

CASE STUDY

AMERICAN ADVERTISING FEDERATION ADDYs® - The American Advertising Awards

THE CHALLENGE

Present 150 gold ADDY award winners, and recognize more than 250 silver winners in 170 categories of the best work in advertising to an audience of 900 advertising executives. The goal is to present all forms of media from print to TV, while holding the attention of the audience throughout this lengthy dinner event.

Spectrum added a number of innovations. First, an opening video montage of winning entries set the tone for an upbeat evening. Interspersed throughout the live, scripted award presentations were video excerpts of the ADDY judges rating each of the top five entries in a reality-style format.

Attendees got to see what the judges thought, and at the end could vote for their favorite "People's Choice".



THE SOLUTION

First, the awards presentation and the dinner were separated. After a reception the attendees entered the theater-style seating of the ADDY Awards. The event was slated to run 90 minutes, ending in time for dinner to be served in an adjacent ballroom.

In the reception area Spectrum's graphic department created a Winner's Gallery displaying each award winner's print entry. The elegant presentation of this Gallery was carried over into the ADDY Awards. Award-winning graphics bring the event to life, and professional voice-overs and appropriate musical selections energize the audience and heighten the sense of celebration and achievement.

Every year Spectrum had designed a full-color print book to highlight all entrants' work, along with a comprehensive 90-minute awards video that showcased the winners'

creative ideas for the attendees' review. To update the technology Spectrum created a dedicated website which featured winning entries.

THE RESULT

AAF and attendees alike praised the new Oscar-style event as the most lively and cohesive in years. The ADDY Awards were given the attention that all present could appreciate, while socializing and networking continued after the ADDYs over an elegant dinner.



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