



Ad 2 National Public Service Competition Rules - 2020 CORONA

Revised and Approved, March 2020

Client and Campaign Eligibility Criteria

1. The campaign must support a local, regional, or national public service project in the public interest or designed for community betterment.
2. The pro-bono client's cause must be of genuine concern to the community, and broad enough in scope so that it will be of interest to the media and the public.
3. There will be a local organization structure of the pro-bono client that can give direction, provide necessary approvals, and provide out-of-pocket funding.
4. The pro-bono client (agency, organization, or group) served must be non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code.
5. The campaign shall be non-commercial, politically non-partisan, and not designed to influence legislation.
6. The campaign shall not be self-promotional in nature for an Ad 2 Chapter or an AAF Chapter.
7. The campaign shall be of such nature that advertising and marketing techniques are an effective means of achieving the organization's objectives.
8. The campaign shall not exclude participation by an Ad 2 Club member. All participating committee members involved in the planning and creative aspects of the campaign must be paid members of Ad 2.
9. Teams may seek advice from outside sources (Senior Club members or local professionals).
10. Outside sources may not be utilized for customary "agency services" (i.e. concepting, strategy, or creative execution).
11. Outside sources may be utilized for services that are typically outsourced by an agency to specialized vendors (i.e. audio/Video production, photography, or print production).
12. Ad 2 student members who are not participating in the NSAC during the current Ad 2 Public Service Competition year may participate in the Ad 2 Public Service Campaign.



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13. Clubs cannot start to work on the current year Ad 2 National Public Service Competition until March 1st of the club year (i.e. in club year 2019-2020 March 1, 2019 is the earliest start date). The projects must be implemented (aired, published or distributed to the general public) no later than June 1st of the club year (i.e. June 1, 2020 in the above example) to be eligible for the competition. All written campaign books must be submitted no later than the AAF Club Achievement Competition due date to be eligible for the Ad 2 National Public Service Competition.

14. Public Service projects entered in any previous Ad 2 National Public Service or Club Achievement Competitions are not eligible to be entered in this competition.

15. The competition is open to all Ad 2 Chapters with Public Service campaigns of any value.

Competition Entry Requirements

1) Submit a Public Service Campaign book, following the format of the AAF Club Achievement Public Service Book,

- a. For 2020 ONLY, Book Submissions to the AAF Club Achievement Competition are not a requirement to compete in the 2020 competition. Please submit your book if you are still working to win Division V AAF Club of the year.
- b. For 2020 ONLY, competing clubs should submit a PDF book following the format of the Club Achievement Public Service book to Ad 2 National (secretary@ad2.org) by May 15. (narrative and exhibits)
- c. Books that are not submitted on time will not be eligible for Ad 2 National Public Service Competition.

2) A digital, oral presentation via Zoom

- a. For 2020 ONLY, oral presentations will be conducted digitally via Zoom conference
- b. For 2020 ONLY, Ad 2 National will provide Zoom access instructions to competing clubs at least 24 hours prior to the competition

Book Submission Requirements

1. One written Public Service Campaign book must be submitted for judging according to the AAF Club Achievement guidelines for Public Service by May 15, 2020. Late entries will not be accepted under any circumstances.



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The campaign books will be forwarded to all judges before the Ad 2 Virtual Public Service Competition. Clubs will receive any written notes / comments / feedback from Public Service judges about their books following the competition.

2. The written campaign books shall be prepared to reflect the sections required in the AAF Club Achievement Competition Public Service book (available at aaf.org), as follows:

For each public service project, provide a general description of the project and define:

- Objective
- Target Audience
- Strategy
- Execution
- Media/Materials Used/Planned
- Results Attained
- For 2020 ONLY, COVID-19 Communications Plan - please also explain the impact to your campaign, and your campaign's response to, the COVID-19 pandemic.- How did you pivot and advise your client through crisis communication techniques?

	<u>Book Score (BEFORE)</u>	<u>Book Score (AFTER)</u>	<u>Presentation Score (BEFORE)</u>	<u>Presentation Score (AFTER)</u>
Objective	15%	15%	5%	10%
Target Audience	15%	15%	10%	10%
Strategy	20%	20%	20%	20%
Execution*	20%	15%	25%	20%
Media/Materials Used (Measurement Plan*)	15%	10%	15%	10%
Results Attained	5%	5%	15%	5%
Professionalism	10%	10%	10%	10%
Crisis Communication		10%		15%
TOTAL	100%	100%	100%	100%

For 2020 ONLY, the narrative section of the written book must be limited to ten (10) pages, one-sided, double-spaced. The font must be 11-point Times New Roman.

The remainder of the book must be produced collateral or supportive material relevant to the Public Service Campaign. The collateral section may be integrated into the narrative section.



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Entries can also include a total of up to three minutes of digital media content (i.e. television, radio, interactive, etc). All exhibits (i.e. television, radio, etc) must be embedded in the narrative or exhibits of the book.

Use the following naming convention: Ad2PSBook_<City>. Late PDFs will not be accepted.

For 2020 ONLY, it is NOT required that clubs competing in the Ad 2 National Public Service Competition submit AAF Public Service Club Achievement books as part of the AAF Club Achievement Competition. However, if clubs do submit an Club Achievement book to AAF, books submitted to Ad 2 National for the Ad 2 Public Service Competition are NOT required to be an exact duplicate of the book submitted into the AAF Club Achievement Competition.

The PDFs will be reviewed by the judges prior to the competition.

Oral Presentation Requirements

1. Virtual oral presentations will be made by a member or members of the Ad 2 chapter via Zoom. The exact date and time of the oral presentations will be announced by Ad 2 National by April 30, 2020.

2. The order of presentations will be determined by random drawing. The order will be announced by May 17. All participating Public Service Chairs and Club Presidents will be notified.

3. Oral presentations may not exceed 15 minutes. All presentations will be broadcast on Facebook LIVE via the Ad 2 National Facebook Page and will be open to anyone who would like to watch. Ad 2 National encourages you to invite your friends, family, and co-workers to join and watch the presentation.

4. Following the presentation, the judges may elect to ask questions for a five-minute period. Only members of the presentation team will be permitted to answer the judge's questions.

5. Any club exceeding the 15-minute time limit will be allowed to finish their sentence and will then be cut off.

6. If applicable, the following will be requested for archival purposes:

- A link to the television and/or radio spot(s)



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- A digital file of the presentation preferably in PowerPoint form.
7. A maximum of two (2) Ad 2 Club Members in good standing will be allowed to present during the virtual presentation. An additional team member can manage the A/V and answer questions during the judges Q&A.
 8. If your club is presenting two campaigns, a second team of presenters (one or two people) must make the second presentation, unless hardship circumstances exist.
 9. The presentation must be delivered via Zoom provided by Ad 2 National. No physical collateral may be presented to the judges at the time of the competition.
 10. Please practice prior to your presentation time. We will arrange a time to work through the Zoom software prior to the competition.

Scoring

For those who are competing in The AAF Club Achievement Competition, the Club Achievement Competition and the Ad 2 National Public Service Competition will be judged separately by different sets of judges.

In the Ad 2 National Public Service Competition, judges will see and score your 10-page Club Achievement-style book submitted on May 15 before they see your presentation (independent from the Club Achievement scores you received previously). They will then see your presentation via Zoom. Please see this year's rubric for how the competition is scored.

Awards

First, second, and third place winners will be selected by the judges.

Recommended Campaign Timeline

Campaign Quarter 1 (July – Sept) Client

Selection Begin Pre-Campaign Research

Initial Strategy Development Begin

Solicitation of Vendor/Media Support

Campaign Quarter 2 (Oct – Dec) Conclude Pre-Campaign Research Conclude

Strategy Development Ongoing Solicitation of Vendor/Media Support Creative

Concept Development PR Plan Development Begin Creative Production



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Campaign Quarter 3 (Jan – Mar) Conclude Creative
Production Creative Testing & Research PR Campaign
Pre-Launch Media Distribution Core Campaign Launch PR
Campaign Launch AAF Club Achievement Deadline (Ad 2
National Book/PDF)

Campaign Quarter 4 (Apr – June) Wrap Up Final Campaign
Elements Compilation of Results Presentation Practice National
Advertising Conference (Ad 2 National Oral Presentation)