

Digital Marketing

- 1c. Digital Marketing Campaign (\$175)
- 2c. SEO Campaign (\$175)
- 3c. Social Campaign (\$175)
- 4c. Integrated Marketing (\$175)
- 5c. Interactive Brand Experience (\$175)
- 6c. Viral Marketing (\$175)
- 7c. COVID-19 Digital Response (\$175)
- 8c. Other _____ (\$175)

Digital Advertising

- 10c. Digital Advertising Campaign (\$175)
- 11c. Social Media Advertising Campaign (\$175)
- 12c. SEM Campaign (\$175)
- 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 (\$175)
- 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 (\$175)
- 32. Podcast
- 33c. Podcast Series (\$175)
- 34. YouTube Marketing Video
- 35. Games, Contests
- 36. Other _____

Website

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

Website Continued:

- 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 (\$175)
- 127. Other _____

Social Media

- 200c. Social Campaign (\$175)
- 201c. Social Branding Campaign (\$175)
- 202c. Social Content Campaign (\$175)
- 203c. Consumer Engagement Campaign (\$175)
- 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 (\$175)
- 331. Slides to Video
- 332. Special Event
- 333. Sports
- 334. Student Production
- 335. Travel
- 336. Tribute

Short Form Web Video < 3 Minutes Cont

- 337. Training
- 338. Other _____

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 (\$175)
- 501c. PSA Campaign (\$175)
- 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 (\$175)
- 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 (\$175)
- 701. Ad Single Spot
- 702. Original Music
- 703. Podcast
- 704. Program
- 705. Promotion
- 706. PSA
- 707c. PSA Campaign (\$175)
- 708. Sports
- 709. Other _____

New Category

- 800c. New Category (\$175)

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)