

2014 CHAMPION A CAUSE CREATIVE BRIEF



Champion a Cause is an annual Public Service Ad (PSA) contest brought to you by SecurityPoint Media in partnership with the American Advertising Federation. SecurityPoint Media is the leader in airport security checkpoint advertising and the innovator of the SecureTray System®. The SecureTray medium offers advertisers a unique and exclusive brand building opportunity at airports through strategically placed ads within passenger screening checkpoints.

Our goal each year is to bring a clear voice to an important, yet underserved cause and generate awareness through SPM's proprietary national media network. The 2014 cause is:

IDENTITY THEFT

Every two seconds, an identity is stolen in the United States. Identity theft, defined as the misuse of credit-card, bank-account or other personal information to commit fraud, affects 15 million victims every year. As the fastest growing crime in the U.S. for the past four years, identity thefts have seemingly reached near-epidemic proportions, with scammers indiscriminately targeting young and old alike.

In today's information based world, one of the most valuable things a thief can take from you is your identity and with it, your credit and your good name. Armed with personal information such as your social security number, credit card number, name, address, or your online identity, an identity thief can run up debts and commit fraud in your name.

Undoing the damage from identity theft is frustrating and time consuming. From ruined credit, to major financial losses, to angry debt collectors, to a criminal record, identity theft can affect every part of your life. Some victims spend hundreds of hours and thousands of dollars trying to clear their name, and others never fully recover from the damage to their record.

**THE 2014 CREATIVE CHALLENGE IS TO DESIGN A SECURETRAY PSA TO
HELP DRAW ATTENTION TO THE SERIOUS AND GROWING PROBLEM OF
IDENTITY THEFT**

2014 CHAMPION A CAUSE THE DETAILS



PRIZES

- First Place: \$1,000, artwork is produced and placed nationwide
- Second Place: \$500
- Third Place: \$250

RULES & REQUIREMENTS

- The contest is open to all AAF club members, Ad 2 club members, AAF corporate members and members of AAF college chapters.
- Entries are judged on original concept, design quality, and overall effectiveness of execution.
- You may submit multiple campaign entries.
- A campaign may consist of up to four creative designs. Please note that each design should stand alone as they may not be viewed consecutively.
- You must provide an Entry/Release form for each campaign entered.
- If you do one version of three completely different concepts, they should be treated as three separate entries, therefore requiring an Entry/Release form for each piece.
- If you are submitting multiple pieces, as part of a cohesive campaign, you only have to submit one Entry/Release form.
- Concepts submitted must be entirely original.
- Do not send irreplaceable artwork; your entry will NOT be returned.

ART SPECS

- Finished size of entry: 12.1254" H x 17.094" W
- Shape of entry: 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

2014 CHAMPION A CAUSE HOW TO ENTER



ONLINE

- Print, sign and scan the Entry/Release form
- Create a ZIP folder containing the scanned Entry/Release form and all art files (HiRes PDF, EPS or TIFF), label the folder with your first and last name
- Upload your ZIP folder to our Dropbox using the following link:

<http://dropbox.yousendit.com/SecurityPointMedia>

BY MAIL

- Mail your entry to:

SecurityPoint Media
Attn: CAC
11201 Corporate Circle North, Suite 120
St. Petersburg, FL 33716

- Include the following:
 - One signed Entry/Release form
 - One hard copy of each entry
 - One DVD containing the art files (HiRes PDF, EPS or TIFF)
- DVDs must be labeled with entrant's full name, campaign title and phone number

2014 CHAMPION A CAUSE ENTRY/RELEASE FORM



Submissions must be received by Friday, April 18, 2014.

_____ I am a student _____ I am a professional

School: _____ Company: _____

Est. Graduation: _____ Position: _____

Entry Title: _____

Name: _____

Phone: _____ Email: _____

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: _____

QUESTIONS: Amy Engster (813) 345-4002 ext. 813; aengster@securitypointmedia.com