

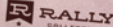


# STUDENT CATEGORY LIST

ADDY GAMES



2011





## SALES PROMOTION

- 1A Packaging
- 1B Point of Purchase

## COLLATERAL MATERIAL

- 2A Stationery Package
- 2B Brochure or Annual Report
- 2C Poster
- 2D Poster Campaign
- 2E Editorial Design Cover
- 2F Editorial Design Spread or feature
- 2G Editorial Design Series

## DIRECT MARKETING

- 3 Direct Marketing

## OUT-OF-HOME

- 4 Out-of-Home

## NON-TRADITIONAL ADVERTISING

- 5 Non-Tradition Advertising

## CONSUMER OR TRADE PUBLICATION

- 6A Single - Fractional page or Full page
- 6B Campaign

## NEWSPAPER

- 7A Ad - Fractional page or Full page
- 7B Insert
- 7C Newspaper Ad or Insert Campaign

## INTERACTIVE MEDIA

- 8A Website
- 8B Interactive Multi-Media (CD/DVD)
- 8C Online Advertising
- 8D Social Media
- 8E Mobile Apps

## RADIO

- 9A Single
- 9B Campaign

## TELEVISION

- 10A Single
- 10B Campaign

## MIXED MEDIA

- 11 Mixed Media Campaign

## ELEMENTS OF ADVERTISING

- 12A Logo
- 12B Illustration
- 12C Digitally Enhanced Illustration
- 12D Photography
- 12E Digitally Enhanced Photography
- 12F Animation