

## **INTRODUCTION POST – SEPTEMBER 1, 2009**

Welcome to the “All About ADDYs” page. We are excited to give a new twist to the ADDYs this year and it all starts with communicating. We plan on keeping you up to date every step of the way; leading up to the final night where your great work will (most likely, why wouldn't it?) be recognized.

What will you find on this page? Well, everything that we can possibly tell you without giving away the winners before the show!

First, meet the three ADDY chairs: [Ann Oliver](#), [Mary Ashley](#) and [Shannon Powell](#).

We are open to volunteers, input, volunteers, suggestions, volunteers, donations, volunteers....Well, you get the point. Please get in touch with us if you would like to be involved this year!

Planning for the 2009 ADDY Awards is well underway. [Stephen Fechter](#) is leading the judging committee this year and we are already very optimistic about having an exceptional group of judges! Stay tuned for more info as we take you behind the scenes of “All About ADDYs.”

Happy Creating!

The ADDYs team

## **JUDGING PHILOSOPHY POST – SEPTEMBER 15, 2009**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

Planning for the ADDYs is always a sure-fire way to bring up gripes from year's past. A few we've heard so far:

"There were too many awards!"

"There aren't enough awards!"

"Where do they find these judges??"

"\$50 to get in and I only get one drink ticket?! How is the ticket fee used?"

"Why didn't I become an accountant?!" (well maybe that's just us...)

So we were thinking that, the more people understand about the process of the ADDYs, the fewer complaints we might hear. (The committee is comprised of optimists!)

Let's start with judge selection... For the 2008 ADDYs, there were 3 judges. They were well-respected and did a great job. But it was really tough with only 3, so we are shooting to find 5 judges this year. Which brings us to judge-selection philosophy. Some think there should be experts from each speciality within the industry (i.e., someone from an Interactive agency, someone from a design firm, someone who specializes in broadcast, etc.). Our philosophy is more along these lines... Judges should be at least at the ACD level. Once you've worked your way up to that level, you've worked in all media. Add to that the fact that it is an *ADVERTISING* competition; we are judging each piece on its overall effectiveness/creativity/ability to cut through the clutter. We aren't

judging on techniques used by a single medium, like they do in medium-specific competitions. We are here to find the very best advertising, in any and all media. And anyone at an ACD level or higher should be very well qualified to do just that! That's the way we see it. If your opinion differs, we're always listening. The direction is set for this year, but you just may influence us for future shows...Hey, come to think of it, the best way to do that is to get involved. And it's not too late to get involved to help this year. Contact one of the ADDY Committee chairs right now to volunteer:

Ann Oliver

Shannon Powell

Mary Ashley

## **CREATIVE BLOG – OCTOBER 9, 2009**

### **ADDYs Planning - Creatively Speaking**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

So we got a great ADDYs idea from last year's District 5 AdFed conference: Invite the "Best of Show" winner from the previous year to work on the creative concepts for the next year.

Last year, Ron Foth Advertising took Best of Show (along with a few other ADDYs), so we approached them to see if they would donate their time and resources this year. And they said "Yes!" (We can't begin to thank them enough!)

Actually, we just left a meeting with them, and we are so jazzed -- their creative concepts are off the hook! We can't wait to reveal them...the first being the Call for Entries, which YOU will be receiving in the next couple of weeks. (REMINDER: Do you have a mental – or better yet physical – inventory of everything you want to enter?? It's almost time!!)

What we can tell you is that our commitment to 'transparency' this year and giving you a behind-the-scenes, blow-by-blow of the ADDYs planning and policies (or as Ann likes to say, "Giving you a peek under the kimono") led us to a memorable theme that Foth took in an unexpected direction.

Wanna know more?? Keep your shirt on! The ADDYs CFE will be in the mail soon!!

NOTE: Now's the time to get in on ADDYs sponsorships. We have a level for every budget (check out the 2009 ADDY Sponsorship PDF in the middle row of this page), and sponsorship gets you in front of the largest assembly of ad professionals of any event all year. Contact one of the chairs today to sponsor:

Ann Oliver  
Shannon Powell  
Mary Ashley

## **SPONSORSHIP BLOG, OCTOBER 20, 2009**

### **Sponsor The ADDYs Already!!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

So you're totally getting jazzed about the ADDYs, right?? If you work in the creative side of the biz, you probably have your samples in a neat little row, ready to tag, bag, and drop off (good thing, too, because the Call for Entries is coming soon)!

But what if you're not working in the creative side? What if you don't even work at an agency? What if you're a vendor, who makes it possible for agencies and other creatives to work that special magic we call advertising? In other words, what if ad peeps are YOUR clients?

What would you say if we told you we would get 300-400 prospective customers in a room, serve them alcohol, and flash your logo and company name in their face all night?

Pretty enticing, huh??

That's exactly what happens when you are an ADDYs sponsor!! You'll be up close and personal with the people you most want to reach – and not just the night of the ADDYs. Your logo will be right here on this webpage from now until after the ADDYs (whenever we happen to remember to take it down). Plus, you'll get a mention/logo on all of the communications that go out about the ADDYs. You'll be in the ADDYs book that features all the winners. With a silver, gold or platinum sponsorship, you can display a 22x28" poster (or two) at the ADDYs. Plus, you'll regrow lost hair, never have body odor, and instantly become more attractive to the opposite sex. (o.k., maybe not, but what great copy!)

Click the "2009 ADDY Sponsorship" PDF in the center this page for more info. Better yet, contact one of the Chairs now and commit already! You don't want to miss getting your name on what we have lined up for the 2009 ADDY Awards!

ADDYs CHAIRS:

Ann Oliver  
Shannon Powell  
Mary Ashley

## **CFE BLOG, NOVEMBER 3, 2009**

### **Naked ADDYs Call for Entries Is Coming!!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

Watch your mailbox for the official CFE invitation, coming soon! (We've heard some people get a lawn chair and camp out by the mailbox in anticipation, but we're not advocating that -- unless you really want to.)

Meantime, you can create your 'entry manifests' (don't worry, it's just a really scary name for an easy-to-complete online entry form) at ColumbusADDYs.com. And mark your calendar for drop off day, time and place!

#### **CFE Drop Off**

Friday, December 4, 12 noon - 5 p.m.

Brainstorm Media

1423 Goodale Blvd.

Columbus (really it's Grandview Heights), 43212

614-229-5611 (in case you get lost)

Got questions? Contact your friendly, helpful ADDYs Chairs:

Ann Oliver

Shannon Powell

Mary Ashley

## **CFE's Are Coming Blog, November 18, 2009**

### **CFEs are Coming, CFEs are Coming!!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

So you have your official CFE announcement in hand, and you know the time, place, and date. And you're getting your entries prepped and ready, RIGHT??! Of course you are, and we are looking forward to seeing you at Brainstorm Media on Dec. 4.

So let's talk about all those crazy categories for entries. Why are there so darned many?

As you know, our industry is all about innovation...What's new, what's next, what's the latest and greatest way to reach your audience. As the industry changes, so must the ADDYs. For example, these new interactive categories have been added this year:

34A Banners and Pop-Ups

34B E-mail/E-Cards

34C Mini or Micro Site  
34D Online Games  
34E Online Newsletter  
34F Podcasts  
34G Mobile Marketing (text messaging)  
34H Internet Commercials (ran on internet only)  
34I Webisodes

However, 'in with the new' doesn't always mean 'out with the old.' Categories that still represent viable traditional media are kept. In general, new categories are added faster than old ones are deleted.

What this means for you is that, yes, there's more to wade through and it can be tougher to figure out exactly where your work of art fits. But more importantly, it means that AAF works hard to ensure that you have an appropriate category for each and every masterpiece you create and want to enter.

So Happy ADDYs prep! If, after looking through the categories, you feel like there isn't one that wholly represents the media your piece was created for, shoot us a note! We will forward it to the AAF so that they can consider adding even more categories for next year.

For more info. on what's been changed/added for the 2009 ADDYs, visit the AAF website: <http://www.aaf.org/default.asp?id=76>

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[Shannon Powell](#)

[Mary Ashley](#)

CFEs are Here Blog, November 30, 2009

### **CFEs are Here, CFEs are Here!!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

'Tis the season...in fact 'tis the week! The week of the ADDYs Call for Entries.

Don't tell us you haven't even decided what to enter yet. What's been sidetracking you? Clients? Paying gigs? Real work??

EXCUSES!!

All kidding aside, Friday is the Call for Entries, so now's the time to get down to business, get your entries prepared and get ready to join the fun at Brainstorm Media on Friday!

A few things to remember when you come to enter:

- Don't forget your entry manifest (fancy name for the document you get when you enter online...print it out and bring it).
- Check your manifest to make sure it has the final page (the one with your 'method of payment' info. and the signature of your big wig who authorizes the entries). If you don't have this page, we'll be forced to send you back to the office to retrieve it (unless you are the big wig, and then you can just sign a new one).
- Bring your method of payment. Cash, check and charge all work.
- Bring gifts for the ADDYs chairs if you like, but be forewarned the bribes do not work. We are all about above-board, fair & square, up & up, transparent (i.e.: naked) operations. So a gift is just a gift...no strings attached and no paybacks. Chocolate, old-vine zinfandel and priceless gems are favs.

See you Friday! For quick reference, here are the entry prices:

Members: \$60 single entry/\$70 campaign (did we mention it's not too late to join?)

Non-Members: \$80 single entry/\$90 campaign (did we mention it's not too late to join?)

All students: \$15 per entry (student members are the coolest).

Need more entry info.? Visit [columbusaddys.com](http://columbusaddys.com) for everything you need to know!

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[Ann Oliver](#)

[Shannon Powell](#)

[Mary Ashley](#)

## **Fewer Entries Blog – December 14, 2009**

### **A Hard Look at the Hard Numbers.**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

The Call for Entries have all been checked in and tallied. While we'd love to be able to claim that the Naked ADDYs is the biggest ADDYs ever, the economy seems to have taken a toll on our entries (along with almost everything else in our industry, right?) Entries are down 30% compared to last year, with a total of 337 pieces being entered for the 2009 ADDYs.

In a fortuitous coincidence, one of our 5 judges, Becky Kozlen, had to back out. Which still leaves us with four outstanding and ultra-capable judges. With the number of entries reduced this year, we are confident that four judges will be able to handle the job, and we will not be seeking a replacement judge.

So what do fewer entries mean to you as an entrant? Well, it definitely means less competition, at least in hard numbers. But it also means the total number of ADDYs awarded will be fewer. So you could look at it either way.

As a national average, 10-15% of entries in ADDY competitions win a gold or silver ADDY. We keep the Columbus ADDYs in line with this average (give or take a few), in order to maintain the integrity and credibility of our local show. Using that as a basis, an estimated 37-50 of you should come away with an award. (Last year, we had 501 entries and awarded 61 ADDYs.)

And what does the reduced number of entries mean for AdFed? Obviously, fewer entries = fewer entry fees. Which means we will be taking a good, hard look at ways to save money while still ensuring the Naked ADDYs is the advertising industry's event of the season. We'll only cut corners if they're the corners that won't show in the final product (or we decide the overall design is enhanced by squared corners – so to speak).

So get ready for a first-rate ADDYs ceremony, with maybe a couple of minor adjustments. We're all about doing more with less. After all, it's the Naked ADDYs, right?

There it is...all stripped down and revealed for your perusal. Stay tuned for the next blog, which will tell you more about how entries are judged – and how we arrive at our winners.

Questions in the meantime? Contact one of the friendly, helpful ADDYs Chairs:

[Ann Oliver](#)

[Shannon Powell](#)

[Mary Ashley](#)

## **Judging Next Weekend Blog – Dec. 31, 2009**

### **Judging Takes Place Next Weekend!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

The esteemed ADDYs judges will be boarding their planes for Columbus in just one week! Meanwhile, the ADDYs committee is working hard to make sure they feel welcome and are relaxed and in a good mood for judging.

Judging will take place Jan. 9 & 10th, with awards letters sent within two weeks following. So you will soon know if your entry is a winner! If you've won before, you know you get a letter in the mail telling you that you have a winning entry. But you won't know exactly what level you have won until the winners are revealed at the ADDY Awards ceremony February 25, 2010.

In addition to sending the winning entrants a letter, the ADDYs committee wants to reach out to clients and vendors to let them know that a piece they were involved in is an ADDY winner. After the winners are determined, we will be hastily researching who to send these letters to. If you receive a letter telling you that you are a winner, please contact one of the ADDY chairs and let us know who else we should send letters to (your clients or others who helped you create a winning piece).

After all, you know what they say about a good party... the more the merrier. Let's make this a true celebration of the great advertising done in Columbus, and include everyone who makes it possible!

ADDYs Chairs:

Ann Oliver

Shannon Powell

Mary Ashley

## **Judging This Weekend Blog – Jan. 6, 2010**

### **Judging Takes Place This Weekend!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

The esteemed ADDYs judges will soon be boarding their planes for Columbus! The ADDYs committee is working hard to make sure they feel welcome and are relaxed and

in a good mood for judging. A big “thank you!!” to all the volunteers who are donating their time and talent to make the weekend run smoothly.

Judging will take place this weekend, Jan. 9 & 10th, with awards letters sent within two weeks following. So you will soon know if your entry is a winner! If you've won before, you know you get a letter in the mail telling you that you have a winning entry. But you won't know exactly what level you have won until the winners are revealed at the ADDY Awards ceremony February 25, 2010.

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ADDYs Chairs:

Ann Oliver

Shannon Powell

Mary Ashley

## **We Have a Winner Blog – Jan. 12, 2010**

### **We Have a Winner... Make that 70 Winners!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

The judging is wrapped up and the scores have been tallied. We have 70 winners in the 2009 ADDYs. So how did we arrive at the winners you ask?

The first thing that is done is to determine the scale the judges will work with. It's really up to the committee how that works. It could be a 5 point scale, a 100 point scale, or any other number. Or you could just have the judges rank the entries as "gold," "silver," or "no award." To our way of thinking, the 100-point scale seemed to give the judges the most flexibility and had the greatest potential to arrive at a solid numerical score.

So we gave the judges the instruction to use a 100-point scale and pointed out what they should take into account as they judged. For example, a score of 85 and above

would represent outstanding work in this market. 60-85 would be notable work. 45-60 would be average work for the market. And below 45 would be...well, let's not go into that.

So off the judges went with their notebooks in hand. Every entry was carefully poured over. The judges were allowed to collaborate, but were encouraged to make their own determinations. We had two judges from the art side and two from the writing side, so the scores sometimes varied depending upon their individual viewpoint.

Once all the scores were in, each set of scores was added together to get the final score for each entry. And the judges were asked to select their own personal "Judges Choice," and one "Best of Show," chosen as a group.

We are happy to report that the judges were very impressed by the Columbus market's body of work. In fact, a couple of the judges had a little trouble deciding their "Judges Choice" because they liked so many of the entries. What a great problem to have!

In keeping with national norms, around 20% of the entries of the show should be winners. And we are right in line with that.

Can't wait to see what won? We can't wait to show you! Two of those winners are student entries, so you'll not only get a peak at the best work being done today, but also at a couple of up-and-comers.

Tickets will be on sale soon, so watch your mailbox for your invitation to the Naked ADDYs -- and maybe even a letter telling you that you have a winning entry! -- and get ready to come celebrate the winners on February 25.

ADDYs Chairs:  
Ann Oliver  
Shannon Powell  
Mary Ashley

## **ADDYs Tickets & Getting Naked Blog 1.20.10**

### **Get Naked ADDYs Tickets Now!**

*NOTE: This ADDYs blog is updated regularly to allow you to keep up with the planning process for the 2009 ADDY Awards.*

**ORDER TICKETS** online today. Don't miss your chance to view the best of the best, and celebrate with the winners!

Please note that there is not a "table rate" for this event. In addition, if you are purchasing 10 or more tickets, please choose the option for registering more than one person and insert the amount owed. If math is not your strong suit, just give us a call at 614-866-9099.

## **Talk About Getting Naked!**

The ADDYs notices to entrants have been sent, and the inevitable questions have begun to trickle in, like

"Why didn't I win?"

"Was the judging super-tough this year??"

"Are you people \*&%#ing blind? My entry was a masterpiece!!"

"What exactly is an ADDY?"

The last question notwithstanding, in the spirit of unbridled nakedness, we are eager to help you understand more about how the winners were chosen! Check out the ADDYs Blog Archive (under the PDF Library in the middle column of this page) for the low-down on the judging process.

Even more nakedly, if you have an entry that didn't win, we are offering to forward your scores to you, along with the judges' comments, if they made any. (Sorry, we can't give the winners their scores -- just yet!) Just sent a request to one of the ADDYs chairs (links to emails provided below) and we will forward your information in a timely manner.

Thanks to everyone who entered! Yes, the competition was tough, but that makes winning an ADDY that much more significant.

See you at the ADDYs!

## **ADDYs Chairs:**

Ann Oliver

Shannon Powell

Mary Ashley