



The **ADDY Awards** is the world's largest advertising competition with over 50,000 entries annually. Founded in Florida in 1960, it was adopted by the American Advertising Federation, a not-for-profit industry association, as a national competition in 1968.

The ADDY Awards is unique among other advertising creative competitions in that it is the only competition that includes three levels of judging: local, regional, and national. Winning an ADDY at each level qualifies the work to progress to the next higher level...