



### **Advertising & Promotion**

- 1. Advertising – Single Execution
- 2c. Advertising Campaign (\$195)
- 3. Direct Mail-Single Execution
- 4c. Direct Mail Campaign (\$195)
- 5. Interactive / Shoppable Advertising
- 6. Native / Sponsored Advertising
- 7. Outdoor / Out-of-Home Advertising
- 8. Paid Media Creative
- 9. Retail / Point-of-Purchase Experience
- 10. Trade Show / Exhibit Promotion
- 11. Other

### **Creative Design Advertising & Promotion**

- 12. Advertising-Single Execution
- 13c. Advertising Campaign (\$195)
- 14. Direct Mail Piece
- 15c. Direct Mail Campaign (\$195)
- 16. Other

### **Digital Advertising & Promotion**

- 20c. Digital Advertising Campaign (\$195)
- 21c. Digital Display Ad Campaign (\$195)
- 22. Digital Display Ad Single Execution
- 23. Digital Display Ad Video or Animated
- 24. Digital Native Advertising Sponsored Post
- 25. Pre-Roll Video Ad
- 26. Video Ad
- 27c. Search Engine Marketing Campaign (\$195)
- 28c. Search Engine Optimization Campaign (\$195)
- 29. E-Mail Marketing Single Execution
- 30c. E-Mail Marketing Campaign (\$195)

### **Creative Design Digital Advertising**

- 31. Digital Ad-Single Execution
- 32c. Digital Ad Campaign (\$195)
- 33. E-Mail Marketing-Single Execution
- 34c. E-Mail Marketing Campaign (\$195)
- 35. Other

### **Publications & Informational Materials**

- 40. Annual Report
- 41. Book
- 42. Brochure
- 43. Catalog
- 44. Corporate Social Responsibility / ESG Report
- 45. Employee Benefits Communication
- 46. Handbook / Manual
- 47. Magazine

- 48. Newsletter
- 49. Program Guide
- 50. Viewbook
- 51. Other Publication

### **Creative Design Publications**

- 52. Annual Report/CSR
- 53. Annual Report/CSR Cover
- 54. Benefits/HR Materials
- 55. Brochure
- 56. E-Commerce
- 57. Magazine
- 58. Magazine Cover
- 59. Magazine Interior
- 60. Newsletter
- 61. Other Publication

### **Marketing Collateral & Brand Assets**

- 70. Apparel / Branded Merchandise
- 71. Calendar
- 72. Holiday Card
- 73. Invitation
- 74. Media Kit
- 75. Packaging
- 76. Postcard
- 77. Poster
- 78. Promotional Item / Specialty Piece
- 79. Other Marketing Collateral

### **Design & Brand Identity**

- 90. Brand Identity System
- 91c. Branding Refresh / Rebrand (\$195)
- 92. Environmental / Experiential Design
- 93. Graphic Design – Single Execution
- 94. Illustration
- 95. Infographic / Data Visualization
- 96. Logo Design
- 97. Packaging / Label Design
- 98. Typography Design
- 99. Visual Design System / Toolkit
- 100. Other Design

### **Photography**

- 110. Advertising Photography
- 111. Editorial / Publication Photography
- 112. Event Photography
- 113. Portrait / People Photography
- 114. Product Photography
- 115. Other Photography

## **Writing & Content Development**

- 120. Ad Copy
- 121. Marketing Material Copy
- 122. Publication Copy
- 123. Advertorial
- 124. Article / Column
- 125. Brand Journalism
- 126. Editorial / Feature Writing
- 127. Internal Communications Writing
- 128. News Release
- 129. Speechwriting
- 130. Thought Leadership Content
- 131. White Paper
- 132. Blog Single Post
- 133. Blog Overall
- 134. Other Writing

## **Strategic & Integrated Campaigns**

- 140c. Advertising Campaign (\$195)
- 141c. Branding Campaign (\$195)
- 142c. Branding Refresh / Rebrand Campaign (\$195)
- 143c. Digital Marketing Campaign (\$195)
- 144c. Employer Branding / HR Campaign (\$195)
- 145c. Event Marketing Campaign (\$195)
- 146c. Integrated Marketing Campaign (\$195)
- 147c. Interactive Brand Experience (\$195)
- 148c. Marketing / Promotional Campaign (\$195)
- 149c. Product Launch Campaign (\$195)
- 150c. Social Marketing Campaign (\$195)
- 151c. Viral / Buzz Campaign (\$195)
- 152c. Other Campaign (\$195)

## **Public Relations & Communications**

- 160c. Communication Campaign (\$195)
- 161c. Communication Plan (\$195)
- 162c. Corporate Social Responsibility Program (\$195)
- 163c. Crisis Communication Plan (\$195)
- 164c. Internal Communications Campaign (\$195)
- 165c. Live or Hybrid Event (\$195)
- 166c. Public Relations Campaign (\$195)
- 167c. Research / Study (\$195)
- 168c. Special Event Communications (\$195)
- 169c. Other PR / Communications (\$195)

## **Media Relations**

- 180. Broadcast or Streaming Placement
- 181. Magazine Placement
- 182. Media Response
- 183. Newspaper Placement
- 184. Online Media Placement
- 185c. Publicity Campaign (\$195)
- 186. Other Media Relations

## **Websites, Mobile & Digital Experiences**

- 190. Interactive Web Feature
- 191c. Mobile App (\$195)
- 192. Mobile Buying Experience
- 193. Mobile Information Experience
- 194. Mobile Website
- 195. UX / UI Design
- 196c. Web-Based Training / E-Learning (\$195)
- 197. Website - Association
- 198. Website - Business to Business
- 199. Website - Business to Consumer
- 200. Website - Corporation
- 201. Website - Educational Institution
- 202. Website - Government
- 203. Website - Informational
- 204. Website - Marketing, PR, Advertising, Digital Agency
- 205. Website - Medical/Healthcare
- 206. Website - Nonprofit
- 207. Website - Product
- 208. Website - Professional Service
- 209. Website - Small Business
- 210. Website - Other
- 211. Website Redesigned
- 212. Other Digital Experience

## **Creative Design Websites, Mobile & Digital**

- 213. Mobile App Redesign
- 214. Website Refresh
- 215. Website Graphic Design
- 216. Website Homepage
- 217. Website Interactive Capabilities
- 218. Website E-Commerce Component
- 219. Intranet
- 220. Microsite
- 221. Portal
- 222. Other

## **Social Media & Creator Content**

- 230. AI-Generated Social Content
- 231c. Community Engagement Campaign (\$195)
- 232. Facebook Engagement
- 233. Facebook Profile
- 234. Hashtag Challenge / Social Activation
- 235. Influencer / Creator Collaboration
- 236. Instagram Engagement
- 237. Instagram Profile
- 238. Interactive Social Content
- 239. LinkedIn Engagement
- 240. LinkedIn Profile
- 241. Live Social Video / Live Stream
- 242. Short-Form Vertical Video (TikTok/Reels/Shorts)

- 243. Social Audio (Spaces, LinkedIn Audio, etc.)
- 244c. Social Branding Campaign (\$195)
- 245c. Social Campaign (\$195)
- 246c. Social Content Campaign (\$195)
- 247c. Social Media Presence (\$195)
- 248. Social Use of Video
- 249. Stories Format Content
- 250. TikTok Engagement
- 251. TikTok Profile
- 252c. User Generated Content-Based Campaign (\$195)
- 253. X Engagement
- 254. X Profile
- 255. Social Media Other

### **Video Production**

- 260. Corporate Image Video
- 261. Documentary
- 262. Educational Video
- 263. Entertainment Video
- 264. Event Video
- 265. Fundraising Video
- 266. Government Video
- 267. Healthcare / Medical Video
- 268. Informational Video
- 269. Internal Communications Video
- 270. Marketing Video – Product
- 271. Marketing Video – Service
- 272. Nonprofit Video
- 273. Recruitment Video
- 274. Streaming / Online Video
- 275. Training Video
- 276c. Video Series (\$195)
- 277. Other Video

### **Video Craft & Creative**

- 278. Animation
- 279. Augmented / Virtual / Mixed Reality
- 280. Cinematography
- 281. Directing
- 282. Editing
- 283. Motion Graphics
- 284. Original Music
- 285. Videography
- 286. Virtual Tour
- 287. Whiteboard Video
- 288. Other Video Craft

### **Audio & Podcast**

- 300. Audio Ad – Single
- 301c. Audio Ad Campaign (\$195)
- 302c. Audio Program / Series (\$195)
- 303. Audio Promotion
- 304. Audio Storytelling / Narrative
- 305. Original Music / Audio Branding

- 306. Podcast - Other \_\_\_\_\_
- 307. Podcast - Outstanding Guest(s)
- 308. Podcast - Outstanding Host(s)
- 309. Podcast - Outstanding Production
- 310. Podcast Single Episode - Educational
- 311. Podcast Single Episode - Entertainment Single Episode
- 312. Podcast Single Episode - Industry Focused Single Episode
- 313. Podcast Single Episode - Informational Single Episode
- 314. Podcast Single Episode - Internal Communication Single Episode
- 315. Podcast Single Episode - Marketing Product/Service Single Episode
- 316. Podcast Single Episode - Medical Single Episode
- 317. Podcast Single Episode - Other \_\_\_\_\_
- 318c. Podcast Series - Educational (\$195)
- 319. Podcast Series - Entertainment (\$195)
- 320c. Podcast Series - Informational (\$195)
- 321c. Podcast Series - Internal Communication (\$195)
- 322c. Podcast Series - Marketing Product/Service (\$195)
- 323c. Podcast Series - Medical (\$195)
- 324c. Podcast Series - Other (\$195)
- 325c. Podcast Series- Industry Focused (\$195)
- 326c. PSA / Audio Campaign (\$195)
- 327. Sports / Commentary
- 328. Voice App / Smart Speaker Content
- 329. Other Audio

### **AI, Emerging Technology & Innovation**

- 350. AI-Assisted Design
- 351. AI-Assisted Video Production
- 352. AI-Assisted Writing / Content Creation
- 353. AI-Generated Visual Content
- 354. AI-Powered Brand Experience
- 355. Conversational AI / Chatbot Experience
- 356. Emerging Technology Innovation
- 357. Responsible / Ethical AI in Communications
- 358. Other AI/Emerging Tech/Innovation

### **New / Custom Category**

- 400c. My Project Doesn't Fit a Category (\$195)

### **Pro Bono**

- 405. Pro Bono (Free with a paid entry)

### **Achievement**

- 410. Individual Achievement – Specific Project (\$250)
- 411. Individual Achievement – Body of Work (\$250)
- 412. Team Achievement – Specific Project (\$250)
- 413. Team Achievement – Body of Work (\$250)