

THE CREATIVITY AWARD

We at Creativity Annual Awards celebrate our 38th anniversary this year. Our heritage traces back to the pioneering and prestigious *Art Direction* magazine. Unlike newer competitions, Creativity Annual Awards has the tradition, respect and international reach to make winning our award meaningful. Designed, handcrafted and sand-etched by Bruce Fox, Inc., each stunning trophy is personalized with your name. Sparkling glass and solid steel thrust skyward from a base of polished glass to announce your place among the world's top creative talent. And for creative works selected as merit winners, we offer elegant Certificates of Merit suitable for framing and display.



THE CREATIVITY AWARDS ANNUAL

Every year the international advertising and design community awaits the arrival of the handsome 400-page *Creativity Awards Annual*. Distributed worldwide by HarperCollins Publishers of New York, this spectacular book showcases every winning entry from our competition. Naturally, advertising professionals want to see how their work stacks up, what design trends are emerging, and who the up-and-comers are in the world of creative talent. We place and proof every image carefully and double check to make sure all credit information in the book appears correctly. Printed on high-quality, heavy matte-coated acid-free paper, many creative professionals collect *Creativity Awards Annual* editions for reference as an enduring record of the history of graphic design.



WHY YOU SHOULD ENTER

Our goal is to make the entry process fast and painless; mounting is not required. By registering online at creativityawards.com, your name and company information is saved from year to year. Online entries are preferred in order to ensure that all credits will appear on your merit certificates and trophies exactly the way you intend. Once registered, we make it easy for you to upload your image files, providing you with control over how an entry will appear in *Creativity Awards Annual*. However, we are not strictly an online competition; we ask that you please submit a sample copy of your entry with the entry forms and labels printed from our website. There is no better way for the judges to fully comprehend all that is unique and original about the entry.

JUDGING

At Creativity Annual Awards, you are judged solely by a select group of your peers, working professionals who meet deadlines and budgets on a daily basis. We draw talent from the advertising and design community, individuals who volunteer their time and knowledge without personal agenda or bias. Each judge physically handles and considers the merit of your entry before recording a score. All entrant data remains hidden during judging, and scoring is computer tabulated. "Little guys" have the same chance to win as anybody else; indeed, many of our winning entries last year came from independent graphic designers and small to mid-sized agencies.



WHEN SHOULD I GET STARTED?

The best time to get started is now. By spending just a few minutes to register online, we can remind you via email as deadlines approach. Our confidential database will never be sold, and you will not be spammed. If you change your mind, we have a one-click opt-out removal process. Our entry fees are among the lowest of all competitions, and we have no publication fees.

creativityawards.com

Creativity Annual Awards

International Advertising & Graphic Design Competition



Creativity Annual Awards
2410 Frankfort Avenue
Louisville, KY 40206

Presorted Std.
US Postage
Paid
Louisville, KY
Permit # 879

DEADLINE: JULY 15, 2008

ARE YOU ONE OF THE BEST?



NOW IS YOUR CHANCE TO PROVE IT!

This is your opportunity to showcase your work to the world and be included in the 38th Creativity Annual. To receive your FREE copy of the annual, enter the promotional code below when submitting your entries.

Don't delay – competition closes July 15, 2008!

Register online today: creativityawards.com

call for entries

www.creativityawards.com



Creativity is Courage. Now Prove it.



REGISTER ONLINE BY
JULY 15
AND USE YOUR PROMO CODE
TO BE ELIGIBLE FOR A
FREE ANNUAL!

***ENTRY FEES**

DIVISION	SINGLE UNIT	CAMPAIGN
Print	\$55	\$75
Publications	\$55	\$75
Alternative Media	\$55	\$75
TV & Radio	\$55	\$75
Packaging	\$55	NA
New Media & Web	\$55	\$75
Ill., Photo., & Typo.	\$55	NA
Film & Video	\$75	NA
Political	\$55	\$75
Green Marketing	\$55	\$75

* Students save \$30.00 per single or campaign entry in any category.

DEADLINES

Entries must be received by midnight EDT July 15, 2008 to avoid late fees. Email info@creativityawards.com or call 866-519-2571 with questions about the competition. Late entries incurring a late fee of \$20 will be accepted until midnight on August 8, 2008.

GUIDELINES

By submitting work and entry fees, entrants grant Creativity Annual Awards the right to feature winning entries in *Creativity Awards Annual*, as well as in promotional advertisements. The entrant agrees to hold Creativity Annual Awards and any of its affiliated companies exempt from costs or expenses of any claim arising from any such use. Copyright infringement and/or plagiarism will result in the disqualification and removal of award(s) from any entry deemed in violation, and all entry fees will be forfeited. Creativity Annual Awards is not responsible for additional color correction of digital files. Creativity Annual Awards is not responsible for damaged, corrupted or incorrectly prepared files.

ELIGIBILITY

Ad agencies, publishers, graphic designers, photographers, freelancers, illustrators, web designers, and corporate art departments from any nation or U.S. state or territory may submit original advertisements and designs that have appeared in print between June 1, 2007 and May 31, 2008. Anyone associated with the entry may make submissions. Student work must have been created during the 2007-2008 school year. Instructors and professors may submit work on behalf of a student. Non-English entries must include an English translation. Non-English video or audio entries must be dubbed or subtitled in English.

SHIPPING

Creativity Annual Awards
c/o Creativity 38 Competition
2410 Frankfort Avenue
Louisville, KY 40206

For each entry, please ship a sample copy and a high-resolution digital RGB, 350dpi image for reproduction in the *Creativity Awards Annual*. Because entries will not be returned, do not send original or irreplaceable artwork. Do not mount entries. Packages must be delivered with shipping prepaid. Do not include information identifying the entrant on the face of your entry.

Creativity Annual Awards CATEGORIES

<p>Student All Categories Accepted</p>	<p>Alternative Media Ambient Media, Single Unit Ambient Media, Campaign Cross-Platform Campaign Guerrilla Marketing, Single Unit Guerrilla Marketing, Campaign Mobile Device, Graphics Mobile Device, Advertising</p>	<p>Illustration, Photography & Typography Illustration, Architecture Illustration, Children's Book Illustration, Commercial Illustration, Graphic Novel Illustration, Medical Illustration, News Photography, Book Photography, Commercial Photography, Magazine Photography, News Typography, Advertisement Typography, Book Cover Typography, Logo Design Typography, Magazine</p>
<p>Print Annual Reports Billboard, Single Unit Billboard, Campaign Branding, Campaign Brochure, Business to Business Brochure, Consumer Products/Services Brochure, Single Sheet Business Cards Cards & Invitations Catalog, B2B Catalog, Consumer Collateral Material, Single Unit Collateral Material, Campaign Corporate Identity Manual, Single Unit Corporate Identity Program, Campaign Creative Firm, Self-Promotion, Single Unit Creative Firm, Self-Promotion, Campaign Dimensional Promotion, Single Unit Dimensional Promotion, Campaign Direct Mail, Single Unit Direct Mail, Campaign Environmental Graphics, Single Unit Environmental Graphics, Campaign Labels & Tags Letterheads & Envelope Sets Logos & Trademarks Poster, Single Unit Poster, Campaign Screen Printed Specialty Items Sign, Single Unit Sign, Campaign Trade Show Display/Graphics Transit/Airport/Subway, Single Unit Transit/Airport/Subway, Campaign T-shirts/Caps/Apparel Vehicle Graphics</p>	<p>Publications Book Design, Jacket Book Design, Interior Calendar Design Editorial Design Magazine Ad, B2B, Single Unit Magazine Ad, B2B, Campaign Magazine Ad, Consumer, Single Unit Magazine Ad, Consumer, Campaign Magazine Ad, Public Service, Single Unit Magazine Ad, Public Service, Campaign Magazine Design, Cover Magazine Design, Interior Newsletter, B2B Newsletter, Consumer Newspaper Ad, B2B, Single Unit Newspaper Ad, B2B, Campaign Newspaper Ad, Consumer, Single Unit Newspaper Ad, Consumer, Campaign Newspaper Ad, Public Service, Single Unit Newspaper Ad, Public Service, Campaign</p>	<p>New Media & Web Design Banner Advertising Blog CD/DVD Design Computer Icons Email Design, Single Unit Email Design, Campaign E-zines & E-newsletters Graphical User Interface Podcasts & Webcasts Video Game, Graphics Video Game, Interface Viral Videos Web Games & Entertainment Website, B2B Website, Catalog Website, Consumer Website, Public Service/Non-profit Website, Self-Promotion</p>
<p>Packaging Display/POP Electronics Packaging Food & Beverage Packaging Health & Beauty Packaging Home & Garden Packaging Industrial Packaging Medical & Drug Packaging Menus & Wine Lists Promotional Packaging Regulated Material Packaging Retail Packaging Video/CD/DVD Packaging</p>	<p>Film & Video Audio-Visual Presentation Corporate Film/Video Creative Firm Film, Self-Promotion Demo/Presentation Video Infomercials In-theater Commercials Public Service Film/Video Sales Film/Video Show Openings/IDs/Titles Training Film/Video</p>	<p>Commercials, TV & Radio Consumer TV, Single Unit Consumer TV, Campaign Consumer TV, Self-Promotion, Single Unit Consumer TV, Self-Promotion, Campaign Corporate TV, Single Unit Corporate TV, Campaign Public Service TV, Single Unit Public Service TV, Campaign Radio, Single Unit Radio, Campaign Radio, Self-Promotion, Single Unit Radio, Self-Promotion, Campaign</p>
	<p>Political Blogs, Political Broadcast TV Political Ads, Single Unit Broadcast TV Political Ads, Campaign Collateral Material, Political Print Ads, Political, Single Unit Print Ads, Political, Campaign Radio Ads, Political, Single Unit Radio Ads, Political, Campaign Signs, Political, Single Unit Signs, Political, Campaign Website, Political</p>	<p>Green Marketing Repurposed Design Green Advertising, Single Unit Green Advertising, Campaign Green Trademarks & Logos Anti-Packaging Eco-Friendly Design</p>



ENTRY FORM Creativity Annual Awards

Mail one ENTRY FORM for each entry and one MASTER FORM for the sum of all entries. Information provided on the ENTRY FORM is reproduced in the Annual exactly as provided. Entries accompanied by illegible forms will be disqualified.

Entry Information * indicates a required field

*Category _____

*Entry Title _____

Client _____

Campaign (circle one): yes / no Number of items for entry (max. 6): _____

URL for website entry: _____

Single Entry: _____\$55 professional entry fee _____\$25 student entry fee

Campaign: _____\$75 professional entry fee _____\$45 student entry fee

Contact Information

*Name _____ *Email _____

*Company _____ *Phone _____

Credit Information

*Creative Firm _____

Creative Team _____

MASTER FORM Creativity Annual Awards

Contact Information * indicates a required field

*Name _____ *Title _____

*Email _____ *Company _____

*Address 1 _____ Address 2 _____

*City/State/Zip _____ *Country _____ *Phone/Fax _____

Student: yes / no College/Univ.: _____

Entry Fees

Total number of \$55 or \$25 entries _____ total = \$ _____

Total number of \$75 or \$45 entries _____ total = \$ _____

Total number of \$20 late fees _____ total = \$ _____

Total amount due \$ _____

Billing Information

Payment Method: _____check _____Visa _____MC _____AMEX

Please make checks payable in US funds to: Creativity Annual Awards

Card Number _____ Expiration _____

Name on Card _____ Signature _____

ATTENTION COMPUTER PHOBES! The manual form should only be filled out by those poor souls with slow or broken computers. All others: complete these same forms online at creativityawards.com, which helps us avoid interpreting messy handwriting and making mistakes. When you register online and enter your promo code, you will be eligible to receive a free copy of our 400-page *Creativity Awards Annual*, a \$50 value!

