

TIPS FOR FINDING ENTRIES

Think Outside the Agency

If you're like most markets, the bulk of your members — and your entries — come from agencies. But agencies aren't the only people creating advertising. If you're building a prospect list — either for membership or for American Advertising Award entries, you'll want to look at a host of business types:

- Advertising agencies
- Amusement parks
- Animators
- App developers
- Architectural firms
 - Audio/video production houses
- Auto Dealers
 - Banks & Credit Unions, Financial Planners
- Billboard companies
- Bus shelter companies
- Cable TV outlets
- Colleges and universities
- Companies that make trade show displays
- Companies with in-house marketing departments
- Convention and visitors bureaus
- Design schools
- Direct mail companies
- Entertainment venues
- Freelance copywriters
- Furniture/carpet stores
- Graphic designers
- Hospitals
- Illustrators
- Independent commercial producers/directors
- Insurance Firms
- Law Firms
- Local Breweries/Wineries
- Magazines
- Marketing agencies
- Medical/Dental/Optometrists/Dermatologists/Skin Care Centers
- Music/sound production houses
- Newspapers (daily and weekly)
- Non-profit organizations
- Online publications
- Photographers
- Politicians
- POP display companies
- Printers
- Promotional item companies
- Public relations firms
- Radio stations
- Restaurants
- Social media specialists
- School districts
- Theaters, symphonies
- TV stations

- Virtual reality developers
- Website designers
- Voiceover artists
- Website hosting companies

OTHER LEAD IDEAS

Look at winner's lists of other advertising competitions. This could include major international ones such as Cannes Lions or The One Show, as well as the Effies and the Webby Awards. Other advertising-related competitions that could offer potential entrants for your show include:

- ADC Awards (all areas of advertising)
- ADC Young Guns
- AIGA (design)
- Clio Awards
 - Clio Health Care (Film, digital, print, etc.)
 - Clio Image Awards (film, digital, print, student, etc.)
 - Clio Sports (TV, digital, print, student, etc.)
- Communicator Awards (web, video, print, etc.)
- D and AD Awards (Digital, Advertising, Design)
- Davey Awards (web, design, advertising, video)
- Dieline Awards (packaging)
- Game Marketing Awards (all marketing for video games)
- Golden Trailer Awards (Movie Trailers)
- International Photography Awards
- Key Art Awards (All Advertising for Movies and TV industry)
- Mobius Awards (advertising, Communications, Design and Package Design)
- One Show
- Pixel Awards (websites)
- Promax Awards (marketing, Design)
- Telly Awards (TV)
- Visual Effects Society (TV, Movie, Commercial Visual Effects)
- W3 Awards (Internet)

Don't forget industry-specific organizations and shows. Look for firms from your market who have won awards in competitions such as:

- The American Business Awards
- American Bankers Association Bank Marketing Video

Awards

- American Marketing Association
- Healthcare Advertising Awards
- Legal Marketing Association
- Collegiate Advertising Awards
- Digital Media Association
- Local Media Association

WHO TO CONTACT

There are many people who may be involved in making the decision to enter an awards competition. For example:

In advertising agencies:

- Advertising Director
- Art Director
- Copywriter
- Creative Assistant
- Creative Director
- Media Buyer
- Media Assistant
- Media Director
- Media Planner
- Media Researcher
- Project Manager
- Promotions Director
- Promotions Assistant

In television/radio stations/newspapers/magazines:

- Marketing Director
- Promotions Manager
- Production or Artwork Director
- Production or Artwork Staff
- Graphic Designers
- Advertising Sales Manager
- Advertising Sales Staff

In colleges and universities (for professional entries):

- Public Relations Director
- Marketing Director
- Sports Information Director

In corporations:

- Vice President for Marketing
- Marketing Director
- Assistant Marketing Director
- Associate Marketing Director ●
- Marketing Manager
- Business Development Representative
- Graphic Designers
- Web Designers
- Communications Assistant
- Marketing Communications Coordinator
- Marketing Communications Director
- Marketing Communications Manager
- Marketing Communications Specialist
- Marketing Consultant
- Marketing Coordinator
- Media Relations Coordinator
- Media Relations Director

- Public Relations Assistant
- Public Relations Coordinator
- Public Relations Director
- Public Relations Manager
- Public Relations Representative
- Public Relations Specialist
- Publicity Assistant
- Publicity Director
- Publicity Manager
- Assistant Brand Manager
- Assistant Product Manager
- Associate Brand Manager
- Brand Assistant
- Brand Manager
- Brand Strategist
- Senior Product Manager
- Product Manager
- Content Marketing Manager
- Content Writer
- Digital Brand Manager
- Digital Marketing Manager
- Director of Digital Marketing
- Internet Marketing Coordinator
- Internet Marketing Director
- Internet Marketing Specialist ●
- SEO Manager
- Social Media Marketing Analyst
- Social Media Marketing Coordinator

- Social Media Marketing
Manager
- eCommerce Marketing
Director
- eCommerce Marketing
Manager