

2011 "Champion a Cause" Creative Challenge

DISTRACTED DRIVING: A DEADLY EPIDEMIC



The American Advertising Federation and SecurityPoint Media are partnering to sponsor a PSA contest targeting adults who text and drive.

As the innovator of airport security checkpoint advertising, SecurityPoint Media provides a rare opportunity to command the attention of fast-paced travelers who are harder to reach through traditional media. This includes tech-savvy adults who play a central role in the problem of distracted driving and are also a key to its solution.

Submit a SecureTray® advertisement for the chance to win cash prizes and have your design featured in airports nationwide. Show us how you would capture the attention of the compulsive-natured business traveler - a demographic that's notoriously hard to reach and bound to find this message hard to hear.

Entries are due by Friday, April 29. Winners will be announced at ADMERICA! 2011.

RULES AND REQUIREMENTS

- The contest is open to all AAF corporate members, members of Ad2 clubs and AAF collegiate chapters.
- Ad copy should focus on the dangers of distracted driving.
- You may submit up to four different creatives.
- Materials submitted must be original work.
- Entries will be judged on originality, creativity, effectiveness in meeting the communication objective and overall impact.
- Do NOT send original or irreplaceable artwork. It will NOT be returned.
- Please mail one signed Entry/Release form, three hard copies of each creative and one DVD with print-quality digital files (PDF, EPS or TIFF) no later than **Friday, April 29, 2011**.



ENTRY/RELEASE

_____ I am a student (AAF collegiate chapter member)

_____ I am a professional (AAF corporate member, Ad 2 member)

School: _____

Company: _____

Est. Graduation: _____

Position: _____

Entry Title: _____

Name: _____

Phone: _____

Email: _____

MAIL TO:
SecurityPoint Media
11201 Corporate Circle North
Ste. 120
St. Petersburg, FL 33716
Attn: Champion a Cause

Release: By signing this Entry/Release Form, I acknowledge that I have read and understood the competition rules and agree to abide by them. I give my consent to SecurityPoint Media (SPM) and the American Advertising Federation (AAF) and to those whom SPM and AAF may authorize, to use my artwork (with or without my name), to identify me by name and/or with company and employment information, and/or to quote or record statements made by me, for any purpose. I acknowledge that proper rights were obtained for use of any elements of the entry that were not original, and I agree to submit documentation deemed necessary for review at any time.

Signature: _____

Date: _____

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ARTWORK SPECS AND GUIDELINES

SPECS:

Size: 12.1254" H x 17.094" W

Shape: rectangle with slightly rounded edges (die-cut)

Bleed can be either .125" outside the die cut or have .125" white border around it. Please keep the "live" area .125" inside the die line, whether or not the image or background bleeds.

4-color process, CMYK

Please submit a high-resolution PDF, EPS or TIFF file

BEST PRACTICE:

Simplicity is the fundamental guideline for creating effective, engaging SecureTray® copy. The most effective SecureTray® designs capture the essence of a message with lucid expression.

QUICK TIPS FOR AN EFFECTIVE SECURETRAY DESIGN:

View For 5 Seconds: Does your message have impact in 5 seconds?

Short Copy: The shorter the copy, the better.

Short Words: Use short words for faster comprehension.

Bold Colors: Dare to be bold!

High Contrast: High contrast means better visibility.

Simplify Everything: Focus on one key idea or message.

Questions? Contact Monica Lynn: (727) 577-3106; mlynn@securitypointmedia.com

Presented by:

