



## **SSBA 2009 JUDGES**

Robbie Conal - Guerilla Poster Artist, Los Angeles, CA  
Huw Griffith - CEO North America M&C SAATCHI, Los Angeles, CA  
Rob Jackson - Principal/Creative Director, Extra Credit Projects, Grand Rapids, MI  
Ralph Lee - CEO & Executive Creative Director, ARS NOVA, Los Angeles, CA  
Jim Lesser - Executive Creative Director, BBDO West, San Francisco, CA  
Man One - Artist/Gallery Director, Crewest Gallery, Los Angeles, CA  
Michael Perdigao - President, Advertising & Corporate Communication, Roll International, Los Angeles, CA  
Steffan Postaer - Chairman and Chief Creative Officer, Euro RSCG, Chicago, IL  
Sean Robertson - VP Creative Director, CBS Outdoor-West, San Francisco, CA

## **ENTRY FEES**

SSBA submissions are free (this is our way of helping out during a recession – next year is going to cost you!).

## **SUBMISSION PROCEDURE**

**All entries must be received by 2/12/10.** Entries may be submitted electronically as a jpeg or pdf file online at [www.billboardawards.com](http://www.billboardawards.com).

Please note on each file: Agency – Client – Entry Group/Format (see below) and Category.  
For Example: *Saatchi – Toyota – Entry Group 1 / Category: Automotive*

Complete Entry Form on Page 4.

## **ENTRY GROUPS**

1. Traditional Outdoor:

Walls, Bulletins, Premieres, Squares, 30-Sheets, digital billboards

2. Transit/Non-Traditional:

Shelters, bus transit, convenience stores, indoor displays, kiosks and public telephones, shopping malls, taxi transit, wrapped vehicles, and all other legal forms of alternative out of home media.

## **PRODUCT CATEGORIES**

Judging is by product category. There are nine standard product categories and seven special product categories. An overall Best of Show Award winner will be selected from the standard product categories.

### *Standard Product Categories*

1. AMUSEMENT & ENTERTAINMENT – Casinos, concerts and venues, lotteries, motion pictures, museums, night clubs and bars, race tracks, sporting events and teams, theatres and live productions, theme parks and, zoos

2. AUTOMOTIVE – Cars, motorcycles, trucks, after market parts and service, dealers, and manufacturers
3. BEVERAGE – Alcoholic and non-alcoholic
4. BUSINESS & TECHNOLOGY – Builders, business-to-business services, churches, computers and software, financial, freight services, government organizations, health care, insurance and real estate, manufacturing equipment, office products, telecommunications, and telemarketing firms
5. CONSUMER GOODS & SERVICES – Appliances, clothing, dry cleaners, educational institutions, electronics, fashion accessories, footwear, furniture, gyms, health and beauty, health clubs, hobby crafts, household products, jet skis, jewelry, office supplies, pet supplies, snowmobiles, sporting goods, toys and games, and watches
6. FOOD & RESTAURANTS – Coffee houses, confectionery, food services, prepared foods, produce and ingredients
7. MEDIA – Magazine, newspapers, Internet services, out of home, radio, television, and yellow pages
8. RETAIL – Convenience and drug stores, department stores, discount and variety stores, shopping centers and malls, and supermarkets
9. TRANSPORTATION, TRAVEL & TOURISM – Airlines, bus lines, cruise ships, gasoline products, hotels, motels and resorts, national parks, public transportation, rental car agencies, trains, travel and tourism services

**COMPLETE THE ATTACHED FORM AND SUBMIT WITH EACH  
LABELED ENTRY FOR COMPLETION.**

**Good Luck!**



**A “STRIPPER” AWARD**

## SSBA ENTRY FORM

One Entry Form must accompany each entry you submit. This form provides the SSBA Jury with the name of the person(s) eligible for the "Stripper" Award and the entry category. Information is not being published and for internal purposes only.

One "Stripper" is awarded in each category and additional "Strippers" ordered for a fee (post the event) if the company so desires to have more than the one presented.

### ENTRY DEADLINE: February 12, 2010

*Please print and type all information:*

Category: \_\_\_\_\_ Title: \_\_\_\_\_

Advertising Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Advertiser / Client: \_\_\_\_\_

Outdoor Agency: \_\_\_\_\_ Date of first Use: \_\_\_\_\_

Creative Director: \_\_\_\_\_ Art Director: \_\_\_\_\_

Copywriter: \_\_\_\_\_ Photographer: \_\_\_\_\_

Illustrator/Designer: \_\_\_\_\_

Your Name: \_\_\_\_\_ Your phone: \_\_\_\_\_

Your Email: \_\_\_\_\_

Please email or send an electronic file to [info@billboardawards.com](mailto:info@billboardawards.com) or to  
West Hollywood Chamber of Commerce  
8272 Santa Monica Blvd. West Hollywood, CA 90046