

# *Student Pele Awards*

A national ADDY award competition  
2006-2007 Categories

## How to Enter

Only on-line entry is available. Enter at [www.hafspot.com/peleawards](http://www.hafspot.com/peleawards). The computer will make your logging numbers & logging sheet. It's fast & easy. Use the category list below to log in your entries.

## Deadlines

You can enter on-line beginning on December 15, 2006. Students **MUST** have their work delivered to **Electric Pencil** no later than Friday, January 26. No work can be accepted after January 26. Judging is February 2 & 3 at the Hilton Hawaiian Village.

Drop or mail your entries to:

**Electric Pencil**  
**501 Sumner #3B1**  
**Honolulu, HI 96817**  
**Atten: Barbara Scott/Pele Awards**

## STUDENT ADDY RULES:

- Entrants must be enrolled full or part-time in an accredited U.S. educational institution
- Work may be developed specifically for this competition or submitted from class projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications.
- Work must be created while the entrant is a student not employed in the advertising industry. Student interns are eligible.
- Work created for the NSAC competition will be eligible for entry into the Student ADDY's the year following their presentation. Work must be entered on-line at [www.hafspot.com/peleawards](http://www.hafspot.com/peleawards).
- All student print work, except packaging, should be mounted on a black board. For broadcast entries, use a CD for radio entries and a DVD for television entries.

Entries must be dropped off at **Electric Pencil, 501 Sumner #3B1**, which is located close to Kmart on Nimitz Highway right outside of Downtown Honolulu.

For more information, please call **Barbara Scott @ 382-7605** or reach her by e-mail at [bscott@khnl.com](mailto:bscott@khnl.com). The top scoring local student piece will go on to the National ADDY competition.

**Entry Fees: Single entry: \$20      Campaign: \$30**

**STUDENT ADDY CATEGORIES:**

**(All print work should be mounted on a black board.)**

**S01. Sales Promotion**

- A. Packaging (mounting not required)
- B. Point of Purchase

**S02. Collateral Material**

- A. Stationery Package
- B. Brochure/Annual Report
- C. Poster

**S03. Direct Marketing**

**S04. Out-of Home**

**S05. Non-Traditional Advertising**

**S06. Consumer or Trade Magazine Ad**

- A. Single Ad
- B. Campaign (\$30) (2-4 pieces)

**S07. Newspaper Ad**

- A. Single Ad
- B. Insert
- C. Campaign (\$30) (2-4 pieces)

**S08. Interactive Media**

- A. Web Site
- B. Interactive CD/DVD
- C. Online advertising (pop up/banner/email)

**S09. Editorial Design – one editorial spread per entry.**

**Not intended for submission of entire book or magazine.**

- A. Cover
- B. Editorial Spread
- C. Series (Covers or spreads)

**S10. Radio Advertisingn** (submit on a CD)

**S11. TV Advertising** (submit on a DVD)

**S12. Mixed Media Campaigns**

Maximum of 9 pieces

**S13. Elements of Advertising**

- A. Logo design
- B. Illustration
- C. Photography
- D. Animation