

All numbers followed with a "c" are considered campaigns and are \$150. All other entries are \$65.

## **DIGITAL MARKETING**

(Include general overview and examples of materials)

- 1c. Digital Marketing Campaign (\$150)
- 2c. Mobile Campaign (\$150)
- 3c. Social Campaign (\$150)
- 4c. Interactive Brand Experience (\$150)
- 5c. Viral Marketing (\$150)
- 6c. Innovative Web Development (\$150)
- 7c. Innovative Mobile Development (\$150)
- 8c. Online Marketing Strategy (\$150)
- 9c. Other \_\_\_\_\_ (\$150)

## **WEB-BASED PRODUCTION**

(Electronic/Social/Interactive)

### **WEBSITE**

- 10. Association
- 11. Corporation
- 12. Educational Institution
- 13. Government
- 14. Informational
- 15. Manufacturing
- 16. Marketing, PR, Advertising, Digital Agency
- 17. Medical
- 18. Nonprofit
- 19. Professional Service
- 20. Small Business
- 21. Business to Business
- 22. Business to Consumer
- 23. Other \_\_\_\_\_

### **WEB ELEMENT**

- 24. Home Page
- 25. Landing Page
- 26. Intranet
- 27. Microsite
- 28. Portal
- 29. Advertising (Display, Pop-Ups, Banners etc.)

- 30. Blog
- 31. Podcast
- 32. Wiki
- 33. Games, Contests
- 34. Storefront/E-Commerce
- 35. Streaming Video
- 36. Webcast
- 37. Other \_\_\_\_\_

### **SOCIAL MEDIA SITE**

- 38. Brand Identity
- 39. Brand Conversation
- 40. Brand/Consumer Engagement
- 41. Contest Promotion
- 42. Event Promotion
- 43. Facebook Overall
- 44. Facebook Engagement
- 45. Product or Service Marketing
- 46. Twitter Overall
- 47. Twitter Engagement
- 48. YouTube
- 49. Other \_\_\_\_\_

### **MOBILE WEB**

- 50. App for Business
- 51. App for Entertainment
- 52. Information Experience
- 53. Buying Experience
- 54. Advertising
- 55. Website
- 56. Use of QR Code
- 57. Other \_\_\_\_\_

### **INTERACTIVE COMMUNICATION**

- 58. E-Blast
- 59. E-Card
- 60c. E-Mail Campaign (\$150)
- 61. E-Newsletter
- 62c. E-Benefits Module (\$150)
- 63c. E-Brochure Module (\$150)
- 64c. E-Training Module (\$150)
- 65. Other \_\_\_\_\_

### **CREATIVITY (WEB DESIGN)**

- 66. E-Communication
- 67. Mobile App

- 68. Mobile Website
- 69. Social Media Site
- 70. Website
- 71. Website Home Page
- 72. Website Interior
- 73. Web Multi-Media Games, Contests (\$150)
- 74. Web Animation
- 75. Web Graphics
- 76. Web Interactive Capabilities
- 77. Other \_\_\_\_\_

### **VIDEO FOR THE WEB**

- 78. Company Overview
- 79. Corporate Image
- 80. Cultural
- 81. Demo Reel
- 82. Documentary
- 83. Educational Institution
- 84. Entertainment
- 85. Environmental Issue
- 86. Event
- 87. Facility Overview
- 88. Fund Raiser
- 89. Government
- 90. Informational
- 91. Instructional
- 92. Legal
- 93. Medical External
- 94. Medical Internal
- 95. Marketing (Service)
- 96. Marketing (Product)
- 97. Meeting Open/Close
- 98. Movie
- 99. Music
- 100. News & Information
- 101. Nonprofit
- 102. Orientation
- 103. Recruitment
- 104. Religious
- 105. Safety
- 106. Sales Motivation
- 107. Sales Presentation
- 108. Slides To Video
- 109. Special Event
- 110. Sports

- 111. Student Production
- 112. Travel
- 113. Tribute
- 114. Training
- 115. Other \_\_\_\_\_

### **CREATIVITY (WEB VIDEO)**

- 116. Directing
- 117. Editing
- 118. Graphics/Design
- 119. Motion Graphics Design
- 120. On-Camera Talent
- 121. Original Music
- 122. Special Effects/ Animation
- 123. Videography
- 124. Voice-Over Talent
- 125. Writing
- 126. Other \_\_\_\_\_

### **DIGITAL VIDEO CREATION**

- 127. Animation
- 128. Motion Graphics Company Overview
- 129. Motion Graphics Product
- 130. Motion Graphics Service
- 131. Motion Graphics Explanation
- 132. Motion Graphics Information
- 133. White Board Video
- 134. Other \_\_\_\_\_

### **VIDEO PRODUCTION**

#### **COMMERCIALS**

- 135c. Ad Campaign (\$150)
- 136c. PSA Campaign (\$150)
- 137. Amusements/ Entertainment
- 138. Car Dealers

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- 139. Education/ College/ University/Trade
- 140. Financial Institution
- 141. Furniture
- 142. Image
- 143. Health Care (Non-Hospital)
- 144. Health Care (Doctor)
- 145. Hospital
- 146. Legal Services
- 147. Political Campaign
- 148. Product
- 149. PSA
- 150. Retail
- 151. Service
- 152. Utilities
- 153. Other \_\_\_\_\_

## TV BROADCAST & CABLE

- 154. Program
- 155. Promotion
- 156. Government Access
- 157. News
- 158. Sports
- 159. Entertainment
- 160. Other \_\_\_\_\_

## CORPORATE

- 161. Company Overview
- 162. Corporate Image
- 163. Cultural
- 164. Demo Reel
- 165. Documentary
- 166. Educational Institution
- 167. Entertainment
- 168. Environmental Issue
- 169. Event
- 170. Facility Overview
- 171. Fund Raiser
- 172. Government
- 173. Image
- 174. Informational
- 175. Instructional
- 176. Legal
- 177. Medical External
- 178. Medical Internal
- 179. Marketing (Service)

- 180. Marketing (Product)
- 181. Meeting Open/Close
- 182. Movie
- 183. Music
- 184. Nonprofit
- 185. Overview
- 186. Orientation
- 187. PowerPoint
- 188. Recruitment
- 189. Religious
- 190. Safety
- 191. Sales Motivation
- 192. Sales Presentation
- 193. Special Event
- 194. Sports
- 195. Student Production
- 196. Travel
- 197. Tribute
- 198. Training
- 199. Viral Video for Company
- 200. Viral Video for Entertainment
- 201. Videos For Sale
- 202. Video News Release
- 203. Wedding
- 204. Other \_\_\_\_\_

## CREATIVITY (VIDEO PRODUCTION)

- 205. Cinematography
- 206. Directing
- 207. Editing
- 208. Graphics/Design
- 209. On-Camera Talent
- 210. Original Music
- 211. Special Effects/Animation
- 212. Videography
- 213. Voice-Over Talent
- 214. Writing
- 215. Other \_\_\_\_\_

## AUDIO PRODUCTION/RADIO

- 216c. Ad Campaign (\$150)
- 217. Ad Single Spot
- 218. Original Music
- 219. Podcast

- 220. Program
- 221. Promotion
- 222. PSA
- 223. PSA Campaign
- 224. Sports
- 225. Other \_\_\_\_\_

## NEW CATEGORY

My digital project doesn't fit any of the headings. (Attach a brief explanation and proposed category with entry.)

226c. New Category (\$150)

## PRO BONO

Anyone who enters the AVA Digital Awards is encouraged to enter their pro bono work without charge. You should not have received any compensation. It is ok for the nonprofit or others to have paid for hard costs such as materials.

227. Pro Bono

