## 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)
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______________

## 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
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 ($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/Closed
- 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)