***** IMPORTANT! ***** A Master USB drive, containing digital files of all entries must be submitted with the physical entries and payment. (Instructions below.)
- Please read through your submissions carefully before submitting your entries. Any information listed on the submission form may be printed on an award should your entry win.
- Crediting your work – Space is provided on the submissions form to credit the appropriate people who worked on the project.

STUDENT COMPETITION:

All work submitted in the Student Gem Competition is subject to the same rules, guidelines, and submission requirements as the professional competition. Please read the Entry Submission and Entry Identification requirements carefully.

Eligibility requirements:

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

Student competitors: when filling out your entry forms, please place an X in front of the category number you're entering. For instance, to enter a 30-second radio single, write, "X11, radio single, :30 length" on the top line of the entry form.

AWARD DETAILS

Eligible Awards

- Diamond Award (First Place)
- Star Garnet Award (Second Place)
- Idaho Opal Award (Third Place)

Judging

Entries will be judged by a panel of area professionals and educators.

Auto-Forwarding

If your entry wins a Diamond or Star Garnet Gem award, it will be automatically forwarded to the Idaho Ad Fed Rockies Awards. There it will have a chance to advance to the Northwest Regional and National ADDY Awards, if it wins gold at each tier.

SUBMISSION DETAILS PER MEDIA

TELEVISION & VIDEO SUBMISSION DETAILS:

Video submissions should all be formatted as mp4 files. No slates on spots. Please include the title of the entry listed on the form along with the category number in the file name of the corresponding entry. For example: "Better_Days_Ahead_CAT_3.mp4" for a single TV spot with a budget of over \$20,000.

Packaging your entry: Please include two copies of the entry form for each entry. Properly named digital files can be submitted on your company's master USB drive.

RADIO SUBMISSION DETAILS:

Audio submissions should all be formatted as mp3 files. No audio slates on spots. Please include the title of the entry listed on the form along with the category number in the file name of the corresponding entry. For example: "Better_Days_Ahead_CAT_11.mp3" for a single 30-second local radio spot.

Packaging your entry: Please include two copies of the entry form for each entry. Properly named digital files should be submitted on your company's master USB drive.

PRINT AND COLLATERAL SUBMISSION DETAILS:

A physical submission of all entries in this classification is required. Please identify your physical entry. The entry title and category code may be written or applied to the *backside or bottom* of each physical piece.

Campaign entries may be handled in the same manner as above. Label each piece with the campaign title on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2" etc.

Packaging your entry: Place your physical entry and two entry forms in an appropriately sized envelope. (Please do not affix any entry forms to the outside of the envelope.) If a three-dimensional (3-D) item is small enough, it should be placed inside an appropriately sized transparent envelope, as described above. If a 3-D item is too large to fit inside an envelope, enclose the item inside an appropriately sized box. Please identify your physical entry and box with the entry title. Include a properly named digital copy of each component on your company's master USB drive.

DIGITAL ADVERTISING SUBMISSION DETAILS:

For websites and all online entries, please clearly write the url on the entry form. Judging will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant unless is it under the self-promotion category.

For disk-based sales packages, submit on CD or DVD. Do not submit executable files that will attempt to install a program on the judging computers. Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Website - URL

Banners -- if a URL isn't possible, then a printed screen shot is acceptable.

Social media – if a URL isn't possible then a printed screen shot is acceptable.

You may accompany your website entry with a video tutorial of the functionalities of the website. This video may be constructed to the entrants' preference. The video should not exceed 60 seconds. This video should be submitted as a physical piece to accompany the entry and follow the television submission details.

Packaging your entry: Include two copies of the entry form and a digital copy of each entry on your company's master USB drive. For web-based entries, please include a list of URLs with links in a pdf or doc file.

COMPLETE CAMPAIGN SUBMISSION DETAILS:

Complete Campaigns must use at least two media. The maximum number of components per media is four, and the total number of components must not exceed nine. All components of the campaign must be entered together.

Refer to the appropriate media submission requirements listed above where necessary.

Please Remember:

You may accompany your entry with a case study video or brief explanation of the way it was used in advertising or how elements were employed to achieve impact.

- Case Study Video - please see submission details for television/video
- Brief Explanation - information should be typewritten on plain white paper. Do not use letterhead or copy forms that identify the entrant other than the information supplied on the official entry forms. Submit all components in one package, which also contains two entry forms.

****NOTE:** Work in entries under this classification may also be entered in other categories, provided a separate set of materials is submitted for each category and entry fees are paid per entry.

FOR CAMPAIGN PURPOSES - File name should be titled with entry title (entries with multiple files should be labeled according to the following naming convention: example: TitleA_1of3.pdf, TitleA_2of3.pdf, TitleA_3of3.pdf.)

Packaging your entry: Include your physical entry and two copies of the entry form inside an appropriately sized envelope. (Please do not affix any entry forms to the outside of the envelope.) Be sure to include a digital copy of each component on your company's master USB drive. For all web-based components, please include a list of URLs with links in a pdf or doc file.

*****IMPORTANT*** MASTER DRIVE**

Don't forget your Master Drive. The Gems require a master data drive that includes a digital version of EACH entry. All file formats for the master disc should follow the entry guidelines here:

1. TV and Video files should be MP4
2. Radio files should be MP3
3. Print and Collateral, both single and campaign, may be submitted on the Master Drive. Please follow these guidelines for the digital version of the print and collateral entry.
 - a. Each file should be labeled with the entry TITLE and campaign sequence if applicable (Ex.entry#_1of3.pdf, entry#_2of3.pdf, entry#_3of3.pdf.) and the Category Number of the submission.
 - b. For campaigns, include each element as a separate file or photo.
 - c. All graphic files should be 300 dpi
 - d. Acceptable file formats: PDF or Jpeg files ONLY.
 - e. For multiple-paged pieces (brochures, annual reports, etc.) you may include up to 4 separate files with different page views.
4. Digital files for web banners and digital ads should be slugged with entry name and category number. Entries with multiple files should be labeled according to the following naming convention: example: TitleA_1of3 CAT81.pdf, TitleA_2of3_ CAT81.pdf, Title_A_3of3_ CAT81.pdf. For all web-based entries, please include a pdf or doc file containing a list of URLs with links.

Delivering Physical Entries:

Please ship or deliver all entries and payment to:

MCS Advertising
Attn: Steve Fischbach
413 B Street
Idaho Falls, ID 83402

If needed, pickup service may be arranged.

Questions: email Steve Fischbach at: steve@mightymcs.com

All entry submissions become the property of the IFAF and will not be returned.

Payment for Entries

The Idaho Falls Advertising Federation must receive all payments for entries by Feb 7, 2020 to be eligible for the competition. Please make all checks payable to **Idaho Falls Advertising Federation**. Payment via credit or debit card will be accepted with entries at MCS Advertising.

Entry Fees

Entry fee information is listed on the payment form. Since there is often a substantial savings in entry fees for IFAF members, please consider joining. Some of the benefits of membership include: personal and professional development through regular meetings and workshops, networking opportunities, and a voice in legislative issues. A club signup form is included in this packet.

Questions?

Email IFAdFed President Adam Bostrom at abostrom@alphagraphics.com or call 208.522.2679 during business hours.

CLASSIFICATIONS & CATEGORIES 2020
- IFAF Gem Awards Competition -

IFAF Definition of Terms:

LOCAL – Any single market.

REGIONAL – Two or more markets in the Northwest.

NATIONAL – Two or more markets outside of the Northwest.

Note: A market is geographically defined as Nielsen Designated Market Area (DMA) or Nielsen Total Survey Area (TSA) and such comparable standard media market definitions for broadcast and print entries.

CLASSIFICATIONS & CATEGORIES

1. TELEVISION

Local TV (One DMA)

TV commercial of any length (:15, :30 or :60) that is broadcast on TV station(s) in no more than one local market (DMA).

- 1) Single entry, budget under \$5,000
- 2) Single entry, budget \$5001 to \$20,000
- 3) Single entry, budget over \$20,000
- 4) Campaign, not more than 3, budget under \$5,000:
2-3 TV commercials of any length (:15, :30 or :60) broadcast in no more than one DMA and produced under \$5,000.
- 5) Campaign, not more than 3, budget \$5,001 to \$20,000:
2-3 TV commercials of any length (:15, :30 or :60) broadcast in no more than one DMA and produced between \$5,001 to \$20,000.
- 6) Campaign, not more than 3, budget over \$20,000:
2-3 TV commercials of any length (:15, :30 or :60) broadcast in no more than one DMA and produced for over \$20,000.

Regional/National TV (Two or more DMAs)

TV commercial of any length (:15, :30 or :60) that is broadcast in two or more local markets (DMAs) or via national broadcast, cable or satellite networks.

- 7) Single entry
- 8) Campaign, not more than 3:
2-3 regional/national TV commercials of any length (:15, :30 or :60).

Self Promotion TV

Any advertisement broadcast by a local TV station to promote that TV station.

- 9) Single entry
- 10) Campaign, not more than 3

2. RADIO

Note: Commercial audio messages that appear via digital streaming or satellite radio services such as Pandora, Spotify or SiriusXM should be entered in Regional/National Radio categories.

Local Radio (One TSA)

Radio commercial that is broadcast on radio station(s) in no more than one local market (TSA).

- 11) Single entry, :30 length
- 12) Single entry, :60 length
- 13) Campaign, not more than 3

Regional/National Radio (Two or more TSAs)

Radio commercial that is broadcast on radio stations in two or more local markets (TSAs) or on national radio networks or streaming outlets.

- 14) Single entry, :30 length
- 15) Single entry, :60 length
- 16) Campaign, not more than 3

Self-Promotion Radio

Any advertisement broadcast by a radio station or outlet to promote that radio station.

- 17) Single entry or Campaign

3. PRINT ADVERTISING

Advertisement published in either newspaper, whose primary purpose is to inform the public about current events or issues, including daily, weekly or monthly newsprint publication; or in periodical magazines whether annually, bi-annually, quarterly, monthly, weekly, etc.

Local Newspaper (One market only)

- 18) Single entry, B&W or Color, Fractional page:
Newspaper ad of less than a full-page size, regardless of color or newspaper size, that publishes in one market only.
- 19) Single entry, B&W or Color, Full page:
Newspaper ad of one full-page size, regardless of color or newspaper size, that publishes in one market only.
- 20) Single entry, B&W or Color, Multi-page spread, Insert or Specialty:
Newspaper ad of more than one page, an insert or specialty ad, regardless of color, that publishes in one market only.
- 21) Campaign, B&W or Color, Any Size:
2-4 ads as described above that publish in one market only.

Regional/National Newspaper (Two or more markets)

- 22) Single entry, B&W or Color, Fractional page:
Newspaper ad of less than a full-page size, regardless of color or newspaper size, that publishes in more than one market.
- 23) Single entry, B&W or Color, Full page:
Newspaper ad of a full-page size, regardless of color or newspaper size, that publishes in more than one market.
- 24) Single entry, B&W or Color, Multi-page spread, Insert or Specialty:
Newspaper ad of more than one page, an insert or specialty ad, regardless of color, that publishes in more than one market.
- 25) Campaign, B & W or Color, Any size:
2-4 ads as described above that publish in two or more markets.

Self Promotion Print

Any advertisement published by a newspaper to promote that newspaper.

- 26) Single entry or Campaign

Consumer Magazine

Advertisement published in a periodical magazine with circulation/distribution intended for the general public (Consumer)

- 27) Single entry, Fractional page:
Consumer magazine ad of less than a full-page size.
- 28) Single entry, Full page:
Consumer magazine ad of one full-page size.
- 29) Single entry, Spread, Multiple page or Insert:
Consumer magazine ad of more than a full page such as a spread, multi-page execution or insert.
- 30) Campaign (3 or more):
Any consumer magazine campaign that includes three (3) or more ads from any of the above described consumer magazine categories.

Trade Publications

Advertisement published in a periodical magazine with circulation/distribution intended for a business or industry target audience (Trade).

- 31) Single entry, Fractional page:
Trade publication ad of less than a full-page size.
- 32) Single entry, Full page:
Trade publication ad of one full-page size.
- 33) Campaign (3 or more):
Trade publication campaign that includes three (3) or more ads from of the above described trade magazine categories.

4. OUT OF HOME & AMBIENT MEDIA

Outdoor display of advertising messages commonly associated with standardized structures that are delivered to mass transit audiences via streets, roadways, sidewalks, buses, arenas, etc.

Local Outdoor (One market only)

34) Single entry, Flat:

Includes outdoor posters, outdoor boards, billboards, billboard extensions, outdoor painted bulletins, and outdoor vinyl posters.

35) Single entry, Other (electronic, digital, animated, super-sized, etc.):

Includes digital or animated outdoor boards, or any unit that has movement or changes. Includes closed circuit boards, such as commercials that run on a jumbo-tron at a sporting event. Also includes site wall or super-sized displays.

36) Single entry, Site Interior or Exterior:

Interior or exterior signage that is restricted to malls, airports, train/bus stations, places of business, bus shelters, etc.

Note: Does not include Posters as defined under Collateral Material.

37) Campaign-Billboard, Flat, Extension, Digital, Animated:

An outdoor campaign that includes 2-4 of any of the above components in one media market only.

38) Guerrilla/Ambient:

Any local, unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (video).

Regional/National Outdoor (Two or more markets)

39) Flat, Extension/Dimensional, Other (electronic, digital, animated, super-sized.), or Campaign billboards:

Includes outdoor posters, outdoor bulletins, outdoor vinyls, electronic or animated outdoor units, or a campaign of 2-4 executions in two or more media markets.

40) Site Interior or Exterior:

Interior or exterior signage that is restricted to malls, airports, train/bus stations, places of business, bus shelters, etc. in two or more markets. Note: Does not include Posters under Collateral Material.

41) Guerrilla/Ambient:

Any regional/national, unconventional way of performing advertising and/or promotional activities. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (video).

Mass Transit

42) Interior or Exterior:

Advertisement displayed via panels or inserts inside and/or outside public transportation vehicles, such as airplane, bus, train/rail, street car, subway, taxi, etc.

Self-Promotion

Advertisement by an out of home company promoting that company's out of home media.

43) Single entry or Campaign

5. DIRECT MARKETING

Any advertising or promotional material that is mailed via USPS or delivered via a 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. Merely mailing a piece does not necessarily qualify it as direct marketing; method of shipment (self-mailer, mailer indicia, envelope, etc.) MUST be evident and included with the entry.

Single

44) Flat:

Any printed sheet or sheets, flat, folded or bound printed material that has been mailed as part of an advertisement or promotional effort.

45) Three-dimensional:

Includes single or multiple pieces, and the container and its contents. Dimensional also includes "pop-ups" that might mail flat, but take on dimension in their final forms. Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.), which is included as PART of the message. The method of shipment (box, envelope, etc.) MUST be evident and included with the entry.

Campaign

46) Flat or Three-dimensional:

2-4 of the above direct mail categories.

6. ONLINE VIDEO AND PODCASTS

Entries for categories within the Online Video and classification will require a URL and video to be provided on a USB. Judging of these entries at the regional level will be done online, using the digital content provided via URL during the online entry process. Statewide judging will be completed using the USB entry. Entrant may submit a brief description of the project and its purpose (max. 300 words or 90 second video) to help judges understand the objective.

Video

47) Webisodes:

An episode or series that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category can be up to four webisodes that must advertise a product or service. Entry must be submitted as a digital video on a USB drive, not as a digital upload.

48) Internet Commercials:

Any commercial that is created to run on the Internet. Broadcast commercials that also receive Internet runs are not eligible in this category, unless there is a change in content. Entry must be submitted as a digital video on a USB drive, not as a digital upload.

49) Branded Content & Entertainment for Online Film or Video

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. All forms of audio/visual branded content and/or branded entertainment created for and distributed via online and interactive channels.

Podcast

50) Podcasts:

A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for playback on portable media or computer. Entries in this category should be podcast advertising a product or service.

7. DIGITAL ADVERTISING

Entries for categories within the Digital Advertising classification will require a URL and video to be provided on a USB. Judging of these entries at the regional level will be done online, using the digital content provided via URL during the online entry process. Statewide judging will be completed using the USB entry. Entrant may submit a brief description of the Digital Advertising project and its purpose (max. 300 words or 90 second video) to help judges understand the objective.

Websites

51) B-to-B:

Any website created primarily for business-to-business commerce.

52) Consumer:

Any website created primarily for consumer use.

53) Microsites:

Any web page or series of pages that are part of a larger website but intended to feature specialized information. Although a microsite may have a unique message or purpose, it should support the overall parent website. When entering a microsite, indicate the direct URL of the microsite, not the main site URL of which the micro is a part.

Social Media

54) B-to-B or Consumer:

Creative execution of brand advertising, marketing and/or promotion on a single social media platform (Facebook, Twitter, etc.).

55) Campaign:

Creative execution of brand advertising, marketing and/or promotion across multiple social media platforms (Facebook, Twitter, etc.). Entry may include 2-4 executions.

Branded Content & Entertainment

56) Branded Content & Entertainment for Online/Interactive

Original content that may or may not directly promote the brand or product, but is created on behalf of the brand. Branded Content or Branded Entertainment for any online/interactive category, excluding Online Film & Video, which should be entered in Category 49.

Advertising and Promotion

57) Banners, Rich Media or Standard:

Static or animated web banner ads regardless of size.

58) Email:

Single or multiple (campaign) email occurrences.

Blogs & Digital Publications

59) Blogs

Eligible blog content must support a brand or advertise a product or service.

60) Digital Publication—Single/Campaign

Online publication in support of a brand, such as annual reports, magazines, newsletters or books.

Apps, Games & Virtual Reality

Apps, Games and VR must advertise a product or service. Entries will be judged using a digital (video) summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This summary should describe and demonstrate the design and functionality of the entry as well as the most important user benefits and attributes of the entry. Judges will not be given access to the app or VR headsets themselves.

61) Mobile App:

Interactive mobile apps for tablets, smartphones and wearable devices

62) Web-based (browser):

Interactive apps for desktop and laptop-based web browsers.

63) Games, Utilities, and/or Virtual Reality:

The computer-generated simulation of a three-dimension image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment.

8. COLLATERAL MATERIAL

Annual Report

64) Annual Report:

Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status.

Brochure

65) Less than four-color, Four-color, or Campaign:

Multiple panel piece (usually folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.

66) Multi-page Brochure:

Multiple page/panel piece (usually bound) that advertises, presents and/or describes a company or branding initiative in more depth than a brochure.

Publication Design

67) Cover, Editorial Spread or Feature, Series, Magazine or Book Design:

Layout and design of the front exterior of a magazine, book, editorial spread or feature. Book entries should include design from cover-to-cover.

Poster

68) Single:

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. *Note: Does not include Point-of-Purchase materials, nor any Outdoor Signage.*

69) Campaign:

2-4 of the above.

Special Event Material

70) Card, Invitation, Announcement, or Campaign:

Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. *Note: This category does not include Advertising Industry Self Promotion or Public Service entries, which must be entered in their respective categories.*

Specialty Advertising

71) Apparel:

Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

72) Other merchandise:

Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper-weights, etc. that are created to promote a company, corporate image, brand or event.

9. IDENTITY PROGRAMS

73) Logo or trademark design:

An icon, symbol or trademark designed to represent a product, service or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

74) Letterhead, envelope, business card:

Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

75) Packaging or Label Design:

All product and label packaging, may be a single unit or campaign that includes 2-4 packaging/label elements.

10. ELEMENTS OF ADVERTISING

Copywriting

76) Copywriting for any advertising media.

Visual

77) Illustration:

Flat, dimensional or animated illustration (crafted digitally or by traditional methods), any number of colors.

78) Photography - B&W, Color:

Photographic images utilized for any advertising media, color or black & white.

79) Photographic Illustration:

Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

80) Animation or Special Effects - video, film or digital:

2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

81) Cinematography:

Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

Sound

82) Music only, Music with lyrics, or Sound design:

Any original musical score, with or without lyrics, which was recorded for use in any advertising and/or any combination of non-musical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message. Does not include music intended for purchase including music in music videos.

Digital Creative Technology

83) User Experience:

The totality of elements that make up the interface of an advertisement, brand message or campaign—including layout, visual design, text, brand, sound, responsive design, interaction, interface & navigation. Learnability, usability, usefulness, and aesthetic appeal are key factors in users' experience.

84) Innovative Use of Interactive Technology:

Creative, novel and ground-breaking uses of digital technology in the design, development and execution of an advertisement, brand message or campaign. Could include Data Driven Media, Mobile Interaction, GPS & Location Technology, and Augmented Reality.

11. SALES PROMOTION

Product or Sales Service Presentation

85) Printed Catalog or Menu:

A printed piece – usually a booklet, folder, menu or brochure to sell products or services via a “call for action” and a procedure for ordering and/or buying.

86) Printed Sales Kit, Product Info or Dealer Aid:

An informational package (folder, binder, envelope, box, etc.) usually with multiple inserts/sheets designed to advance the sale of a product/service and could include: the entire sales kit, container and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the Brochure category (7 A or B). If

there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

Point of Purchase

87) Countertop or Free standing:

A POP piece that requires additional support or elevation for proper product or service presentation, including product hangtags.

88) Trade show or Consumer Exhibit:

Design and build-out of temporary or permanent branded tradeshow, kiosk or consumer exhibit displays.

Campaign

89) Sales Promotion Campaign:

2-4 of any of the above Sales Promotion categories.

12. PUBLIC RELATIONS

Note: Public Relations entries do not auto forward to the Northwest American Advertising Awards.

90) Open Classification for PR, submit single entries or campaigns:

Open to all categories of entry related to Public Relations (PR). Entrant may submit a brief description of the public relations project and its purpose (max. 300 words or 90 second video) to help judges understand the PR objective.

13. AD INDUSTRY SELF PROMOTION - Creative Services and Industry Supplies

Collateral

91) Brochure, Posters, Stationery Package, Newsletter, Cards, Invitations, or Announcements:

Advertising industry self-promotion stationery, invitations, point-of-sales materials, newsletters, sales kits, etc.

Print

92) Print, Magazines, Newspapers, etc.:

Any print advertisement promoting that agency or an ad industry entrant.

Broadcast/Digital

93) TV:

Broadcast television commercial to self-promote an agency or an ad industry entrant.

94) Radio:

Broadcast radio commercial to self-promote an agency or an ad industry entrant.

95) Digital:

Digital advertisement to self-promote an agency or an ad industry entrant.

96) Website:

Website for agency or an ad industry entrant.

Non-Traditional

97) Out-of-Home, Non-Traditional, Guerrilla/Ambient or Direct Marketing:

Advertising industry self-promotion using any non-traditional, out-of-home or direct marketing media. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (video).

Campaign

98) Single or Integrated Media:

Any 2-4 of the above advertising self-promotion categories.

14. PUBLIC SERVICE

Advertisements for non-profit social organizations or causes, charities or NGOs should be entered in a Public Service category. Other Public Service submissions may include advertising in support of civic, charitable, spiritual, educational, local, state or national governmental bodies, public safety, and environmental causes.

All Public Service advertising, regardless of whether the agency creative and media placement were paid, must be entered in these categories and does not qualify for entry in any other categories. Individual creative elements may be entered, however, in the Elements of Advertising categories.

Advertisements for arts and sciences organizations such as museums, science centers, zoos, orchestras, film & music festivals etc. should NOT be submitted in Public Service categories but only entered in the appropriate general advertising categories provided.

Broadcast/Digital

99) Television:

Broadcast television commercial promoting non-profit social organizations or causes, charities or NGOs.

100) Radio:

Broadcast radio commercial promoting non-profit social organizations or causes, charities or NGOs.

101) Digital:

Digital banner ads or websites promoting non-profit social organizations or causes, charities or NGOs.

102) Audio/Visual:

Any videos, internet commercials, webisodes, or branded content promoting non-profit social organizations or causes, charities or NGOs.

Out-of-Home

103) Out-of-Home

Any Non-Traditional, Guerrilla/Ambient, out-of-home advertisement(s) promoting non-profit social organizations or causes, charities or NGOs. Guerrilla Marketing entries must be accompanied by proof of usage. Entries in this category should be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 90 seconds (video).

Collateral

104) Collateral Material:

Brochure, Posters, Stationery Package, Cards, Invitations, Sales Kit, Newsletter, or Announcements promoting non-profit social organizations or causes, charities or NGOs.

105) Annual Report:

Yearly communications piece, usually with financial data, (intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status), on behalf of non-profit social organizations or causes, charities or NGOs.

Print

106) Magazine, Newspaper, Direct Marketing or Specialty Items:

Any print advertisement promoting non-profit social organizations or causes, charities or NGOs.

Campaign

107) Campaign:

Single or Integrated campaigns containing 2 or more of the above materials and promoting non-profit social organizations or causes, charities or NGOs.

15. POTPOURRI

Note: Potpourri entries do not auto forward to the Northwest American Advertising Awards and are not included for Best of Show consideration in The Gems.

Potpourri

108) D.B. Cooper Award:

Any creative advertisement that was produced but never approved for publication by client.

109) Open Category:

For brand books and/or any advertising entries that do not fit any other category of competition. Submit single entries or campaigns.

16. COMPLETE CAMPAIGNS

Complete campaigns require the use of a consistent theme in two or more media. Entrants may submit a written or digital/video summary of campaign not to exceed 250 words or 90 seconds.

Business-to-Business Campaign

110) Local:

B-to-B campaigns that include two (2) or more elements from any of the Rockies classifications that have broadcast and/or published in only one market (one DMA). Note: Campaigns placed in more than one DMA (even if placed on only one station or form of media) do not qualify as “local.”

111) Regional/National:

B-to-B campaigns that include two (2) or more elements from any of the Rockies classifications that have broadcast and/or published in two or more local markets (DMAs), including via national broadcast, cable or satellite networks.

Consumer Campaign

112) Local:

Consumer campaigns that include two (2) or more elements from any of the Rockies classifications that have broadcast and/or published in only one market (one DMA). Note: Campaigns placed in more than one DMA (even if placed on only one station or form of media) do not qualify as “local.”

113) Regional/National:

Consumer campaigns that include two (2) or more elements from any of the Rockies classifications that have aired in more than two or more local markets (DMAs) including via national broadcast, cable or satellite network.

2020 Gem Award Entry Form

CREATIVE CREDITS:

Category Name and Number

Name

Title

Type of entry: **Single or campaign** (please circle one)

Name

Title

Title or description of entry

Name

Title

Client

Name

Title

Date this entry was published

Name

Title



Company

Name

Title

Address

Name

Title

City/State/Zip

Name

Title

Submitted by

Title / Position

Name

Title

E-mail address

Phone

For entry costs and deadlines, please see payment form.

2020 Gem Awards

Invoice

Please make a copy of this form and save it as your receipt.



Company name

Submitter's Name

Title/position

E-mail address

Phone

Number of single entries submitted:

Members entering **before** Jan. 25, \$35 each
Non-members entering **before** Jan. 25, \$55 each
Students entering **before** Jan. 25, \$5 each
Members entering **after** Jan. 24, \$50 each
Non-members entering **after** Jan. 24, \$70 each
Students entering **after** Jan. 24, \$15 each

Total amount due for single entries:

Number of campaign entries submitted:

Members entering **before** Jan. 25, \$45 each
Non-members entering **before** Jan. 25, \$65 each
Students entering **before** Jan. 25, \$5 each
Members entering **after** Jan. 24, \$60 each
Non-members entering **after** Jan. 24, \$80 each
Students entering **after** Jan. 24, \$15 each

Total Amount due for campaign entries:

IF Ad Fed Membership Dues (if any):

Total payment due:

Idaho Falls Advertising Federation
P.O Box 3515
Idaho Falls, ID 83403
Non-Profit ID: C82124

Card payments will be accepted at MCS Advertising, 413 B St. Idaho Falls