



Creative Agency of the Year Award 2007

Call For Entries

Deadline: February 22, 2008

2007 3AF Creative Agency of the Year Award – Entry Form (Please Print or Type)

Each entering agency must include up to 3 individual pieces of advertising from the same campaign. Each piece of work must be accompanied by a completed summary form. One completed form is needed per each campaign entry.

Agency Name: _____

List the advertising materials submitted:

Client/Product Name	Ad Title	Media Types
1. _____	_____	_____

(Also complete an ad backgrounder form for each campaign)

Contact Information:

Contact Name: _____ Title: _____

Agency Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

E-Mail: _____

Submission Deadline: Friday, February 22, 2008, 5 p.m. (PST)

Fee: \$200 per entry. Discounted rate of \$150 per entry for 2 or more submissions.

Please make check payable to:

Asian American Advertising Federation (3AF)

Federal Tax ID: 13-4038789

1 set of completed entry materials includes : Up to 3 ad summary forms, 1 entry form, fee(s) and translations. It must be submitted in one package clearly labeled with the agency name and shipped to:

Asian American Advertising Federation Award

c/o Byron Lewis , Uniworld Group Inc

PO Box 32413, Long Beach, CA 90832-2413



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Ad Backgrounder Form

Client: _____

Agency: _____

Product/Service Name: _____

Target Audience: _____

Dates Campaign Ran: _____

Title of Campaign (If Any): _____

Was there a key insight that led to the development of this campaign? (50 words or less.)

Headline: _____

Translation of copy: _____

What cultural clues, psychographic details, or special content in the advertising resonates well with the target audience? What should the judges know about the work that makes it unique, interesting and thought-provoking? (50 words or less.)
