

Digital Marketing

- 1c. Digital Marketing Campaign (\$195)
- 2c. SEO Campaign (\$195)
- 3c. Social Campaign (\$195)
- 4c. Integrated Marketing (\$195)
- 5c. Interactive Brand Experience (\$195)
- 6c. Viral Marketing (\$195)
- 7c. COVID-19 Digital Response (\$195)
- 8c. Other (\$195) _____

Digital Advertising

- 10c. Digital Advertising Campaign (\$195)
- 11c. Social Media Advertising Campaign (\$195)
- 12c. SEM Campaign (\$195)
- 13. Display Ad Static
- 14. Display Ad Video or Animated
- 15. Native Advertising (Sponsored Posts)
- 16. Pre-Roll Video Ads
- 17. Other _____

Content Marketing

- 20c. Blog Series (\$195)
- 21. Blog Single Post
- 22. Blog Writing
- 23. White Paper
- 24. E-Annual Report
- 25. E-Brochure
- 26. E-Magazine
- 27. E-Newsletter
- 28. E-Card
- 29. E-Book
- 30. E-Mail
- 31c. Email Campaign (\$195)
- 32. Podcast
- 33c. Podcast Series (\$195)
- 34. YouTube Marketing Video
- 35. Games, Contests
- 36. Other _____

Web Based Production

Website

- 100. Redesign
- 101. Business to Business
- 102. Business to Consumer
- 103. Arts & Entertainment
- 104. Association
- 105. Corporation
- 106. Educational Institution
- 107. Financial

Website Continued:

- 108. Government
- 109. Legal
- 110. Manufacturing
- 111. Marketing, PR, AD, Digital Agency
- 112. Medical
- 113. Nonprofit
- 114. Professional Service
- 115. Small Business
- 116. Social Responsibility
- 117. Tourism
- 118. Travel
- 119. Other _____

Web Element

- 120. Home Page
- 121. Landing Page
- 122. Intranet
- 123. Microsite
- 124. Portal
- 125. Storefront/E-Commerce
- 126c. Training/E-Learning (\$195)
- 127. Other _____

Social Media

- 200c. Social Campaign (\$195)
- 201c. Social Branding Campaign (\$195)
- 202c. Social Content Campaign (\$195)
- 203c. Consumer Engagement Campaign (\$195)
- 204. Facebook
- 205. Facebook Engagement
- 206. Instagram
- 207. Instagram Engagement
- 208. LinkedIn
- 209. TikTok
- 210. Twitter
- 211. Game/Contest/Promotion
- 212. Use of Influencer
- 213. Use of Video
- 214. Other _____

Mobile Web

- 220. App for Business
- 221. App for Government
- 222. App for Entertainment/Event
- 223. App for Education
- 224. App for Information
- 225. App for Medical
- 226. Mobile Website
- 227. Mobile Buying Experience
- 228. Mobile Information Experience
- 229. Mobile Interactivity
- 230. Other _____

Creativity (Web Design)

- 250. Website
- 251. Website Home Page
- 252. Website Redesign
- 253. Mobile Site
- 254. App
- 255. E-Communications
- 256c. Web Multi-Media Games/Contests
- 257. Web Animation
- 258. Web Infographics
- 259. Web Interactive Capabilities
- 260. Other _____

Short Form Web Video < 3 Minutes

- 300. Company Overview
- 301. Corporate Image
- 302. Celebrity or Influencer
- 303. Cultural
- 304. Demo Reel
- 305. Documentary
- 306. Education
- 307. Employee Communication
- 308. Environmental Issue
- 309. Event
- 310. Facility Overview
- 311. Fundraiser
- 312. Government
- 313. Healthcare
- 314. Informational
- 315. Instructional
- 316. Medical External
- 317. Medical Internal
- 318. Marketing (Service)
- 319. Marketing (Product)
- 320. Meeting Open/Close
- 321. Movie
- 322. Music Video
- 323. News & Information
- 324. Nonprofit
- 325. Orientation
- 326. Recruitment
- 327. Religious
- 328. Safety
- 329. Sales Presentation
- 330c. Video Series (\$195)
- 331. Slides to Video
- 332. Special Event
- 333. Sports
- 334. Student Production
- 335. Travel
- 336. Tribute
- 337. Training
- 338. Other _____

AVA DIGITAL AWARDS

Creativity (Web Video)

- 350. Directing
- 351. Editing
- 352. Graphics/Design
- 353. Motion Graphics Design
- 354. On-camera Talent
- 355. Original Music
- 356. Special Effects/Animation
- 357. Videography
- 358. Writing
- 359. Other _____

Digital Video Creation

- 400. Animation
- 401. Motion Graphics Company Overview
- 402. Motion Graphics Product
- 403. Motion Graphics Service
- 404. Motion Graphics Explanation
- 405. Digital Holiday Card
- 406. Augmented or Virtual Reality
- 407. White Board Video
- 408. Interactive Capability
- 409. Other _____

Video Production

Commercials

- 500c. Ad Campaign (\$195)
- 501c. PSA Campaign (\$195)
- 502. Amusements/Entertainment
- 503. Education/College/University/Trade
- 504. Financial Institution
- 505. Health Care
- 506. Hospital
- 507. Legal Services
- 508. Political Campaign
- 509. Product
- 510. PSA
- 511. Retail
- 512. Service
- 513. Student
- 514. Tourism
- 515. Travel
- 516. Utilities
- 517. Other _____

TV Broadcast & Cable

- 550. Program
- 551. Promotion
- 552. Government Access
- 553. News
- 554. Sports
- 555. Educational
- 556. Entertainment
- 557. Other _____

Long Form Video

- 600. Branding
- 601. Company Overview
- 602. Corporate Image
- 603. Cultural
- 604. Demo Reel
- 605. Documentary
- 606. Educational Institution
- 607. Entertainment
- 608. Environmental Issue
- 609. Event
- 610. Facility Overview
- 611. Fundraiser
- 612. Government
- 613. Informational
- 614. Instructional
- 615. Legal
- 616. Medical External
- 617. Medical Internal
- 618. Marketing (Service)
- 619. Marketing (Product)
- 620. Meeting Open/Close
- 621. Movie
- 622. Music
- 623. Nonprofit
- 624. Overview
- 625. Powerpoint
- 626. Recruitment
- 627. Religious
- 628. Safety
- 629. Video Series (\$195)
- 630. Special Event
- 631. Sports
- 632. Student Production
- 633. Travel
- 634. Tribute
- 635. Training
- 636. Viral Video
- 637. Video News Release
- 638. Wedding
- 639. Other _____

Creativity (Video Production)

- 650. 360°
- 651. Cinematography
- 652. Directing
- 653. Editing
- 654. Graphics/Design
- 655. On-camera Talent
- 656. Original Music
- 657. Special Effects/Animation
- 658. Videography
- 659. Virtual or Augmented Reality
- 660. Writing
- 661. Other _____

Audio Production/Radio

- 700c. Ad Campaign (\$195)
- 701. Ad Single Spot
- 702. Original Music
- 703. Podcast
- 704. Program
- 705. Promotion
- 706. PSA
- 707c. PSA Campaign (\$195)
- 708. Sports
- 709. Other _____

New Category

- 800c. New Category (\$195)
- My digital project doesn't fit any of the headings.

Pro Bono

- 900. Pro Bono
- Free after a paid entry for nonprofits charitable work done without charge.

Achievement

Individual Achievement

- 1000. Individual Achievement (\$250)

Team Achievement

- 1001. Team Achievement (\$250)

AVA DIGITAL AWARDS

Achievement Categories

AVA categories are designed to recognize recently completed, specific projects. However, over the years, we have been asked to recognize individuals and teams for their body of work. To nominate yourself or someone else, please upload a document with the following information and examples of work product.

If there is an individual or team that has a story to tell, we would like to hear it. As every nomination is different, there is no set list of criteria. Nominees will be evaluated on their achievements and organizational impact. AVA Awards may contact the Nominator via email for clarifications or further questions.

Please don't hesitate to contact us with any questions: info@avaawards.com, 214-730-0053 or click on Chat now in the lower right hand corner of the website.

INDIVIDUAL ACHIEVEMENT

1000. Individual Achievement (\$250)

Upload document with the following information:

Nominator Name
Company/Organization
Title or Role
Email address

Nominee Name
Company/Organization
City/State or Province/Country

1. Nominee's creative title such as creative director, designer, writer, videographer, agency owner etc.
2. Creative role within the organization?
3. Why should this person be recognized? What does he or she do that is exceptional?
4. Number of years in industry, previous jobs, number of years in present position
5. Previous recognition: i.e. internal and/or awards
4. Examples of work

Examples for Nomination:

- The leader of a team that is responsible for numerous successful projects
- An individual responsible for growing the business through their outstanding creative work
- An individual who has brought recognition to the team through their outside work within the industry or community
- An individual who creates positive recognition for their organization through winning awards for their work

TEAM ACHIEVEMENT

1001. Team Achievement (\$250)

Upload document with the following information:

Nominator Name

Company/Organization

Title/Role

Email address

Nominee Name (Company/Organization/Team)

Type of Creative Team (Ad Agency, Corporate Communication Department, Digital Firm, Public Relations Firm, etc.)

City/State or Province/Country

1. Nominee's creative function within the overall organization?
2. Why should this team be recognized? What do they do that is exceptional?
3. Team age, history, or perspective if relevant
4. Previous recognition: i.e. internal and/or awards
5. Examples of work product

Examples for Nomination

- Business growth over a period of years in terms of clients and/or income
- A team that wins major, contested projects
- A team that brings recognition to the company through industry or community endeavors
- A team that far surpasses goals or written expectations