



Ad 2 National Public Service Competition Rules

Revised and Approved February 2022

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. If an Ad 2 member is a student, they may participate in the Ad 2 Public Service Campaign as long as they are not participating in the NSAC during the current Ad 2 Public Service Competition year.
13. Clubs cannot start to work on the current year Ad 2 National Public Service Competition until March 10th of the previous club year (i.e. in club year 2021-2022: March 10, 2021 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, 2022 in the above example) to be eligible for the competition. All written campaign books are highly encouraged to submit to the AAF Club Achievement Competition, but not required to compete, by the due date on **Friday April 1, 2022 at 5pm ET**. If teams choose to submit to AAF National Club Achievement competition, they can submit their books digitally at <https://form.jotform.com/212276068930154>.
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 (changes as of 2/22/22)

- 1) Competing clubs should submit a PDF copy of their Campaign Plans book to Ad 2 National 2nd Vice Chair at secretary@ad2.org by **Friday, May 6th, 2022** at 11:59pm ET. This Campaign Plans book will be sent to Public Service judges as a pre-read and will be pre-scored prior to competition day.
- 2) An oral presentation at the AAF National Conference. Written campaign books entered without the accompanying PDF and oral presentation will not be eligible.

SECTION 1: Book Submission Requirements (referred to as Ad 2 Campaign Plans Book)

1. The Ad 2 Campaign Plans book is due to Ad 2 National (secretary@ad2.org) **by Friday, May 6th, 2022** at 11:59pm ET. This includes narrative and exhibit for judging as part of the Ad 2 National Public Service Competition. Late entries will not be accepted under any circumstances.

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

- If a team chooses to submit to AAF National Club Achievement competition, they have flexibility to update the content prior to the Ad 2 National Campaign Plans book deadline of May 6th, 2022. The same rules apply from the AAF National Club Achievement competition, with the exception that the narrative/collateral support materials can be produced between March 10, 2021 through **May 6, 2022**.

From AAF National Club Achievement Rules:

The narrative section cannot exceed eight double-spaced pages, and be typed in 11pt Times New Roman font. The narrative may be at the beginning of the book (all together) or integrated within the collateral section.

The remainder of the entry must be produced collateral or supportive material relevant to the category. All collateral material must have been produced between March 10, 2021 to April 1, 2022.

There will be **NO** addendum option this year as we have extended the Campaign Plans Book deadline to early May. We highly encourage that if you have any updates you would like to include for the timeframe between May 7th through competition day, those should be added into your oral presentation for the judges.

2. The written Campaign Plans books shall be prepared to meet all criteria required for entry in the AAF Club Achievement Competition (available at aaf.org), as follows:

- For each public service project, explain how you achieved these public service goals by describing the:
 - Goals of the project
 - Target audience

- Strategy
- Execution/tactics
- Media/materials used (documentation of use required)
- Results attained (may include club publicity)

Rules: The narrative section cannot exceed eight double-spaced pages, and be typed in 11pt Times New Roman font. The narrative may be at the beginning of the book (all together) or integrated within the collateral section.

The remainder of the entry must be produced collateral or supportive material relevant to the category. All collateral material must have been produced between March 10, 2021 to **May 6th, 2022.**

All multimedia exhibits and digital content may be embedded in the narrative or exhibits of the book.

Use the following naming convention: Ad2PSBook_ <City>. Late PDFs will not be accepted. Deadline is **May 6th, 2022 at 11:59pm ET** to secretary@ad2.org to compete in the Ad 2 National Public Service competition in June.

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

	Book Score Weighting by Section	Presentation Score Weighting by Section
Objective	15%	5%
Target Audience	15%	10%
Strategy	20%	20%
Execution	20%	25%
Media/Materials Used	15%	15%
Results Attained	5%	15%
Professionalism	10%	10%
TOTAL	100%	100%

SECTION 2: Oral Presentation Requirements

1. Oral presentations will be made by a member or members of the Ad 2 chapter at the National AAF Conference. In 2022, the ADMERICA conference will be in Nashville, TN at the Gaylord Opryland Resort & Convention Center from June 2nd-5th. The Ad 2 National Public Service competition will take place on **Friday, June 3rd, 2022**. The time slots of the oral presentations will be announced by Ad 2 National by May 6th.

2. The order of presentations will be determined by random drawing. The order will be announced by May 20th. All participating Public Service Chairs and Club Presidents will be notified.

3. Oral presentations may not exceed 15 minutes. All presentations will be open to the conference attendees and may be broadcasted on Facebook LIVE via the Ad 2 National Facebook Page (dependent on logistics). We would like to open the Ad 2 Public Service presentations to anyone who would like to watch. Ad 2 National encourages you to invite individuals that you would like to attend your presentation or tune in virtually.

4. Following the presentation, the judges may elect to ask questions for a 7-minute period. Only members of the presentation team will be permitted to answer the judge's questions. Only the presentation team, the presentation team's chapter members and the judges will be allowed in the room during the Q&A session.

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 television and/or radio spot(s)
- A digital file of the presentation, preferably in PowerPoint form - this will be collected via a USB drive after your presentation

7. A maximum of two (2) Ad 2 Club Members in good standing will be allowed to present to the judges and audience. One other club member may help with audio/visual 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 may take any form you wish, for example: an oral description only, or a multimedia presentation. The format is up to you. Be creative. You are allowed to bring physical collateral to present to the judges at the time of the competition, if you choose to.

10. Equipment available for use in your presentation will include the following items: (If you will need other equipment, please make arrangements to bring equipment with you to the conference.)

- At least one podium
- One standard sized projection screen
- One projector with standard VGA cord
- 2 lavalier mics

10. Please practice prior to your presentation time. All clubs have the opportunity to practice and test your audio/visual equipment before the competition begins. A scheduled practice time will be available for you before your officially judged presentation time. Tech rehearsals will take place prior to competition day - the evening of Thursday, June 2nd. Please arrange your travel plans accordingly.

Scoring

For those who choose to compete in the AAF National 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 Campaign Plans book, the Public Service judges will pre-read and pre-score these books prior to the Presentation portion of competition day at ADMERICA. Please reference the Judges' Score Sheet for the breakout score percentages by criteria.

In the Presentation portion, the same Public Service judges will see and score your Campaign Plans book before they see your presentation (independent from any Club Achievement scores you received previously). They will then see your presentation at ADMERICA on June 3rd.

IMPORTANT: A combined final score will include **35%** of the points determined by the written campaign book PDF (what we have called the *Campaign Plans book*) and **65%** from the oral presentation. Please reference the Judges' Score Sheet for how the competition is scored.

Awards

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

- The winning team will have the opportunity to do an encore presentation at the Salute to Achievers Luncheon on **Sunday, June 5th, 2022** to all ADMERICA conference attendees.

There may also be a People's Choice favorite for the Public Service event.

We will promote all winners and their work on the Ad 2 National social channels. In addition, the winning team will be included in an AAF National press release.

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

Campaign Quarter 3 (Jan – Mar)

- Conclude Creative Production Creative Testing & Research
- PR Campaign Pre-Launch
- Media Distribution
- Core Campaign Launch
- PR Campaign Launch

Campaign Quarter 4 (Apr – June)

- AAF National Club Achievement Deadline (if you choose to participate) - **Friday, April 1st at 5pm ET**
- Wrap Up Final Campaign Elements
- Compilation of Results
- Ad 2 National Campaign Plans book due to secretary@ad2.org by **Friday, May 6th at 11:59pm ET**
- Presentation Practice
- Tech Rehearsals on-site - **Thursday evening, June 2nd**
- Present at AAF ADMERICA Conference (Oral Presentation) - **Friday, June 3rd**
- Give Ad 2 National team a copy of your presentation - Ad 2 Exec will collect via USB
- Relax and give yourself a pat on the back - you did it.