



advertising association
of winnipeg

2019
SIGNATURE
AWARDS



AAW 75th ANNIVERSARY

CALL FOR ENTRIES
ENTER BY JULY 4TH

Gala Reception will be held October 3rd
at the Metropolitan Entertainment Centre

ENTER ONLINE AT
SIGNATUREAWARDS.CA

Celebrating Manitoba's Best in Advertising, Marketing and Design

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WELCOME TO THE SIGNATURE AWARDS

LET'S CELEBRATE THE BEST IDEAS AND CREATIVE MINDS THAT MANITOBA HAS TO OFFER!

The 2019 Signature Awards is looking to honour the designers, marketers, writers, artists, strategists, photographers, videographers, and digital experts who make up the advertising industry in this province.

Join your industry colleagues at the 31st annual Signature Awards for a celebration of good work and the talented creative professionals who inspire us with a concept, design or idea. The Advertising Association of Winnipeg is proud to celebrate 75 years of representing Manitoba's advertising, marketing and design community and the Signature Awards is an important night for the community to gather together.

Submit the work that you know you hit out of the park online at signatureawards.ca. The Call For Entries deadline is Thursday, July 4th. And remember, just because there's a deadline, doesn't mean you can't submit early to avoid the scramble.

ABOUT THE AWARDS

Founded in 1988 by the Advertising Association of Winnipeg, the Signature Awards entries are judged by an unbiased international panel of senior-working industry professionals. Past jurors have included Jacques Lange, past Icograda President [Blueprint, South Africa], Mike Sutton [Zulu Alpha Kilo, Toronto], Pascal de Decker [Taxi, Montreal], Buro Destruct [Switzerland] and UXUS [The Netherlands] – to name a few.

Winners will be honoured at the Gala Reception in October. **This year, we are setting the stage for the annual event in the grandeur of the historic METROPOLITAN ENTERTAINMENT CENTRE.** Mingle with industry peers, and support our local industry, as we acknowledge our best of the best.

ENTRY DEADLINE: 4:00 P.M. – THURSDAY, JULY 4TH, 2019

AWARDS GALA: THURSDAY, OCTOBER 3RD, 2019, THE MET ENTERTAINMENT CENTRE

DID YOU KNOW? The Signature Awards is open to both AAW members and non-members. Make sure to spread the word, and tell all your peers to enter too!

ENTRY FEES

INDIVIDUAL ENTRY

AAW MEMBER FEE

\$65

NON-MEMBER FEE

\$85

STUDENT / REGISTERED CHARITIES

\$30

\$45

GST applies to all Entry Fees

ENTRY DEADLINE: JULY 4TH, 2019 *Submit your entries online at signatureawards.ca*

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CATEGORIES

OUT-OF-HOME

01 OUTDOOR (SINGLE)

Best out-of-home ad single (Billboard, Transit, Airport, etc.).

02 OUTDOOR (SERIES OR CAMPAIGN)

Best out-of-home as series (Billboard, Transit, Airport, etc.).

03 SMALL-SCALE AMBIENT OR EXPERIENTIAL

Best small-scale, in-person, non-standard format advertising. Small-scale executions may include, but are not limited to: materials in bars and restaurants, glasses, beer mats, flyers, promo items/swag, stickers, signage, table-top displays etc.

04 LARGE-SCALE AMBIENT OR EXPERIENTIAL

Best large-scale, in-person, non-standard format advertising. Large-scale executions may include, but are not limited to: materials in airports, bus stations, cinemas, floor advertising, wraps, tradeshow, murals, washrooms etc.).

05 PUBLIC SERVICE ANNOUNCEMENT / CHARITY DESIGN

Best public service announcement or charity design (television, radio, print, outdoor, online, etc.).

AUDIO / VIDEO

06 RADIO (SINGLE)

Best radio spot used in a communication.

07 RADIO CAMPAIGN

Best radio series used in a communication.

08 ORIGINAL SOUND DESIGN

Best original music, jingle or effect used in a communication.

09 BROADCAST UNDER \$20,000 (SINGLE OR SERIES)

Best television single or series produced for under \$20,000.

10 BROADCAST OVER \$20,000 (SINGLE OR SERIES)

Best television single or series produced for over \$20,000.

11 NON-BROADCAST (SINGLE OR SERIES)

Best specialty, cinema, online or product / service video.

12 DIGITAL FILM (SINGLE OR SERIES)

Best non-broadcast: Any video shot specifically for online distribution.

13 BROADCAST / NON-BROADCAST (MADE IN MANITOBA)

Best locally produced broadcast or non-broadcast commercial or video.

14 AUDIO / VIDEO MISCELLANEOUS

Any Audio/Video entry that does not fall into any other listed category. Entries will be judged on their individual merits.

DESIGN, ADVERTISING & MARKETING COMMUNICATIONS

15 PRINT (SINGLE)

Best standalone ad placed in a print publication (newspaper, magazine, etc.).

16 PRINT (SERIES)

Best ad series placed in a print publication (newspaper, magazine, etc.).

17 POSTER (SINGLE OR SERIES)

Best poster – single or series.

* Printed hard copy samples for this category can accompany your required online entry for judging purposes. We are unable to return hard copies.

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CATEGORIES CONTINUED

18 INFOGRAPHICS (SINGLE OR SERIES) **NEW!**

Best infographics used in a communication
– single or series.

19 LOGO / WORDMARK

Best new or redesigned logo or wordmark.

20 BRAND IDENTITY

Best new or redesigned brand identity (logo/wordmark,
typography, colour palette, graphic elements,
collateral, etc.).

21 ANNUAL REPORT*

Best annual report, print or online.

22 CORPORATE COMMUNICATIONS DESIGN*

Best design for a corporate communication vehicle
or literary piece, print or online (corporate brochure,
magazine, newsletter, etc.).

23 CONSUMER PUBLICATION DESIGN*

Best design for a consumer-facing communication
vehicle or literary piece, print or online (magazine,
catalogue, book, etc.).

24 DIRECT MARKETING*

Best print or digital marketing piece that communicates
directly with the recipient (invitation, publication, mailer,
flyer, etc.).

25 PACKAGING DESIGN

Best design for a consumer product, service or brand
(transport, distribution, consumer good, etc.).

26 EVENT DESIGN* **NEW!**

Best design for any event or happening, including annual/
repeating, informative, educative, local or national events,
products launches and events that promote causes. Entries
must show a minimum of five pieces designed to promote
the event/happening, or used at the event.

27 CAMPAIGN OF THE YEAR

Best campaign that uses a minimum of three advertising
mediums and minimum of five different pieces to promote
a product, service or brand.

28 DESIGN MISCELLANEOUS*

Any design entry that does not fall into any other listed
category. Entries will be judged on their individual merits.

INTERACTIVE & ONLINE

29 WEBSITE

Best website that promotes a product, service or brand.

30 MICROSITE

Best website that supports campaign-specific
marketing activities.

31 DIGITAL AD (STATIC)

Best static online ad – single or series.

32 DIGITAL AD (INTERACTIVE)

Best interactive online ad – single or series.

33 GAME OR APPLICATION

Best game or mobile application used to promote
a product, service or brand.

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CATEGORIES CONTINUED

34 SOCIAL MEDIA CAMPAIGN

Best use of social media to enhance an advertising campaign.

35 ANIMATION OR MOTION GRAPHICS

Best animation or motion graphics used in a communication.

36 INTERACTIVE / ONLINE MISCELLANEOUS

Any Interactive/Online entry that does not fall into any other listed category. Entries will be judged on their individual merits.

EVERYTHING ELSE

37 CONTESTS & PROMOTIONS* **NEW!**

Best communication or campaign of a contest or promotion. Includes any ongoing or one-time reader/subscriber/viewer/listener reward programs, promotions and incentives, as well as maintaining or increasing readers, listeners, viewers, traffic, sales etc.).

38 PHOTOGRAPHY

Best photography used in a communication – single or series.

39 ILLUSTRATION OR ORIGINAL ARTWORK

Best illustration/artwork used in a communication – single or series.

40 TYPOGRAPHY* **NEW!**

Best typography used in a communication. May include, but not limited to invites, cards, posters, packaging, signage, motion graphics – single or series.

41 SELF PROMOTION*

Best digital or print self-promotional piece.

42 THINGS THAT DIDN'T FLY

Best execution or concept for a product, service or brand that was presented to a client, but never produced.

43 STUDENT

Best advertising, design or multimedia created by a student.

BEST OF SHOW

44 JUDGES' CHOICE

Judges pick their *Best Of Show* from all entries submitted into the 2019 Signature Awards.

* The Advertising Association of Winnipeg assumes all entries are original and the property of the entrant and all rights therein. Entries are non-refundable. Entrants will be refunded ONLY if the entered category does not receive sufficient entries, and only if so requested by entrant after notification. A submission of entry acknowledges acceptance of these rules.

All entries must have been printed, published, aired or live for the first time between **APRIL 1, 2018 & MARCH 31, 2019** in any country.

QUESTIONS?

Email help@signatureawards.ca

* Printed hard copy samples for this category can accompany your required online entry for judging purposes. We are unable to return hard copies.

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ENTRY CRITERIA AND ELIGIBILITY

All entries must have been printed, published, aired or live for the first time between **APRIL 1, 2018 & MARCH 31, 2019**.

JUDGES & SCORING: Every entry is scored independently on creative merit, technical excellence and suitability for end use. Judges may disqualify an entry, or move an entry to another category; entrants may be notified of any changes to their entry. All judges' decisions are final.

Judging is blind: Judges must NOT see your company or organization anywhere on your entry, with the exception of:

39 SELF PROMOTION*

STUDENTS MAY ONLY ENTER INTO THE STUDENT CATEGORY:

Students currently enrolled in undergraduate or graduate-level programs in advertising, graphic design, photography, illustration and new media are eligible for the competition, and are invited to submit published or unpublished work in the category:

41 STUDENT

NOTABLE TIPS: You may submit an **optional 250-word rationale** describing your work. Please enter a rationale in the fields allocated online, using the submission guidelines.

All non-English entries must be accompanied by English translation in the rationale area.

A "Series" comprises two or more pieces that relate to each other.

Registered charities must have a registered charity number and a branch or head office in Manitoba.

Remember to complete your entries in full and submit your payment online. Only complete, paid in full entries received by the deadline will be sent for judging. Note: You may pay online or request an invoice.

Review all your entries and make sure all information is accurate (including spelling) before making final payment.

All names and titles will be shown on all communication pieces exactly as they are entered. You may make edits or add to any *unpaid* entries. **After an entry has been paid for, NO EDITS CAN BE MADE.**

Some Print Categories may also include printed samples to accompany your digital entries. The printed samples are optional and not required. These categories include:

21 ANNUAL REPORT*

22 CORPORATE COMMUNICATIONS DESIGN*

23 CONSUMER PUBLICATION DESIGN*

24 DIRECT MARKETING*

26 EVENT DESIGN*

27 DESIGN MISCELLANEOUS*

38 TYPOGRAPHY*

39 SELF PROMOTION*

In the instances where printed samples are submitted, samples must be placed in a plastic sleeve with a printout of **Form A and Form B** attached with a paper clip.

DOWNLOAD PDF of FORM A and FORM B online.

Mailing address for samples (Mail or delivery*):

904 Renfrew Street, Winnipeg, MB R3N 1K4
Attention: Lise Carbonneau
204-295-1512 * *Call first before scheduling a delivery.*

**Hard copies must be received by
THURSDAY, JULY 4TH AT 4:00 p.m.
Hard copies cannot be returned.**

By submitting your entry, you acknowledge and permit the Advertising Association of Winnipeg to publish your work for related promotional purposes.

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ENTRY MATERIAL REQUIREMENTS

PRINT

Print pieces may be entered individually or as a series. Submit one to ten JPGs of a project entry, and one to three PDFs of a project entry. PDF minimum resolution 72 dpi, max. file size 100MB each; JPG max. file size 3MB each.

In the case of submissions with multiple components (more than one execution or creative sample), in addition to the individual pieces stated above, entrants are encouraged to submit at least one JPG image that showcases a summary of the overall project (e.g. 3D mock-ups, photos etc).

For multi-page documents, please upload the entire file as a PDF, and include your favorite highlights or 3D renditions in the JPG images you select.

Some categories may also include printed samples to accompany your digital entries. The printed samples are optional and not required. These categories include:

- 21 ANNUAL REPORT***
- 22 CORPORATE COMMUNICATIONS DESIGN***
- 23 CONSUMER PUBLICATION DESIGN***
- 24 DIRECT MARKETING***
- 26 EVENT DESIGN***
- 27 DESIGN MISCELLANEOUS***
- 38 TYPOGRAPHY***
- 39 SELF PROMOTION***

In the instances where printed samples are submitted, samples must be placed in a plastic sleeve with a printout of **Form A and Form B** attached with a paper clip.

VIDEO

Submit all movie entries as a URL link [to Youtube or equivalent], plus one to three JPG "stills". JPG max. file size 3MB each. PDFs may also be included [storyboard or other presentation] with minimum resolution 72 dpi, max. file size 100MB each. **NOTE:**

Links must remain active throughout the judging period. All URLs must remain anonymous [no company name or logo]. Make sure all links are set to be publicly viewed [not private].

AUDIO

Submit one to four MP3s. Submit radio scripts in the rationale portion of the entry form.

INTERACTIVE & ONLINE

Submit one to three URLs, plus one to three JPG "stills"; JPG max. file size 3MB each. If your online project is no longer available to the public, submit as a URL link to Youtube or equivalent in the supplied link area. **NOTE: Links must remain active throughout the judging period. All URLs must remain anonymous [no company name or logo]. Make sure all links are set to be publicly viewed [not private].**

RATIONALES

Rationales are not compulsory, however, entrants are encouraged to provide a short rationale of their work or description of the project, for each entry in the field provided.

PLEASE NOTE:

Studio/agency names/logos **MUST NOT** appear on any entries with the exception of:

39 SELF PROMOTION*

Once the judges have made their choice, decisions are final. Finalists will be posted to the Signature Awards site in August 2019.

A celebratory evening honouring Award Recipients will be held on **THURSDAY, OCTOBER 3, 2019.**

Mailing address for samples (Mail or delivery*):

904 Renfrew Street, Winnipeg, MB R3N 1K4
Attention: Lise Carbonneau
204-295-1512 * Call first before scheduling a delivery.

ENTRY DEADLINE: JULY 4TH, 2019 Submit your entries online at signatureawards.ca