

NEWYORKFESTIVALS®

CATEGORIES



2019

ADVERTISINGAWARDS

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ACTIVATION & ENGAGEMENT

ACCEPTS SINGLE & CAMPAIGN ENTRIES

Entries in this Category Group, Activation & Engagement, build brands through active interaction with the target audience. Execution is limited only by the imagination. These categories can include anything from an event, film, flash mob, or even an outdoor sculpture. The one thing it can't be? Passive. Because with this strategy, audiences aren't just viewing an advertisement – they should be experiencing the brand. Whether the piece elicits emotion, action or interaction, winners will have demonstrated not just a creative, unique or outrageous scenario, but also a successful and measurable idea with results that activate and engage the audience.

JUDGING

- 40% Idea/Concept
- 25% Brand Relevance
- 25% Execution
- 10% Audience Experience

LIMITS

The same entry may be entered into only 1 Product or Service Category and up to 5 categories in Best Use

PRODUCTS & SERVICES

- AE01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- AE02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- AE03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- AE04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- AE05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- AE06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- AE07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- AE08 **RETAIL STORES & ECOMMERCE** All Retail Stores and/or eCommerce
- AE09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- AE10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- AE11 **UTILITIES** Including but not limited to telecommunications and energy
- AE12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here.**

BEST USE

- AE13 **AMBIENT** Non-traditional or alternative items or placement
- AE14 **BROADCAST** TV, Cinema, or Digital moving image or audio advertisements
- AE15 **COMMUNITY BUILDING** Created extra value by fostering a sense of community, engaging the audience and inspiring interaction not only with the brand but with each other. Includes user-generated content
- AE16 **COMPETITIONS & PROMOTIONAL GAMES** Contests, Sweepstakes, Lotteries
- AE17 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- AE18 **EVENTS & STUNTS** PR stunts, pop-up events, guerilla marketing
- AE19 **EXHIBITIONS & INSTALLATIONS** trade shows, art installations
- AE20 **IN-STORE EXPERIENCES** displays, demonstrations

- AE21 **LIVE SHOWS/CONCERTS/FESTIVALS** Live Shows, Concerts, Festivals
- AE22 **MOBILE** using a mobile device or platform such as tablet, phone, app
- AE23 **PRINT/OUTDOOR** using Print or Outdoor/Out-of-Home media
- AE24 **SOCIAL MEDIA** using a social media platform such as Facebook, Twitter, Instagram
- AE25 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education with an Activation & Engagement component. Sponsored by a brand or for-profit company
- AE26 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education with an Activation & Engagement component. For a charity or non-profit
- AE27 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award
- AE28 **TECHNOLOGY** Best use of Technology with an Activation & Engagement component
- AE29 **VR/AR** having a Virtual Reality or Augmented Reality component
- AE30 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

ARTISTRY & CRAFT IN ADVERTISING

ACCEPTS SINGLE & CAMPAIGN ENTRIES

You can't have a great ad without great production. This Category Group, Artistry & Craft in Advertising, recognizes the creative artistry, technique, talent & skill required in specific areas of production to elevate the original idea through brilliant execution. Since craft is all about execution, judging will be weighted accordingly.

JUDGING

100% EXECUTION

LIMITS

No limits on entries

BRANDED CONTENT/ENTERTAINMENT

- CA01 **ACTING** One or more performances stand out. You can only enter Acting OR Casting, not both.
- CA02 **ANIMATION** Can include any type of Animation. If mixed with live footage, both the animation and integration will be judged.
- CA03 **ART DIRECTION** Art Direction or Design of the Production befits the concept to elevate the piece
- CA04 **BEST OVERALL PRODUCTION** Excellence in execution of all craft elements, working together to elevate the piece
- CA05 **CASTING** The casting befits the concept to elevate the piece. You can only enter Acting OR Casting, not both
- CA06 **CINEMATOGRAPHY** Excellence in the art of Direction of Photography in a motion picture (video or film)
- CA07 **DIRECTION** Excellence in the art of Direction of a motion picture (video or film)
- CA08 **EDITING** The style and execution of editing/cutting elevates the concept in post-production
- CA09 **BEST USE OF MUSIC** Licensed or adapted music used to elevate the concept
- CA10 **BEST ORIGINAL MUSIC** Original Music composed for the brand/piece that elevates the concept
- CA11 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- CA12 **SCRIPT/COPYWRITING** Excellence in the use of the written word to elevate the concept
- CA13 **SOUND DESIGN/USE OF SOUND** Excellence in sound design, audio mixing, or use of sound that elevates the concept
- CA14 **VISUAL EFFECTS** Excellence in the use of Visual Effects to elevate the concept

DESIGN

- CA15 **ART DIRECTION** Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.
- CA16 **COPYWRITING** Excellence in the use of the written word to elevate the concept
- CA17 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- CA18 **GRAPHIC DESIGN** Excellence in the use of Graphic Design elements
- CA19 **ILLUSTRATION** Excellence in the use of Illustration
- CA20 **PHOTOGRAPHY** Excellence in the use and execution of Photography to elevate the piece
- CA21 **TYPOGRAPHY** Excellence in the use and execution of Typography to elevate the piece

DIGITAL/MOBILE/SOCIAL

- CA22 **ART DIRECTION** Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.
- CA23 **ANIMATION** Can include any type of Animation. If mixed with live footage, both the animation and integration will be judged
- CA24 **COPYWRITING** Excellence in the use of the written word to elevate the concept
- CA25 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- CA26 **GRAPHIC DESIGN** Excellence in the use of Graphic Design elements
- CA27 **ILLUSTRATION** Excellence in the use of Illustration
- CA28 **MOTION GRAPHICS** Excellence in the art of moving graphic design. Can include elements of typography or graphic images
- CA29 **INTERFACE & NAVIGATION (UX/UI)** Excellence in the design of Interface & Navigation that elevates the concept and is pleasing for the user
- CA30 **MUSIC/SOUND DESIGN** Excellence in the use of Music and/or Sound Design to elevate the concept
- CA31 **PHOTOGRAPHY** Excellence in the use and execution of Photography to elevate the piece

DIRECT & COLLATERAL

- CA32 **ART DIRECTION** Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.
- CA33 **COPYWRITING** Excellence in the use of the written word to elevate the concept
- CA34 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- CA35 **GRAPHIC DESIGN** Excellence in the use of Graphic Design elements
- CA36 **ILLUSTRATION** Excellence in the use of Illustration
- CA37 **PHOTOGRAPHY** Excellence in the use and execution of Photography to elevate the piece
- CA38 **TYPOGRAPHY** Excellence in the use and execution of Typography to elevate the piece

PRINT & OUTDOOR

- CA39 **ART DIRECTION** Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.
- CA40 **COPYWRITING** Excellence in the use of the written word to elevate the concept
- CA41 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- CA42 **GRAPHIC DESIGN** Excellence in the use of Graphic Design elements
- CA43 **ILLUSTRATION** Excellence in the use of Illustration
- CA44 **PHOTOGRAPHY** Excellence in the use and execution of Photography to elevate the piece
- CA45 **TYPOGRAPHY** Excellence in the use and execution of Typography to elevate the piece

PACKAGE & PRODUCT DESIGN

- CA46 **ART DIRECTION** Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.
- CA47 **COPYWRITING** Excellence in the use of the written word to elevate the concept
- CA48 **GRAPHIC DESIGN** Excellence in the use of Graphic Design elements
- CA49 **ILLUSTRATION** Excellence in the use of Illustration
- CA50 **PHOTOGRAPHY** Excellence in the use and execution of Photography to elevate the piece
- CA51 **TYPOGRAPHY** Excellence in the use and execution of Typography to elevate the piece

Entries in this Category Group, Audio/Radio, leave the visuals to the imagination of the viewer, choosing instead to use the power of sound to convey their message. Eligible work includes but is not limited to radio spots, podcasts, streaming and downloadable audio content.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered into only 1 Product or Service category and up to 5 categories in Best Use. There is no limit on Craft Categories.

PRODUCTS & SERVICES

- AU01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- AU02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- AU03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- AU04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- AU05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- AU06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- AU07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- AU08 **RETAIL STORES & ECOMMERCE** All Retail Stores and/or eCommerce
- AU09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- AU10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- AU11 **UTILITIES** Including but not limited to telecommunications and energy
- AU12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here.**

BEST USE

- AU13 **:60 AND UNDER** Length of each spot is :60 seconds or less
- AU14 **OVER :60** Length of each spot is over :60 seconds
- AU15 **PODCASTS** The ad is a Podcast or runs during a Podcast
- AU16 **STREAMING** The ad reaches its intended audience via Streaming
- AU17 **RADIO** The ad reaches its intended audience via the Radio
- AU18 **BEST USE OF MEDIUM** Creative and innovative use of the Audio/Radio medium to communicate the brand's message
- AU19 **INTEGRATED CAMPAIGN** Must be entered as a campaign using 3 or more different types of media led by a Audio/Radio component
- AU20 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- AU21 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- AU22 **TECHNOLOGY** Best use of Technology within the Audio/Radio media

CRAFT

AU23 **ACTING/VOICEOVER** The Acting or Voiceover elevates the overall piece.

AU24 **MUSIC/SOUND DESIGN** Excellence in the use of Music and/or Sound Design to elevate the concept.

AU25 **SCRIPT/COPYWRITING** Excellence in the use of the written word to elevate the concept

AU26 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept

Entries in this Category Group, Avant-Garde/Innovative, stand out in a unique, new, groundbreaking or exceptionally creative manner. Work that sets a new standard, challenges the norm, or amazes with a huge “Wow!” factor. In addition to your supporting creative, you must provide a statement in the synopsis field that tells the jury why your entry deserves to be judged in the category. With creative idea being the stand out component, judging will be weighted towards the Idea/Concept.

JUDGING

75% Idea/Concept

25% Execution

LIMITS

The same entry may be entered in up to 4 categories.

AVANT-GARDE/INNOVATIVE

- AG01 **AUDIENCE CONNECTION** Exceptionally creative, groundbreaking, unique or new way of connecting with the audience
- AG02 **CREATIVE USE OF MEDIUM** Exceptionally creative, groundbreaking, unique or new use of medium can include Audio/Radio, Film, Outdoor or Print
- AG03 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- AG04 **DIGITAL TRANSFORMATIONS** Exceptionally creative, groundbreaking, unique or new use of Digital/Mobile to change or create a new business practice
- AG05 **LIVE EXPERIENCE** Connects the audience with the brand through a live experience
- AG06 **PACKAGE DESIGN** Exceptionally creative, groundbreaking, unique or new use of Package Design
- AG07 **PRODUCT INNOVATION** Exceptionally creative, groundbreaking, unique or new Product
- AG08 **SOCIAL MEDIA** Exceptionally creative, groundbreaking, unique or new use of Social Media
- AG09 **USE OF DATA** Innovative use of data to inform creative executions
- AG10 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company
- AG11 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- AG12 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award.
- AG13 **TECHNOLOGY** Best use of Technology that is exceptionally creative, groundbreaking, unique or new

Entries in this Category Group, Branded Content/Entertainment, seamlessly blend the brand's message with entertainment/content as a way to connect with their audience. This approach chooses to entertain or inform in ways that are complementary to the Brand's marketing strategy and values, often aiming to make an emotional connection with the audience rather than hard, straight sell.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered into only 1 Product or Service category, only 1 Discipline category and up to 4 in Best Use.

PRODUCTS & SERVICES

- BE01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- BE02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- BE03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- BE04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- BE05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- BE06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events.
- BE07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- BE08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- BE09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- BE10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- BE11 **UTILITIES** Including but not limited to telecommunications and energy
- BE12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here.**

DISCIPLINE

- BE13 **AUDIO/RADIO** using the Audio/Radio medium
- BE14 **DIGITAL/MOBILE/SOCIAL** using Digital/Mobile/Social
- BE15 **FILM - CINEMA/TV** using Film or Video made for Cinema or TV
- BE16 **FILM - ONLINE** using Film or Video made for the web, streaming, apps or other online medium
- BE17 **OUTDOOR** using an Outdoor medium
- BE18 **PRINT - WRITTEN** using the written word in print. Books, articles, stories, written ads that entertain
- BE19 **PRINT - DESIGN** using design, art, photography in print media either traditional or digital

BEST USE

- BE20 **GAMING** In-Game Advertising
- BE21 **LIVE ENTERTAINMENT** Branded Entertainment/Content that happens in front of a live audience
- BE22 **VR/AR** Virtual Reality or Augmented Reality
- BE23 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- BE24 **SPONSORSHIP INTEGRATION** The perfect match of sponsor and content that make an emotional connection with the audience.
- BE25 **INNOVATION** Groundbreaking, new, unique or exceptionally creative work in Branded Content/Entertainment that pushes this medium forward. Synopsis must include why you think this idea is innovative.
- BE26 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company
- BE27 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- BE28 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award
- BE29 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea/message. The ultimate collaboration between brand and user

CRAFT

For all Branded Content/Entertainment craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

Entries in the Category Group, Collaborations & Partnerships, bring together two or more brands, individuals and/or organizations to work on a singular message. Unique relationships can spark amazing creative and open up new audiences. These types of advertisements ultimately benefit the group as well as the individual brands with their team effort.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered into only 1 Product or Service category, and up to 4 categories in Best Use.

PRODUCTS & SERVICES

- CP01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- CP02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- CP03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- CP04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- CP05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- CP06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- CP07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- CP08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- CP09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- CP10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- CP11 **UTILITIES** Including but not limited to telecommunications and energy
- CP12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here.**

BEST USE

- CP13 **INNOVATION** Groundbreaking, new, unique or exceptionally creative use of Collaborations & Partnerships that pushes this category forward in the industry. Synopsis must include why you think this idea is innovative.
- CP14 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- CP15 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company
- CP16 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- CP17 **CELEBRITY/INFLUENCER** Working in collaboration or partnership with a Celebrity/Influencer to connect with the targeted audience
- CP18 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user
- CP19 **VIRAL** Work that was created with the intent to go viral, widely circulated, shared

CREATIVE MARKETING STRATEGY/EFFECTIVENESS

ACCEPTS SINGLE & CAMPAIGN ENTRIES

Entries in this Category Group, Creative Marketing Strategy/Effectiveness will demonstrate a groundbreaking solution to a challenging marketing problem. Winners will clearly demonstrate the accomplishment of specific marketing goals and objectives through creative execution and strategic planning. Driven by thought leadership, these entries demonstrate a true marriage of creativity and data. Judging will be based on 4 tiers including Results & Effectiveness and Strategy & Objectives.

JUDGING

30% Results & Effectiveness

25% Idea/Concept

25% Challenge, Strategy & Objectives

20% Execution

LIMITS

The same entry may be entered in up to 3 categories.

CREATIVE MARKETING STRATEGY/EFFECTIVENESS

- CE01 **ADVERTISING** All media, including print, outdoor and TV
- CE02 **BRAND LOYALTY** Campaigns to increase engagement, purchase frequency; customer relationship management
- CE03 **BRAND DEVELOPMENT: NATIONAL** Executed in a single country
- CE04 **BRAND DEVELOPMENT: REGIONAL** Executed in at least three countries
- CE05 **BRANDED CONTENT/ENTERTAINMENT** Strategic and effective use of Content creation
- CE06 **EARNED MEDIA** Strategic and effective use of leveraging Media to gain exposure, increase reach
- CE07 **COLLABORATIONS & PARTNERSHIPS** Strategic and effective use of Collaborations & Partnerships, including sponsorships
- CE08 **INTEGRATED MARKETING** Strategic and effective use of Integrating two or more media in a campaign
- CE09 **CREATIVE USE OF DATA** Strategic and effective use of Data to directly drive the creative execution
- CE10 **SOCIAL GOOD/ENVIRONMENT & SUSTAINABILITY** Strategic and effective use of Social or Environmental Good efforts
- CE11 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award

Entries in the Category Group, Design, demonstrate creative excellence in visual craftsmanship. Art meets commerce here to inspire, delight, intrigue, catch the consumer's eye and create brand recognition. Judging will have 50% based on the execution of design.

JUDGING

50% Execution

30% Idea/Concept

20% Brand Relevance

LIMITS

The same entry may be entered into up to 2 categories in Brand Design, and only 1 category in Environmental/Experiential Design.

BRAND DESIGN

- DE01 **BRAND DESIGN** Launch or relaunch of new brand or product
- DE02 **BOOKS** Printed or Digital
- DE03 **CALENDARS** Printed or Digital
- DE04 **CORPORATE IDENTITY** Including but not limited to Annual reports, catalogues, recruitment
- DE05 **PUBLICATIONS: BUSINESS COMMUNICATIONS** Brochures, Catalogues, Press Kits, Annual Reports & Information
- DE06 **PUBLICATIONS: EDITORIAL** Magazine, Cover Art, Newspaper
- DE07 **PROMOTIONAL ITEMS** Tangible items created to promote the brand or message
- DE08 **LOGOS & IDS** Includes design of logos and IDs in any media
- DE09 **SELF-PROMOTION** Promotes the company in an indirect way.
- DE10 **DIRECT MAIL MARKETING** Pieces designed to be mailed directly to the consumer
- DE11 **DIGITAL/MOBILE** Work created for Digital or Mobile. Websites, apps, etc.
- DE12 **BEST BRAND DESIGN** Other design that does not fit easily into any of the above categories. **If you enter this category you cannot enter any other Brand Design categories.**

ENVIRONMENTAL/EXPERIENTIAL DESIGN

- DE13 **EXHIBITIONS & LIVE EVENTS** Design of an exhibition or live event to promote a brand or brand's message
- DE14 **HOSPITALITY & LEISURE** Any hospitality or leisure related design to promote a brand or brand's message
- DE15 **RETAIL STORES** Temporary or Permanent
- DE16 **eCOMMERCE** Design of online commerce site or app
- DE17 **PUBLIC SPACES** Design of a public space or designed for a public space
- DE18 **BEST ENVIRONMENTAL/EXPERIENTIAL DESIGN** Excellence in Environmental/Experiential Design. **If you enter this category you cannot enter any other Environmental/Experiential Design categories.**

CRAFT

For all Design craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

Entries in this Category Group, Digital/Mobile, reach their intended audience through websites, mobile apps, banner ads, rich media or other technology. Eligible platforms include but are not limited to tablets, computers, wearable technology, digital screens, and mobile phones.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered in up to 2 categories in Mobile Platforms, Websites & Microsites and/or Games, Banners, Rich Media. The same entry may be entered in up to 4 categories in Best Use.

MOBILE PLATFORMS

- DM01 **PRODUCTS & SERVICES** Products & Services advertising created for Mobile Platforms
- DM02 **CORPORATE COMMUNICATIONS** Corporate Communications created for Mobile Platforms
- DM03 **eCOMMERCE** eCommerce created for Mobile Platforms
- DM04 **GAMES** Branded games created for Mobile Platforms
- DM05 **MEDIA/ENTERTAINMENT** Media/Entertainment advertising created for Mobile Platforms
- DM06 **POLITICS & GOVERNMENT** Politics & Government advertising created for Mobile Platforms
- DM07 **SOCIAL MEDIA** Advertising through Social Media created for Mobile Platforms

WEBSITES & MICROSITES

- DM08 **PRODUCTS & SERVICES** Products & Services advertising created for Websites & Microsites
- DM09 **CORPORATE COMMUNICATIONS** Corporate Communications created for Websites & Microsites
- DM10 **eCOMMERCE** eCommerce created for Websites & Microsites
- DM11 **GAMES** Branded games created for Websites & Microsites
- DM12 **MEDIA/ENTERTAINMENT** Media/Entertainment advertising created for Websites & Microsites
- DM13 **MOBILE WEBSITE** Website created for Mobile platform
- DM14 **POLITICS & GOVERNMENT** Politics & Government advertising created for Websites & Microsites
- DM15 **SOCIAL MEDIA** Advertising through Social Media created for Websites & Microsites

GAMES, BANNERS, RICH MEDIA

- DM16 **PRODUCTS & SERVICES** Products & Services advertising created as Games, Banners or Rich Media
- DM17 **CORPORATE COMMUNICATIONS** Corporate Communications created for Games, Banners or Rich Media
- DM18 **eCOMMERCE** eCommerce created for Games, Banners or Rich Media
- DM19 **GAMES** Branded games created for Games, Banners or Rich Media

- DM20 **MEDIA/ENTERTAINMENT** Media/Entertainment advertising created for Games, Banners or Rich Media
- DM21 **POLITICS & GOVERNMENT** Politics & Government advertising created for Games, Banners or Rich Media
- DM22 **SOCIAL MEDIA** Advertising through Social Media created for Games, Banners or Rich Media

BEST USE

- DM23 **DIGITAL TRANSFORMATIONS** Using digital platforms to evolve how business is conducted
- DM24 **INTERFACE & NAVIGATION (UX/UI)** Interface and navigation
- DM25 **360° VIDEO** use of 360 degree video
- DM26 **VR/AR** Best use of Virtual Reality or Augmented Reality
- DM27 **BEST USE OF MEDIUM** Groundbreaking, new, unique or exceptionally creative use of a Digital/Mobile medium. Synopsis must include why you think this idea deserves this award.
- DM28 **INNOVATION: TECHNOLOGY** Groundbreaking, new, unique or exceptionally creative use of Technology. Synopsis must include why you think this idea is innovative.
- DM29 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- DM30 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company
- DM31 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- DM32 **VIRAL** Work that was created with the intent to go viral, widely circulated, shared
- DM33 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user
- DM34 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

CRAFT

For all Digital/Mobile craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

Entries in this Category Group, Direct & Collateral, directly connect the brand with the intended audience, creating a one-to-one communication/relationship. Great collateral pieces charm and educate while building a brand's image. They give consumers something to hold in their hands and hopefully their hearts as well.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered into only 1 Product or Service category, and up to 4 categories in Best Use.

PRODUCTS & SERVICES

- DC01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- DC02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- DC03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- DC04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- DC05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- DC06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- DC07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- DC08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- DC09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- DC10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- DC11 **UTILITIES** Including but not limited to telecommunications and energy
- DC12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here**

BEST USE

- DC13 **AMBIENT** Non-traditional or alternative items or placement
- DC14 **LAUNCH** Best Use of Direct or Collateral to launch a new product
- DC15 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- DC16 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- DC17 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award
- DC18 **TECHNOLOGY** Best Use of Technology that is exceptionally creative, unique or new in a Direct or Collateral piece.

- DC19 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.
- DC20 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

CRAFT

For all Direct & Collateral craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

Entries in this Category Group, Film, are moving image advertisements. Whether made for television, cinema, online, mobile devices, outdoor or elsewhere these pieces demonstrate excellence in storytelling using the medium of film or video.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered in only 1 Product or Service category. There are no limits in the Best Use categories, as long as the entry qualifies for the category.

PRODUCTS & SERVICES

- FI01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- FI02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- FI03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- FI04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- FI05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- FI06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- FI07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- FI08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- FI09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- FI10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- FI11 **UTILITIES** Including but not limited to telecommunications and energy
- FI12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here**

BEST USE

- FI13 **UNDER :10 SECONDS** Length of each spot is :10 seconds or less
- FI14 **360° VIDEO** Use of 360 degree video
- FI15 **MADE FOR TV & CINEMA** Film for TV & Cinema
- FI16 **MADE FOR ONLINE** Film originally created for online, usually longer form content
- FI17 **MADE FOR SOCIAL MEDIA** Film originally created for Social Media, usually shorter form content
- FI18 **INTERACTIVE** Film created to be interactive
- FI19 **INTEGRATED CAMPAIGN** Must be entered as a campaign using 3 or more different types of media, led by a Film component
- FI20 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- FI21 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- FI22 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award
- FI23 **VIRAL** Work that was created with the intent to go viral, widely circulated, shared.
- FI24 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

You can't have great ads without great production. This Category Group, Film Craft, honors the individual contributions that create the mood, bring all the different moving parts together and puts the spotlight on the people behind-the-scenes who collaborate to create great commercial films.

JUDGING

100% Execution

LIMITS

No limits

FILM CRAFT

- FC01 **ACTING** One or more performances stand out. **You can only enter ACTING OR CASTING, not both.**
- FC02 **ANIMATION** Can include any type of Animation. If mixed with live footage, both the animation and integration will be judged.
- FC03 **ART DIRECTION/PRODUCTION DESIGN** Art Direction or Design of the Production befits the concept to elevate the piece
- FC04 **CASTING** The casting befits the concept to elevate the piece. **You can only enter ACTING OR CASTING, not both.**
- FC05 **BEST USE OF MUSIC** Licensed or adapted music used to elevate the concept
- FC06 **BEST ORIGINAL MUSIC** Original Music composed for the brand/piece that elevates the concept
- FC07 **BEST OVERALL PRODUCTION** Excellence in execution of all craft elements involved
- FC08 **CINEMATOGRAPHY** Excellence in the art of Direction of Photography in a motion picture (video or film)
- FC09 **DIRECTION** Excellence in the art of Direction of a motion picture (video or film)
- FC10 **EDITING** The style and execution of editing/cutting elevates the concept in post-production
- FC11 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- FC12 **SCRIPT/COPYWRITING** Excellence in the use of the written word to elevate the concept
- FC13 **SOUND DESIGN/USE OF SOUND** Excellence in sound design, audio mixing, or use of sound that elevates the concept
- FC14 **VISUAL EFFECTS** Excellence in the use of Visual Effects to elevate the concept
- FC15 **INNOVATION** Groundbreaking, new, unique or exceptionally creative. Synopsis must include why you think this idea is innovative.
- FC16 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award

NEW YORK CITY AWARD

ACCEPTS SINGLE & CAMPAIGN ENTRIES

Celebrating excellence in the use of iconic New York City in advertising. If your work captures the vibe of New York City, enhancing your concept with images, sounds, songs, landmarks, people, or famous sayings and mottos, we want to see it and honor it. **Enter for free.** Synopsis must include why you think this piece deserves this award.

JUDGING

100% New York

LIMITS

No limits as long as the entry qualifies for the category entered.

ENTER FOR FREE

NY01 NEW YORK CITY AWARD

Entries in the Category Group, Outdoor, may use many kinds of media but are all seen and experienced out of home. Utilizing public spaces to convey the brand's message, including but not limited to: Billboards, Posters, Transit Advertising, Ambient Advertising, Digital Screens, Public Events, Public Spaces, etc.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered in only 1 Product or Service category. There are no limits in the Best Use categories, as long as the entry qualifies for the category.

PRODUCTS & SERVICES

- OU01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- OU02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- OU03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- OU04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- OU05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- OU06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- OU07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- OU08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- OU09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- OU10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- OU11 **UTILITIES** Including but not limited to telecommunications and energy
- OU12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here**

BEST USE

- OU13 **AMBIENT** Non-traditional or alternative items or placement, often using guerilla tactics. Does not include point-of-sale posters, see BILLBOARDS/INSTALLATIONS/POSTERS category.
- OU14 **BILLBOARDS/INSTALLATIONS/POSTERS** Best Use of billboards, installations or posters. Traditional paid media displays.
- OU15 **DIGITAL DISPLAYS** Best Use of Digital Displays in out of home Public Spaces. Can include Indoor or Outdoor Public Spaces.
- OU16 **TAKEOVER** Best Outdoor/Out of Home Takeover
- OU17 **TRANSIT** Best Use of Transit for Outdoor Advertising and Marketing
- OU18 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- OU19 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- OU20 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit

- OU21 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award.
- OU22 **TECHNOLOGY** Best Use of Technology that is exceptionally creative, unique or new in an Outdoor piece
- OU23 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.
- OU24 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

CRAFT

For all Outdoor craft categories SEE ARTISTRY & CRAFT IN ADVERTISING Pages 3 and 4.

PACKAGE & PRODUCT DESIGN

ACCEPTS SINGLE & CAMPAIGN ENTRIES

Entries in this Category Group, Package & Product Design, are all about the craft and creation of packaging or new products. The best of the best in this category blend great design with function that ultimately enhances the brand. Must include an original example of the work, unless customs restrictions prevent it; in that case, an empty vessel or a series of hi-res photographs may be submitted.

JUDGING

50% Execution

30% Idea/Concept

20% Brand Relevance

LIMITS

The same entry may be entered in only 1 Product or Service category. There are no limits in the Best Use categories, as long as the entry qualifies for the category.

PRODUCTS & SERVICES

- PD01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. *Please see the TRANSPORTATION category for mass transit*
- PD02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- PD03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- PD04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- PD05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- PD06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- PD07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- PD08 **RETAIL STORES & ECOMMERCE** All Retail Stores and/or eCommerce
- PD09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- PD10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- PD11 **UTILITIES** Including but not limited to telecommunications and energy
- PD12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here**

BEST USE

- PD13 **BEST NEW GREEN PACKAGE DESIGN** Packaging that is environmentally friendly with the intent to help protect the planet and resources. Can include recyclable, biodegradable, compostable, reusable.
- PD14 **BEST NEW GREEN PRODUCT DESIGN** A product that is environmentally friendly with the intent to help protect the planet and resources. Can include recyclable, biodegradable, compostable, reusable.
- PD15 **INNOVATION** Groundbreaking, new, unique or exceptionally creative work in Package/Product Design that pushes this medium forward. Synopsis must include why you think this idea is innovative.
- PD16 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- PD17 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- PD18 **TECHNOLOGY** Best Use of Technology that is exceptionally creative, unique or new in Package or Product Design.

CRAFT

For all Package & Product Design craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

Entries in this Category Group, Positive World Impact, use creative communication to encourage and affect changes in attitude, perception or behavior which will ultimately have a positive impact on the world. With intent toward the betterment of people, animals or the environment, winners in these categories may include all types of media.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered in only 1 Empowerment category and in up to 3 Public Service categories.

EMPOWERMENT

- WI01 **WOMEN** Work intended to promote rights, empowerment, inclusion, or equality for women
- WI02 **LGBTQ** Work intended to promote rights, equality, empowerment, tolerance or inclusion for LGBTQ individuals or community
- WI03 **SOCIAL JUSTICE** Work intended to fight against racial, ethnic, or religious discrimination by promoting empowerment, equality, rights, tolerance or inclusion

PUBLIC SERVICE

- WI04 **CIVIC & SOCIAL EDUCATION: CHARITY/NON-PROFIT** Public Service intended to educate on Civic or Social issues. For a charity or non-profit
- WI05 **CIVIC & SOCIAL EDUCATION: BRAND** Public Service intended to educate on Civic or Social issues. Sponsored by a brand or for-profit company.
- WI06 **ENVIRONMENT & SUSTAINABILITY: CHARITY/NON-PROFIT** Public Service campaign intended to educate, change perception or inspire action toward helping the environment. For a charity or non-profit
- WI07 **ENVIRONMENT & SUSTAINABILITY: BRAND** Public Service campaign intended to educate, change perception or inspire action toward helping the environment. Sponsored by a brand or for-profit company.
- WI08 **HUMAN RIGHTS: CHARITY/NON-PROFIT** Public Service campaign intended to educate, change perception or inspire action towards promoting and advocating for human rights. For a charity or non-profit
- WI09 **HUMAN RIGHTS: BRAND** Public Service campaign intended to educate, change perception or inspire action towards promoting and advocating for human rights. Sponsored by a brand or for-profit company.
- WI10 **PHILANTHROPIC APPEALS: CHARITY/NON-PROFIT** Public Service campaign intended to raise money for a cause. For a charity or non-profit
- WI11 **PHILANTHROPIC APPEALS: BRAND** Public Service campaign intended to raise money for a cause. Sponsored by a brand or for-profit company.
- WI12 **PROMOTION OF PEACE: CHARITY/NON-PROFIT** Public Service campaign intended to promote peace. For a charity or non-profit
- WI13 **PROMOTION OF PEACE: BRAND** Public Service campaign intended to promote peace. Sponsored by a brand or for-profit company.
- WI14 **CHILDREN- HEALTH, HAPPINESS AND SAFETY: CHARITY/NON-PROFIT** Public Service campaign intended to help children in any way. For a charity or non-profit
- WI15 **CHILDREN- HEALTH, HAPPINESS AND SAFETY: BRAND** Public Service campaign intended to help children in any way. Sponsored by a brand or for-profit company.
- WI16 **EMERGENCY RELIEF: CHARITY/NON-PROFIT** Public Service campaign in response to an event that caused hardship. For a charity or non-profit
- WI17 **EMERGENCY RELIEF: BRAND** Public Service campaign in response to an event that caused hardship. Sponsored by a brand or for-profit company.
- WI18 **UNIQUE PARTNERSHIP: CHARITY/NON-PROFIT** Collaboration between two or more entities working towards the betterment of society. For a charity or non-profit
- WI19 **UNIQUE PARTNERSHIP: BRAND** Collaboration between two or more entities working towards the betterment of society. Sponsored by a brand or for-profit company.

This Category Group, Print, honors excellence in printed or published media. Eligible entries including but not limited to billboards, posters, newspapers, magazines, calendars, whether traditional printed materials or digital.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

The same entry may be entered in only 1 Product or Service category and in up to 4 Best Use categories.

PRODUCTS & SERVICES

- PT01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. (Please see the Transportation category for mass transit)
- PT02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- PT03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- PT04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- PT05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- PT06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- PT07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- PT08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- PT09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category.*
- PT10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- PT11 **UTILITIES** Including but not limited to telecommunications and energy
- PT12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here**

BEST USE

- PT13 **INTERACTIVE** Print advertising created to be interactive with the intended audience
- PT14 **NEWSPAPER/MAGAZINE** Best Use of Print in a Newspaper or Magazine
- PT15 **DIGITAL DISPLAYS** Best use of Print using Digital Displays or Digital Screens
- PT16 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- PT17 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- PT18 **INTEGRATED CAMPAIGN** Must be entered as a campaign using 2 or more different types of media with Print being one of them.
- PT19 **TECHNOLOGY** Best Use of Technology that is exceptionally creative, unique or new in Print.
- PT20 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

CRAFT

For all Print craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

PUBLIC RELATIONS

ACCEPTS SINGLE & CAMPAIGN ENTRIES

This Category Group, Public Relations, honors excellence in reputation management, creative communications and awareness with the goal of increasing positive perception and good will toward the brand. Eligible entries include but are not limited to corporate branding, crisis management, events, and public service advertising. PR campaigns often include an earned media tactic.

JUDGING

40% Idea

20% Brand Relevance

20% Execution

20% Results

LIMITS

The same entry may be entered in only 1 Product or Service category. There are no limits in the Best Use categories, as long as the entry qualifies for the category.

PRODUCTS & SERVICES

- PR01 **AUTOMOTIVE** Work related to motor vehicles, parts, repairs, fuel, etc. (Please see the Transportation category for mass transit)
- PR02 **CORPORATE IMAGE** Self-Promotion, Internal Communications, Recruitment, Rebranding, etc.
- PR03 **FINANCIAL & INVESTMENT** Banking, Investment, Insurance
- PR04 **FOOD/DRINK/RESTAURANTS** Any type of Food, Drink, Grocery or Restaurant
- PR05 **HEALTH & WELLNESS** Including but not limited to pharmaceuticals, OTC medications, hospitals, aids to fitness, diet, sleep, beauty & cosmetics
- PR06 **MEDIA/ENTERTAINMENT/EVENTS** Any and all types of Media, Entertainment or Events
- PR07 **POLITICS & GOVERNMENT** Communications regarding Politics, Government or Public Policy
- PR08 **RETAIL STORES & eCOMMERCE** All Retail Stores and/or eCommerce
- PR09 **TRANSPORTATION** Transportation including Subways, Trains, Buses, Bikeshares. *Please Note: airlines, cruise ships and recreational vehicles should be submitted in the TRAVEL/LEISURE category*
- PR10 **TRAVEL/LEISURE** Travel, Tourism and/or Leisure activities including but not limited to airlines, cruise ships, hotels, recreation, etc.
- PR11 **UTILITIES** Including but not limited to telecommunications and energy
- PR12 **BEST PRODUCT & SERVICE ADVERTISING** Other Products & Services that don't fit easily into the above categories. **You cannot enter any other Products & Services category if you enter here**

BEST USE

- PR13 **BRAND LOYALTY** Work that was created with the intent to increase loyalty to the brand
- PR14 **COMMUNITY BUILDING** Created value by fostering a sense of community, engaging the audience and inspiring interaction resulting in positive attitudes toward the brand. Includes user-generated content.
- PR15 **CELEBRITY/INFLUENCER** PR campaigns using celebrity/influencer as part of the campaign
- PR16 **CORPORATE IMAGE** PR campaigns created to change or enhance corporate image
- PR17 **CRISIS & ISSUE MANAGEMENT** PR campaigns created to respond to a crisis or issue regarding the brand's image
- PR18 **DIGITAL/MOBILE** Use of a digital or mobile platform to enhance a brand's image, perception or message
- PR19 **EARNED MEDIA** Excellence achieved in gaining huge amounts of Earned Media.

- PR20 **ENVIRONMENTAL EFFORT** PR campaigns with an environmental effort component
- PR21 **EVENTS & STUNTS** Use of an event or stunt to enhance a brand's image or message
- PR22 **MEDIA RELATIONS** PR that creatively leverages media outlets to enhance a brand's reputation/perception.
- PR23 **MULTICULTURAL** PR campaigns with a component that promotes cross cultural tolerance and understanding or that are intended to build relationships with diverse audiences
- PR24 **SOCIAL MEDIA** PR campaigns creatively using Social Media to enhance a brand's image, perception or message
- PR25 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- PR26 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- PR27 **SMALL BUDGET/BIG IDEA** Excellence achieved with limited budget/resources. Synopsis must include budget and explanation of why you qualify for this award
- PR28 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

SOCIAL MEDIA & INFLUENCER

ACCEPTS SINGLE & CAMPAIGN ENTRIES

Entries in this Category Group, Social Media & Influencer, spread the brand message through public sharing, commenting and expressions of opinions and content. Results are measured by reach in views, likes, shares, comments, user-generated content, etc. Eligible entries include but not limited to marketing solutions which utilize Facebook, Instagram, Twitter or Influencers to increase audience engagement.

JUDGING

40% Idea/Concept

20% Brand Relevance

20% Execution

20% Results

LIMITS

The same entry may be entered in only 1 Platform. There are no limits to entering Best Use categories as long as the entry qualifies for that category.

PLATFORM

- SM01 **FACEBOOK** Primary or initial platform used
- SM02 **TWITTER** Primary or initial platform used
- SM03 **INSTAGRAM** Primary or initial platform used
- SM04 **LINKEDIN** Primary or initial platform used
- SM05 **SNAPCHAT** Primary or initial platform used
- SM06 **YOUTUBE** Primary or initial platform used
- SM07 **NEW PLATFORM** Campaigns using a Social Media platform other than those listed here
- SM08 **MULTI-PLATFORM** Campaigns using multiple platforms. Cannot enter the same piece in both single and multi-platform category
- SM09 **BLOG** Campaigns using a blog as the platform

BEST USE

- SM10 **#HASHTAG** Hashtag was used to engage, ignite widespread discussion and sharing. The best in this category will be known well outside of those who have used the hashtag
- SM11 **BEST USE OF INFLUENCER** Groundbreaking, new, unique or exceptionally creative use of an Influencer(s). Synopsis must include why you think this idea is innovative
- SM12 **BEST USE OF PARTNERSHIPS** Groundbreaking, new, unique or exceptionally creative use of a partnership or collaboration. Synopsis must include why you think this idea is innovative
- SM13 **INNOVATION** Groundbreaking, new, unique or exceptionally creative use of Social Media to promote the brand. Synopsis must include why you think this idea is innovative.
- SM14 **INTEGRATED CAMPAIGN** Must be entered as a campaign using 3 or more different types of media led by a Social Media component. Can't be a cut/paste of work across mediums, must use the strengths of each.
- SM15 **SOCIAL/ENVIRONMENTAL GOOD: BRAND** Public Service or Education for the betterment of society. Sponsored by a brand or for-profit company.
- SM16 **SOCIAL/ENVIRONMENTAL GOOD: CHARITY/NON-PROFIT** Public Service or Education for the betterment of society. For a charity or non-profit
- SM17 **TECHNOLOGY** Best Use of Technology that is exceptionally creative, unique or new in a Social Media.
- SM18 **VIRAL** Campaigns achieving excellent results in reach and are widely circulated, viewed and shared
- SM19 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user.
- SM20 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

CRAFT

For all Social Media & Influencer craft categories see **ARTISTRY & CRAFT IN ADVERTISING** Pages 3 and 4.

This Category Group, Sports, honors excellence in sports advertising whether the brand is sporting equipment, a team, a league or the marketing effort is aimed at sports fans. Eligible entries include but not limited to Sporting Event promotion, Superbowl Ads and player endorsements.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

No limits as long as the entry qualifies for the category entered.

TYPE

- SP01 **PRODUCTS & SERVICES** Sports related Product or Service advertising. Includes all media.
- SP02 **TEAM OR LEAGUE PROMOTION** Sports related Team or League promotion including Governing Bodies and Associations. All media.
- SP03 **SPORTS EVENT OR PROGRAM PROMOTION** Sports Event or Program promotion. Includes all types of media advertising at or during the event or program.

BEST USE

- SP04 **eSPORTS** Brand messaging through eSports
- SP05 **ENDORSEMENTS** Advertising utilizing a Sports personality, celebrity, or athlete to endorse a product service or brand
- SP06 **EVENTS & STUNTS** Brand messaging through Events & Stunts. Must be a sports-related brand or venue
- SP07 **EXHIBITIONS & INSTALLATIONS** Brand messaging through Exhibits & Installations. Must be a sports-related brand or venue
- SP08 **COMPETITIONS & PROMOTIONAL GAMES** Brand messaging through Competitions & Promotional Games at a sporting event or sports themed
- SP09 **COLLABORATIONS & PARTNERSHIPS** Uses a collaboration or partnerships with brands, players, teams, leagues, governing bodies or associations
- SP10 **SUPER BOWL AD** Advertising during the Super Bowl
- SP11 **CHAMPIONSHIP EVENT AD** Advertising during a Championship Event. Including the Olympics, World Series, World Cup, Wimbledon, etc.
- SP12 **CELEBRITY/ATHLETE/INFLUENCER** Best use of a collaboration or partnership with a Celebrity/Athlete/Influencer to connect with the targeted audience
- SP13 **DIGITAL DISPLAYS** Best Use of Digital Displays
- SP14 **TAKEOVER** Best Takeover in Sports Advertising
- SP15 **SOCIAL GOOD: BRAND OR CHARITY** Public Service or Education for the betterment of society
- SP16 **INNOVATION** Groundbreaking, new, unique or exceptionally creative. Synopsis must include why you think this idea is innovative.
- SP17 **CROSS-PLATFORM** Leverages multiple platforms in a unique and powerful way to engage the audience. Winners in this category will use the strengths of each platform to expand on the concept. This does not represent typical integrated campaigns where one piece of main content is used similarly across different media.
- SP18 **TECHNOLOGY** Best use of Technology that is exceptionally creative, unique or new
- SP19 **USER-GENERATED CONTENT** Intended to involve, engage and inspire the audience to participate and create their own content that furthers the original idea and message. The ultimate collaboration between brand and user
- SP20 **VR/AR** Best use of Virtual Reality or Augmented Reality
- SP21 **BRAVE WORK/BRAVE CLIENT** Risk-taking, courageous, fearless, daring ideas are behind this work. The concept could have easily been rejected along the approval process or by the client, but brave choices made it happen. Synopsis must include why you think this idea deserves this award. Please make sure the judges are aware of any context necessary to understanding why this was a brave idea.

This Category Group honors excellence in Student work. When seen with fresh eyes, advertising takes on an entirely new look. The competition honors the next generation of advertising greats, those with the ability to make us look at things in a way we never have before and never will again.

JUDGING

40% Idea/Concept

35% Brand Relevance

25% Execution

LIMITS

No limits as long as the entry qualifies for the category entered.

MEDIUM

- ST01 **AUDIO/RADIO** radio spots, podcasts, streaming and downloadable audio content
- ST02 **AVANT-GARDE/INNOVATIVE** Groundbreaking, new, unique or exceptionally creative execution or use. Synopsis must include why you think this is idea is i innovative
- ST03 **BRANDED CONTENT/ENTERTAINMENT** Seamlessly blend a brand's message with content or entertainment
- ST04 **DESIGN** Creative excellence in visual craftsmanship
- ST05 **DIRECT & COLLATERAL** Direct communication with the intended audience. Collateral pieces are something the audience can hold in their hands and hopefully their hearts as well
- ST06 **DIGITAL/MOBILE** Reach their intended audience through websites, mobile apps, banner ads and more using tablets, mobile phones, computers, etc.
- ST07 **FILM** Moving picture advertising: film or video
- ST08 **OUTDOOR** Out of Home advertising including but not limited to Billboards, Posters, Digital Screens, Public Spaces
- ST09 **PRINT** Traditional or Digital Print advertising
- ST10 **PUBLIC RELATIONS** Campaigns intended to alter perception and good will toward a brand or brand's message
- ST11 **POSITIVE WORLD IMPACT** Public Service or Education for the betterment of society, Social and Environmental Good.

FILM CRAFT/VIDEO CRAFT

- ST12 **ACTING** One or more performances stand out. You can only enter Acting OR Casting, not both.
- ST13 **ANIMATION** Can include any type of animation. If mixed with live footage, both the animation and integration will be judged.
- ST14 **ART DIRECTION/PRODUCTION DESIGN** Art Direction or Design of the Production befits the concept to elevate the piece
- ST15 **BEST OVERALL PRODUCTION** Excellence in execution of all craft elements involved
- ST16 **BEST USE OF MUSIC** Licensed or adapted music used to elevate the concept
- ST17 **ORIGINAL MUSIC** The use of Original Music composed for the brand/piece elevates the concept
- ST18 **CASTING** The casting befits the concept to elevate the piece. You can only enter Acting OR Casting, not both
- ST19 **CINEMATOGRAPHY** Excellence in the art of Direction of Photography in a motion picture (video or film)
- ST20 **DIRECTION** Excellence in the art of Direction of a motion picture (video or film)
- ST21 **EDITING** The style and execution of editing/cutting elevates the concept in post-production
- ST22 **USE OF HUMOR** Excellence in the use of Humor to elevate the concept

- ST23 **SCRIPT/COPYWRITING** Excellence in the use of the written word to elevate the concept
- ST24 **SOUND DESIGN/USE OF SOUND** Excellence in sound design, audio mixing, or use of sound that elevates the concept
- ST25 **VISUAL EFFECTS** Excellence in the use of Visual Effects to elevate the concept

CRAFT - OTHER THAN FILM OR VIDEO

- ST26 **ART DIRECTION** Excellence in overall execution of and compilation of various visual languages to form one distinct, aesthetic voice.
- ST27 **COPYWRITING** Excellence in the use of the written word to elevate the concept
- ST28 **BEST USE OF HUMOR** Excellence in the use of Humor to elevate the concept
- ST29 **ILLUSTRATION** Excellence in the use of Illustration
- ST30 **GRAPHIC DESIGN** Excellence in the use of Illustration or Graphic Design
- ST31 **INTERFACE & NAVIGATION (UX/UI)** Excellence in the design of Interface & Navigation that elevates the concept and is pleasing for the user
- ST32 **PHOTOGRAPHY** Excellence in the use and execution of Photography to elevate the piece.
- ST33 **TYPOGRAPHY** Excellence in the use and execution of Typography to elevate the piece.