

NEWYORKFESTIVALS
2022
AME AWARDS®

RULES &
REGULATIONS

NYF AME AWARDS 2022 RULES, REGULATIONS & FEES

The AME Awards wish you and your company success in this year's competition and look forward to seeing your work that works!

Gayle Seminara Mandel – Executive Director
Gayle.Mandel@NewYorkFestivals.com

If you would like assistance or have any questions, concerns, suggestions, or require technical assistance please contact our Processing Department at:
processing@NewYorkFestivals.com
(212)-271-5278

DEADLINES AND ENTRY FEES

IMPORTANT DATES

ACCEPTING ENTRIES DECEMBER 15, 2020

FIRST DEADLINE MARCH 18, 2022

For campaigns that are executed/aired, the data is confirmed, and results are in by the February 1, 2021 eligibility date.

FINAL DEADLINE MAY 20, 2022

For campaigns that were executed by the February 1, 2021 date and need more time to gather data, prepare case studies, and enter. No additional fee required.

ENTRY FEES

SINGLE OR CAMPAIGN \$795

A separate fee applies to each category selection. If you are submitting multiple entries, send only one payment for the total amount of all entry fees. Your shipping costs, insurance, customs duties, and bank transfer fees are your responsibility. There are no media handling fees, sales tax, or VAT taxes. All entry fees must be paid in full before entries are processed and prepared for judging.

PAYING BY CREDIT CARD **PREFERRED PAYMENT TYPE**

Visa, MasterCard, and American Express cards are accepted. An additional fee of 3% of your total order will be added to your invoice for all transactions completed with Visa or MasterCard; an additional fee of 3.2% applies to transactions completed with American Express.

PAYING BY BANK TRANSFER

You are responsible for all transfer fees levied by your bank. An additional fee of \$100 USD will be added to your invoice to cover our intermediary transfer fees.

You must include your invoice number on the wire transfer. It is the easiest way for our accounting department to successfully match your payment to your entry. All invoices must be paid in full before entries are processed and prepared for judging.

REFUNDS

Refunds of entry fees will only be granted if a request is made within 14 days of submitting entries. A \$100 fee will be charged to cover administrative costs. No refunds will be made once judging begins, but entries can be withdrawn from the judging by written request.

ELIGIBILITY

All entries must be executed between October 1, 2019, and April 1, 2022. You may enter a campaign that has been previously entered in past AME Awards however it must be within a category that was not previously entered.

DISPOSITION OF ENTRY & EXPOSITION RIGHTS

Entries and materials submitted will not be returned and may be displayed, shown, duplicated, published, or reproduced for educational and/or promotional purposes as New York Festivals® deems appropriate. By entering, the entrant agrees to hold New York Festivals and any of its affiliated companies exempt from any costs or expenses of any claim arising out of any such use.

Entrants have the option to not have their entry available in its entirety on our websites by exercising the option listed on the online entry form.

New York Festivals assumes no responsibility for the acts or omissions of those individuals or entities submitting entries pursuant to this notice. By entering, entrants guarantee they have obtained the permission of the rights-holder for any submission. All submitting entities and/or individuals are advised to review submissions with respect to correct name credits and other information.

All copies of entries submitted become available to the International Awards Group, Inc. and its affiliated awards companies, AME Awards, and the New York Festivals®, for supplemental presentations to educational institutions, trade groups and the public generally, and will not be returned. Entrant specifically grants worldwide, royalty-free permission to NYF to play or show the entries at award presentations, NYF sponsored screenings around the world or in any private presentation with or without charge whenever and as often as NYF and its representatives see fit without any compensation to Entrant.

Select AME winners will have the option to be showcased on WARC (World Advertising Research Center) site on the AME Showcase page. Entrants have the option to opt of the WARC presentation and to do so, please contact: Gayle.Mandel@NewYorkFestivals.com

AWARDS

Winners will receive one award per entry (either a trophy or a certificate, depending on the final status the entry earns) with credits as detailed below in the section for Credits.

Duplicate trophies are available for purchase online at the AME Awards Store and can be customized and personalized to recognize the contributions of individuals involved with the entry.

Winners will be announced June 2022. Press releases will be sent to international, regional, and local industry media outlets. Winners will be promoted on social platforms and published on the AME website and promoted via media partners and representatives in publications, press releases and showcases. Top scoring agencies and brands will be included in the annual AME Report.

CATEGORIES

A full list of categories can be found here: [CATEGORY LIST](#)

CATEGORIES ARE ORGANIZED IN FOUR GROUPS

PRODUCTS & SERVICES

All physical or digital items/services provided for consumer or business use that satisfy an identified need.

CREATIVITY FOR POSITIVE IMPACT

Creative campaigns in all media whose goal is to encourage social good and beneficial behavior to facilitate change resulting in a positive movement and outcome for individuals, causes, society, and the welfare of animals and the environment.

BEST USE OF DISCIPLINE

All methods used to creatively and effectively deliver information in service of the brand.

BEST USE OF MEDIUM

Any communication medium used as a vehicle to advance the story of the brand, engage consumers and drive results to achieve the goals of the brand. You may enter the same item or campaign in more than one category. There is a separate fee for each category selection and a separate entry must be created for each submission. The invoice sent to you will include a printable record with a total of all entries and will be automatically generated at checkout and emailed to you.

TRANSLATION

If your entry was not in English and does not include subtitles, please include an English translation including major headlines and titles.

No offline paper printouts of your translation or synopsis will be accepted. We strongly recommend that you subtitle all video entries in English.

CAMPAIGNS

Whether your entry is a single medium campaign, single medium with physical items, or integrated media campaign, you will be prompted through the online process. We ask that collateral items be accompanied by digital images for judging and showcasing.

You may enter up to six pieces in support of your entry (including a case video, PDFs of print, media coverage, and commercial spots) to help the judges better understand your campaign and its effectiveness.

JUDGING

THE JURY

The AME Awards International Grand Jury consists of top interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creatives who donate their time and expertise to the competition.

SCORING

Judges are asked to evaluate each entry based on 4 specific criteria, each weighted according to importance:

RESULTS & EFFECTIVENESS 30%

IDEA 25%

EXECUTION 25%

CHALLENGE/STRATEGY/OBJECTIVES 20%

THE JUDGING PROCESS

Entries are judged in multiple rounds against high standards of creative execution and marketing effectiveness to determine Shortlist, AME Trophy Winners (GOLD, SILVER, and BRONZE) AME GREEN Award, Regional AME Award, and Best of Show. Creative executions, details from the written marketing brief, and the overall presentation of the work are taken into consideration; outside sources for evidence of results is of key importance.

ROUND 1: PRELIMINARY ROUND

Judges review entries from within their own regions and score each based on its own merit, not in comparison to other entries. This round determines the Shortlist of Finalists.

ROUND 2: MEDAL ROUND

All Shortlist entries are scored again, also by region and based on their own merits. This round determines the Bronze, Silver, and Gold winners for each region. The AME Green Award is presented to the highest scoring Gold-winning campaign that represents the ideals of resource conservation, ecology and/or the reduction of negative impacts to the environment.

ROUND 3: THE AME REGIONAL AWARD & GRAND AWARD

All Gold-winning work is scored by all judges in all regions. An AME Regional Award is presented to the top-scoring entry in each region, regardless of category. An entry must win a Gold medal to qualify for an AME Regional Award. If there are no Gold-winning entries in a region, no AME Regional Award will be awarded for that region. The Grand AME Award (Best of Show) will be presented to the campaign that earns the highest score across all regions in this round.

THE REGIONS ARE

NORTH AMERICA

LATIN AMERICA

EUROPE

ASIA PACIFIC

MIDDLE EAST & AFRICA.

If there are not enough entries received from a region to merit a full judging session, those entries will be added to the judging session for the nearest region.

SUBMISSION OF ENTRY

We have made a separate guide with complete description of the 6 stages you need follow to submit your work: [Entry Guide](#)

THE 6 STAGES ARE

COVER PAGE

CASE BRIEF

CATEGORY SELECTION

SUPPORTING MATERIALS

CREDITS

REVIEW

CHECKOUT

Our online entry system allows you to save your data and return to complete your entry. You may submit a single piece or campaign into multiple categories without filling out separate entry forms. Simply click the box next to each category you wish the entry to be considered. Please note that a separate entry fee is applicable for each category.

TEXT FORMATTING

To better judge and showcase your work, please adhere to the following standards for text formatting:

TITLE OF ENTRY AND BRAND NAME

Proper case (first letters of each word capitalized) must be used in the title and brand name.
Campaigns must be named with a single series title or with individual ad titles separated by slashes.

SINGLE ENTRY EXAMPLE

Title of Entry

CAMPAIGN EXAMPLE

Title One / Title Two

CAMPAIGN EXAMPLE WITH OVERALL TITLE

Campaign Title: Title One / Title Two

CLIENT / BRAND URL

Submit client or brand web addresses ONLY

EXAMPLE: www.midasawards.com

TRANSLATION / SYNOPSIS

Include text in sentence case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

EXAMPLE: This entry was created to support the release of a movie. It was released worldwide.

CREDITS

When submitting your credits, be aware that if your entry is a winner, the diploma certificate accompanying your trophy will list the name of the entering company, name of the network/brand (if any), name of the category, the title of the entry, the year of the competition and ten names with corresponding job titles. An additional ten names with job titles can be listed in the showcase section of our website. Short-listed entries when notified will be given the opportunity to update and correct credits and shipping addresses. However, if no corrections are made, credits and shipping information listed during the entry process will be considered the credits of record. Winning trophies will be shipped to the entering contact shipping address only. Any return and re-shipping costs will be paid for by the entrant.

You may purchase personalized trophies for the individuals involved in the creation of the work. Any shipping costs and customs duties are paid by the winning entrant.

TECHNICAL SPECIFICATIONS

Case study videos must not be longer than three minutes in length.

UPLOAD OPTIONS

You can upload your pieces from within the online entry process during Step 2

– OR –

You can wait until after checkout and add your piece later using the Upload Piece link in 'My Account' page under your entry.

Any technical questions may be emailed to:

processing@NewYorkFestivals.com

ACCEPTED FORMATS AND REQUIREMENTS

MP3

MPEG-2 Audio Layer III, stereo or mono, 44.1 kHz, 16 bit sampling, minimum sample rate: 160 kbps

JPG/JPEG

300 dpi resolution in RGB color, 2000x3400 pixels. CMYK format are NOT accepted.

MOV AND MP4

Must use H.264 compression, 10-bit video sources are preferred (Select "Enable Streaming" or "Fast Start"). Audio must be encoded as MPEG 4/AAC Main Profile compressor with 48 kHz 16 bit sampling. (160 KBPS minimum, 256 KBPS recommended).

WE DO NOT ACCEPT PRORES FILES.

WEBSITE URL

You may submit a webpage as an entry or as supporting creative material. All links must stay active through June 10 and permanently if your work earns an AME Award. It must also be a direct link that does not require a login or password.

If submitting from youtube, vimeo, soundcloud or other streaming sites, please make sure your file is downloadable. If that is not an option, we will need the video or audio file for showcasing purposes, should your entry reach finalist status.

TERMS AND DEFINITIONS

INTERNATIONAL CAMPAIGNS MAY BE PRODUCED UNDER TWO DIFFERENT SCOPES OF WORK

STANDARDIZED FORMAT

Designed for widespread international distribution

INTERNATIONAL CORE

Designed for specific international distribution
