



## RFP for AAF Columbus – 2020 AMERICAN ADVERTISING AWARDS

RFP Open: August 26, 2019

All questions must be submitted by 5:00 EST September 3rd, 2019  
All answers to questions will be posted by 5:00 EST September 6th, 2019  
**Proposals must be submitted by 5:00 EST September 17, 2019**

The winner will be notified on or before September 20, 2019

### BACKGROUND

The American Advertising Awards (ADDYs) is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

### OBJECTIVE

Develop of an overall concept for 2020 ADDY Competition. The concept will need to come to life through a series of touchpoints and maintain thematic consistency with any video production for the show. Our venue for the show will be at the Columbus Museum of Art and we would like the concept to complement the venue/theme.

### Deliverables Needed:

- A tool kit or "templates" for the following: Facebook Ad, Email Blast Ad, Web Banner Layout, Postcard/Mailer, Poster.
- Design Files/Project Files
- A lightbox link provided with 10 to 15 pieces of stock artwork that will work with the creative direction.
- 5 to 7 copy headlines for each pillar (General Event Promotion- Save the Date, Judges Announcement, Venue choice, Friday night, etc; Call for Entries & Last Call)
- Creative Direction and execution of Winners Book
- SPECS –
  - Facebook Ad: 16x9/ 1200x628 (ratio 1.91:1)
  - Email Blast Ad: Best Recommendation from American Signature, INC
  - Web Banner: 468x60, 250x250 & 160x600
  - Postcards: 3x5 inches
  - Poster: 24x36 inches
- AAF – We would take everything from the toolkit and then iterate as needed for our communication plan.
  - General Event Promotion – October, January, & February
  - Call for Entries – November & December
    - Student Focused
    - Industry Focused
  - Last Call – December or January
  - Post Event – March (need copy)

### Messaging:

- General Promos
  - Three Facebook Posts in the months of October, January & February
  - One to Two emails per month
  - Use of Instagram (via Facebook)
    - CFE's are coming post in October
- Call for Entries
  - Four Facebook Posts in the months of November & December
  - Two to three emails per month
  - Postcard/Mailer – Sent out late November so it doesn't get lost in the Thanksgiving holiday shuffle
  - Use of Instagram (via Facebook)
    - Need Student Focused posts (suggested to mirror industry focused CFE posts)
- Last Call
  - Once a week social/FB hits to push towards Last Call (date TBD)
  - Emails (amount TBD based on where numbers are trending in December)
  - Use of Instagram (via Facebook)

### Key Initial Milestones:

- Milestone 1 – Creative Concept due October 11th
- Save the Date Announcement on October 18th (Facebook, Email, Postcard, Instagram)
- Milestone 2 – Call for Entries Creative- November 1st
- Milestone 3 – Additional Creative Due December 1st

### Winner Selected will receive

- Full-page ad in the Winners Book
- Rotating logo in sponsor reel at ADDY show
- Logo on ADDY Call for Entries direct mail
- Logo (large) on American Advertising Awards Columbus invitation
- Logo in blast emails to ADDY entrants and invitees
- Logo (large) American Advertising Awards Columbus event page of website
- Opportunity to have a show table during cocktails or the after party (optional)
- Opportunity to hand out materials or swag (optional)
- 4 tickets to the 2015 American Advertising Awards Columbus show

### Selection:

Winner is selected by a vote from the Board of Directors ADDY Committee which shall be final and conclusive.

Preferences go to AAF Columbus Members in good standing

Submissions Must Be Provided by the Deadline as Follows:

All questions must be submitted by 5:00 EST September 3rd, 2019  
All answers to questions will be posted by 5:00 EST September 6th, 2019  
**Proposals must be submitted by 5:00 EST September 17, 2019**

Electronically, in PDF format only, to: [addys@aafcolumbus.com](mailto:addys@aafcolumbus.com) with a subject line of

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