

**RULES & CATEGORIES UPDATE ANNOUNCEMENT**

For the updated Rules & Categories, entrants can expect to find all references for in-person judging and the need for physical entries removed.

Given the election year, per tradition, the Political Advertising category has returned.

Lastly, in Elements of Advertising, Innovative Use of Interactive/Technology now includes verbiage to specify placement of AI elements. For professional entries see 065-065D. For students, these entries should be entered in the Artificial Intelligence category, S32A-S32D.



**065 Innovative Use of Interactive / Technology**  
Creative, novel, and groundbreaking uses of digital technology, including Artificial Intelligence in the design, development, and execution of an advertisement, brand message, or campaign.

**065A Copywriting Single**  
**065B Creative Element(s) Single**  
**065C Copywriting Campaign**  
**065D Creative Element(s) Campaign**

**Artificial Intelligence**  
Use of AI as a creative tool for copywriting and other creative elements of an advertisement.

**S32A Copywriting Single**  
**S32B Copywriting Campaign**  
**S32C Creative Element Single**  
**S32D Creative Elements Campaign**

**POLITICAL ADVERTISING**

Political Advertising is advertising used for advocating, fundraising, endorsement of or opposition to a candidate, political issue, referendum, ballot proposition, constitutional amendment, or political party.

Any political or issue advertising placed by a corporate entity that includes branding for a corporation must be entered in the C&B categories. All advertising must comply with Federal, state, and local political advertising regulations or may be disqualified.

<b>065 Political Print Outdoors</b> Material: stationary, invitational, direct mail, advertising, newsletters, brochures, and special advertising such as a letter or promotional product such as pens, bumper stickers, door hangers, etc.	<b>069 Political Broadcast Television</b> Separation ads (air lengths)
<b>066 Political Print Advertising</b> Any full or partial in any print medium such as magazine and newspapers.	<b>070 Political Audio</b> Radio (air lengths), podcasts
<b>067 Political Out-of-Home &amp; Ambient Media</b> Trucks, invitational, events, outdoor boards, awnings, advertising, creative marketing entries that include proof of usage and evidence accompanied by a written or digital video summary not exceeding 30 seconds or 2 minute video. Digital summaries must be submitted by uploading the video file.	<b>071 Political News-Broadcast &amp; Online Video</b> Internet commercial/webisodes, brand message advertising as an online video using its URL, not as a digital episode.
<b>068 Political Online Interactive</b> Websites, microsites, social media. Judging of these entries will be done online, using the digital content provided on site or by J&J's moderators during the online entry process.	<b>072 Political Campaign</b> Single medium campaign in any of the above categories consisting of 75+ advertisements.
	<b>073 Political Integrated Campaign</b> A series of ads, commercials, or activations that utilize more than one medium. Up to 100 activations may be submitted for judging. Integrated campaigns may be accompanied by a written or video summary (up to 1 minute) 300 words maximum or 30 seconds (video).

NOTE: Additional Color Only Categories may be added at the discretion of the local or alumni organization.

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