

make sure your work is seen at this year's aadc awards.

Sure, there'll always be arguments (and a few hangovers) the day after the AADC Awards, but if you want to make sure your ideas become part of South Australia's creative history - here's your big chance.

The AADC is searching for the biggest idea in town - the Awards Night theme.

Based on the proposition that 'Adelaide is a city of ideas', get your big idea in by July 2nd 2010 and make sure that no matter what ideas get a gong at award time, your idea is behind every single one of them.

The theme for the awards is applied to invitations, online activity, the event itself and a range of other collateral material.

THE BRIEF:

Target audience:

South Australian advertising and design professionals (you and your peers).

Who:

Believe in promoting high standards of creativity in our industry.

What do we want them to do?

Enter their work in AADC Awards.

By communicating or demonstrating:

Adelaide is a city of ideas.

Substantiation:

AADC Awards exist to acknowledge and showcase Adelaide's best ideas.

Adelaide has a proud history of punching well above its weight in terms of creativity. Whilst interstate and international budgets may exceed ours, the ideas created here should be (and over the years, have been) world class.

Material required for initial submission:

Entrants are asked to supply a single piece that demonstrates the concept and functions as a call for entries. This may be in the form of a poster, viral or direct piece.

Submissions should include a brief written description of how the idea can be applied across the whole campaign. Rough scribbles may be included to help convey your campaign extensions but are not essential.

Deadline:

Submissions due **2nd July 2010**.
Send material to Laila via aadc@bigpond.net.au

The winning theme will be launched at the 2010 AADC Xmas Party. Date to be confirmed.

WHAT IF YOUR IDEA IS CHOSEN?

A very experienced AADC Awards Sub Committee organizes the Awards. This committee coordinates production of all collateral material and the event itself.

The winning entrant would work closely with the AADC Awards team in the initial phase, then sign over the IP and concept to the committee to implement over the many requirements for the night.

As an added thank you, you'll also score a double pass to the Awards Night itself.

HOW YOUR IDEA COULD BE SEEN:

The AADC Awards are our major event and we endeavour to make each year better than the last. This is your chance to inject as much fun around your concept as you can. We're open to new ideas and various elements may be up to the discretion of the theme creator, depending, of course, on practical organizational considerations. *Please ensure that there are no copyright implications.*

THE FOLLOWING ARE GENERAL COLLATERAL REQUIREMENTS:

- Launch poster (or other form of call for entries)
- Invitation to the presentation night
- Entry ticket
- Menu cover
- Digital collection of winning entries (currently the award book)
- Awards certificate (finalist and trophy)
- Sponsors' banner

There are also opportunities to contribute ideas in the following areas:

- Event launch
- Teaser campaign
- Staging ideas for both launch and awards night
- Entertainment suggestions
- Venue decoration
- Event signage
- Sponsor's event (usually a cocktail party)
- Any post awards initiatives

Please note the club isn't responsible for external production costs relating to the theme; for example, photography, prop making, talent, studio time etc.



AADC

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