

# 2018 COMPETITIONS & CATEGORIES

NEWYORKFESTIVALS'  
**ADVERTISING AWARDS**  
WORLD'S BEST ADVERTISING AND CREATIVE COMMUNICATIONS

## ABOUT OUR 2018 COMPETITIONS

The 2018 Competitions: • Activation & Engagement • Audio • Avant-Garde/Innovative • Branded Content • Creative Marketing Effectiveness • Design • Digital • Direct & Collateral • Film • Film Craft • Integrated • Media • Mobile • Outdoor • Package & Product Design • Print • Public & Media Relations • Public Service Announcements • Student

If you would like assistance or have any questions regarding uploads please contact our Processing Department at: [nyfaprocessing@newyorkfestivals.com](mailto:nyfaprocessing@newyorkfestivals.com). Or telephone us at +1 (212) 643 4800 and ask for Processing.

**NOTICE!** The fees for entering advertising award competitions have grown far too complicated over the years. So, we've broken the outdated and inefficient mold to make the entrant's life easier by charging one fee per entry.

We wish you and your company great success in this year's competitions for the World's Best Advertising®.

### **First Deadline: December 15th, 2017**

Single - 1 Piece - \$500

Campaign - 2 to 5 Pieces - \$1500

### **Final Deadline: January 31st, 2018**

Single - 1 Piece - \$550

Campaign - 2 to 5 Pieces - \$1650

### **Late Entries: After February 1st, 2018**

Single - 1 Piece - \$600

Campaign - 2 to 5 Pieces - \$1800

### **Student Entries:**

Single or Campaign - Entry Fee \$150

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## ACTIVATION & ENGAGEMENT COMPETITION

This category demands direct interaction with the target audience. Execution is limited only by the imagination. It can be an event, a street team, a flash mob, product sampling, a pop-up shop, etc. The one thing it can't be? Passive. Because with this strategy, audiences aren't just viewing an advertisement - they should be experiencing the brand! Winners will have demonstrated not just a creative, unique or outrageous scenario, but also a successful and measurable idea.

This competition accepts both single and campaign entries in any media.

### **ACTIVATION & ENGAGEMENT: Products & Services**

**AE01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)

**AE02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)

**AE03** Beverages: Alcoholic (beer, wine, hard liquor)

**AE04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)

**AE05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)

- AE06** Business Equipment & Services (computers, copiers, fax machines, telecommunication systems)
- AE07** Commercial & Professional Public Services (legal, accounting, technical support)
- AE08** Corporate Image, Information & Recruitment (rebranding, internal communications)
- AE09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- AE10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- AE11** Financial & Investment Services (banking, credit cards, investment products)
- AE12** Foods (grocery items, baby food, packaged or fresh foods)
- AE13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- AE14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- AE15** Home Electronics & Audio-visual (phones, cameras, televisions, computers, MP3 players)
- AE16** Household Products & Services (cleansers, pet products)
- AE17** Politics & Government (informational sources, policy or program communications)
- AE18** Publications & Media (special issues, new media launches)
- AE19** Restaurants & Retail Foods
- AE20** Retail Stores (promotions, grand openings)
- AE21** Snacks & Sweets (candy, soft drinks, chips)
- AE22** Sporting Events (game day, special events, playoffs)
- AE23** Transportation (bus/train, boats, airlines)
- AE24** Travel, Tourism & Leisure (destinations, recreation, toys, games, sporting goods)
- AE25** Other (please specify in synopsis)

### **ACTIVATION & ENGAGEMENT: Use Of Activation & Engagement**

- AE26** Ambient in a Promotional Campaign (Including items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers)
- AE27** Broadcast in a Promotional Campaign (Cinema, TV and radio)
- AE28** Competitions & Promotional Games (Prize based promotions. Lottery, contest, sweepstakes, drawings)
- AE29** Events & Stunts (Street stunts, street teams, PR stunts, pop up events, guerrilla marketing)
- AE30** Exhibitions & Installations (Exhibitions, trade shows, galleries, location graphics, fleet graphics)
- AE31** In-Store Experience (Displays, installations, discounts, promotions, incentives, demonstrations, product showcases)
- AE32** Live Shows/Concerts/Festivals (Concerts, festivals, venues/stages, sporting events, corporate events and entertainment)
- AE33** Print/Outdoor in a Promotional Campaign (Magazines, trade journals, posters, billboards, newspapers, inserts)
- AE34** Launch/re-Launch (Debut or re-launch of a product in which consumers have first access to the new or reimagined product and/or brand collaboration)
- AE35** Social Media (social networking sites, blogs)
- AE36** Sponsorships/Partnerships (Sports, music, entertainment and corporate sponsorships and partners)

## **AE37** Use of New Technology

### **AUDIO ADVERTISING COMPETITION**

From the days of serials and radio plays all the way to the niche market stations of today, radio will always hold a special place in our hearts. This competition honors creative that isn't afraid to go old school.

This competition accepts both single and campaign entries.

#### **AUDIO: Products & Services**

You may submit as a single or campaign in one of the categories below.

- AU 01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- AU 02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- AU 03** Beverages: Alcoholic (beer, wine, hard liquor)
- AU 04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- AU 05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- AU 06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- AU 07** Commercial & Professional Public Services (legal, accounting, technical support)
- AU 08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- AU 09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- AU 10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- AU 11** Financial & Investment Services (banking, credit cards, investment products)
- AU 12** Foods (grocery items, baby food, packaged and fresh foods)
- AU 13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- AU 14** Home Appliances & Furnishings (dishwashers, microwaves, sofas, mattresses)
- AU 15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- AU 16** Household Products & Services (appliances, furniture, décor, pet products)
- AU 17** Politics & Government (informational sources, policy or program communications)
- AU 18** Publications & Media (special issues, new media launches)
- AU 19** Restaurants & Retail Foods (franchises, chains)
- AU 20** Retail Stores (promotions, grand openings)
- AU 21** Snacks & Sweets (candy, soft drinks, chips, fruits, vegetables)
- AU 22** Sporting Events (game day, special events, playoffs)
- AU 23** Transportation (bus/train lines, airlines)
- AU 24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- AU 25** Other (please specify in synopsis)

## **AUDIO: Craft**

**AU 26** Acting

**AU 27** Music/Sound Design

**AU 28** Production Value

**AU 29** Script/Copywriting

**AU 30** Humor

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## **AVANT-GARDE / INNOVATIVE COMPETITION**

This competition is for the vanguard, for the thought leaders and the innovators. This is for the work that's setting a new standard and challenging the norm. These entries should defy description and encompass work that pioneers and inspires in the true essence of Avant-garde. In addition to your supporting creative, you must provide a position statement (less than 300 words) in the synopsis field that tells our jury why your entry deserves to be judged in this unique competition.

This competition accepts both single and campaign entries.

### **AVANT-GARDE / INNOVATIVE: Product & Services**

**AG01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)

**AG02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)

**AG03** Beverages: Alcoholic (beer, wine, hard liquor)

**AG04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)

**AG05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)

**AG06** Business Equipment & Services (copiers, fax machines, telecommunications systems)

**AG07** Commercial & Professional Public Services (legal, accounting, technical support)

**AG08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)

**AG09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)

**AG10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)

**AG11** Financial & Investment Services (banking, credit cards, investment products)

**AG12** Foods (grocery items, baby food, packaged and fresh foods)

**AG13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)

**AG14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)

**AG15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)

**AG16** Household Products & Services (cleansers, pet products)

**AG17** Politics & Government (informational sources, policy or program communications)

**AG18** Publications & Media (special issues, new media launches)

**AG19** Restaurants & Retail Foods (franchises, chains)

**AG20** Retail Stores (promotions, grand openings)

- AG21** Snacks & Sweets (candy, soft drinks, chips)
- AG22** Sporting Events (game day, special events, playoffs)
- AG23** Transportation (bus/train lines, airlines)
- AG24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- AG25** Other (please specify in synopsis)

### **AVANT-GARDE / INNOVATIVE: Avant-Garde Discipline**

- AG26** Activation & Engagement
- AG27** Audio/Radio
- AG28** Branded Entertainment
- AG29** Design
- AG30** Digital
- AG31** Direct & Collateral
- AG32** Film/Television
- AG33** Film/Online
- AG34** Integrated
- AG35** Mobile
- AG36** Outdoor
- AG37** Package Design
- AG38** Print/Press
- AG39** Public Relations
- AG40** Public Service Announcements

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## **BRANDED CONTENT / BRANDED ENTERTAINMENT COMPETITION**

Technology and imagination have eclipsed tradition when it comes to promoting a brand in entertainment media—we've gone way beyond "product placement." From content partnerships to gaming to flash mobs, the best-of-the-best in this category will feature innovative ideas and executions that seamlessly tie a product or service with entertainment content.

This competition accepts both single and campaign entries and in all media.

### **BRANDED CONTENT / BRANDED ENTERTAINMENT: Products & Services**

- BE01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- BE02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- BE03** Beverages: Alcoholic (beer, wine, hard liquor)
- BE04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- BE05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- BE06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- BE07** Commercial & Professional Public Services (legal, accounting, technical support)



- BE08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- BE09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- BE10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- BE11** Financial & Investment Services (banking, credit cards, investment products)
- BE12** Foods (grocery items, baby food, packaged and fresh foods)
- BE13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- BE14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- BE15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- BE16** Household Products & Services (appliances, furniture, décor, pet products)
- BE17** Politics & Government (informational sources, policy or program communications)
- BE18** Publications & Media (special issues, new media launches)
- BE19** Restaurants & Retail Foods (franchises, chains)
- BE20** Retail Stores (promotions, grand openings)
- BE21** Snacks & Sweets (candy, soft drinks, chips)
- BE22** Sporting Events (game day, special events, playoffs)
- BE23** Transportation (bus/train lines, airlines)
- BE24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- BE25** Other (please specify in synopsis)

#### **BRANDED CONTENT / BRANDED ENTERTAINMENT: Craft**

- BE26** Acting
- BE27** Animation
- BE28** Art Direction
- BE29** Best Original Music
- BE30** Best Production Value
- BE31** Best Use of Music
- BE32** Cinematography
- BE33** Copywriting
- BE34** Direction
- BE35** Editing
- BE36** Humor
- BE37** Illustration
- BE38** Photography
- BE39** Script
- BE40** Sound design
- BE41** Typography
- BE42** Visual Effects

## CREATIVE MARKETING EFFECTIVENESS COMPETITION

A campaign worthy of an award in this competition demonstrates a groundbreaking solution to a challenging marketing problem. It exhibits the accomplishment of specific marketing goals and objectives through creative execution and strategic planning. Entries in this competition will be scored on a 4-tiered matrix:

Results & Effectiveness: 30%

Idea: 25%

Execution: 25%

Challenge, Strategy, & Objectives: 20%

Entries will be held as confidential on request. Please provide data support wherever requested.

**Please note:** This competition only accepts campaign entries.

### CREATIVE MARKETING EFFECTIVENESS

**CE01** Advertising (all media, including print, outdoor and TV)

**CE02** Branded Entertainment (content creation, product placement, product association)

**CE03** Brand Development: National (executed in a single country)

**CE04** Brand Development: Regional (executed in at least 3 countries)

**CE05** Brand Loyalty (increased engagement and/or purchase frequency)

**CE06** Collateral & Direct (advertising, mail, loyalty marketing, customer relationship management)

**CE07** Green Marketing (environmental sustainability, recycling initiatives, environmental education)

**CE08** Interactive (email, viral, search, mobile, affiliate marketing, websites, online advertising)

**CE09** Low-budget (<\$100,000USD)

**CE10** Product Design & Packaging

**CE11** Long-term Impact (campaign effectiveness of 3 or more years)

**CE12** Sponsorship & Event Marketing (product launches, exhibitions, brand experiences, events)

**CE13** Use of Media

**CE14** Public Service Announcements

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## DESIGN COMPETITION

Great design turns the everyday into the spectacular. It's something most can recognize; yet few can define. Our winners in this category have a rich legacy of great design to compete with, yet time and again have proven themselves worthy of the task in a way that delights and astonishes. This competition accepts both single and campaign entries. This competition accepts entries in all media.

For entries submitted after March 21st, you must upload a digital representation (.jpg or .pdf) in addition to sending a physical copy of the entry as it was originally published and/or distributed. If you have any questions or need assistance, please contact our Processing Department at +1 (212) 643 4800 or email [nyfaprocessing@newyorkfestivals.com](mailto:nyfaprocessing@newyorkfestivals.com)

This competition accepts both single and campaign entries.

## **DESIGN: Graphic Design**

**DE01** Annual Reports & Information (charts, diagrams, infographics)

**DE02** Books (editorial, covers)

**DE03** Calendars

**DE04** Flyers (tickets, invitations, postcards, cards)

**DE05** Logos

**DE06** Posters

**DE07** Promotional Items (t-shirts/clothing, samples, promotional items)

**DE08** Publications & Business Communications (catalogs, brochures, press/media kits e-zines, computer games, CD, DVD and record sleeves)

**DE09** Self promotion

**DE10** Offline (CD-Roms, touch-screen kiosks, digital installations)

**DE11** Online (websites, microsites, banners, buttons, rich media)

## **DESIGN: Use Of Medium: Environmental Design**

**DE12** Exhibitions & Live Events (trade shows, tourist attractions, temporary and permanent exhibitions)

**DE13** Hospitality & Leisure (hotels, restaurants and fast food, bars, night clubs)

**DE14** Permanent Retail (department/specialty/DIY stores, supermarkets, drugstores, professional offices)

**DE15** Point of Sale (product display, structural graphics, POS graphic materials, brand collateral)

**DE16** Public Spaces (museums, airports, offices, residential)

**DE17** Temporary Retail (pop-up stores, mobile demo units, in-store events, seasonal displays)

## **DESIGN: Craft**

**DE18** Art Direction

**DE19** Copywriting

**DE20** Humor

**DE21** Illustration

**DE22** Photography

**DE23** Typography

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## **DIGITAL (CYBER) COMMUNICATIONS COMPETITION**

The newest media can also be the most challenging. Pioneering new standards, new techniques and new ideas is not for the faint of heart. The rewards are great—those who successfully meet the challenge are the ones who will eventually define this growing category.

This competition accepts both single and campaign entries in all media.

**DIGITAL (CYBER) COMMUNICATIONS: Websites & Microsites: Products & Services**

You may enter both a website and a microsite that is part of the same website as long as that microsite has a separate URL and is accessible independently of the main website URL. Be sure that your sites are accessible through June 1, 2018. The URL should lead directly to your entry, and not require a password or login. You may submit as a single or campaign in one of the categories below.

- DI01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- DI02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- DI03** Beverages: Alcoholic (beer, wine, hard liquor)
- DI04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- DI05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- DI06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- DI07** Commercial & Professional Public Services (legal, accounting, technical support)
- DI08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- DI09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- DI10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- DI11** Financial & Investment Services (banking, credit cards, investment products)
- DI12** Foods (grocery items, baby food, packaged and fresh foods)
- DI13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- DI14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- DI15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- DI16** Household Products & Services (appliances, furniture, décor, pet products)
- DI17** Politics & Government (informational sources, policy or program communications)
- DI18** Publications & Media (special issues, new media launches)
- DI19** Restaurants & Retail Foods (franchises, chains)
- DI20** Retail Stores (promotions, grand openings)
- DI21** Snacks & Sweets (candy, soft drinks, chips)
- DI22** Sporting Events (game day, special events, playoffs)
- DI23** Transportation (bus/train lines, airlines)
- DI24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- DI25** Other (please specify in synopsis)

**DIGITAL (CYBER) COMMUNICATIONS: Banners And Rich Media: Products & Services**

All entries must show the ad in its original context/as originally displayed.

- DI26** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- DI27** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- DI28** Beverages: Alcoholic (beer, wine, hard liquor)
- DI29** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- DI30** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)

- DI31** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- DI32** Commercial & Professional Public Services (legal, accounting, technical support)
- DI33** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- DI34** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- DI35** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- DI36** Financial & Investment Services (banking, credit cards, investment products)
- DI37** Foods (grocery items, baby food, packaged and fresh foods)
- DI38** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- DI39** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- DI40** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- DI41** Household Products & Services (appliances, furniture, décor, pet products)
- DI42** Politics & Government (informational sources, policy or program communications)
- DI43** Publications & Media (special issues, new media launches)
- DI44** Restaurants & Retail Foods (franchises, chains)
- DI45** Retail Stores (promotions, grand openings)
- DI46** Snacks & Sweets (candy, soft drinks, chips)
- DI47** Sporting Events (game day, special events, playoffs)
- DI48** Transportation (bus/train lines, airlines)
- DI49** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- DI50** Other (please specify in synopsis)

### **DIGITAL (CYBER) COMMUNICATIONS: Interactive Applications**

If your entry lives within a website, please provide a URL leading directly to content.

- DI51** Community Apps (social networking and community site applications)
- DI52** Games (played online, not ads for games or ads in-game)
- DI53** Interactive Tools (apps, screensavers, tickers, organizers, counters, calculators)
- DI54** Other (please specify in synopsis)

### **DIGITAL (CYBER) COMMUNICATIONS: Viral**

Please include information about results and effectiveness (views/hits/forwards/reach/users) in the synopsis. For entries involving emails, please submit a URL hosting the original email, including subject and sender fields. The URL should lead directly to your entry and not require a password or login. For entries involving video, please provide details in the synopsis about how the viewer was led to the piece.

- DI55** Emails & E-cards
- DI56** Mobile (phones, SMS, Bluetooth, MP3 players, games, apps, QR codes)
- DI57** Video
- DI58** Other (please specify in synopsis)

## **DIGITAL (CYBER) COMMUNICATIONS: Craft**

**DI59** Art Direction

**DI60** Animation

**DI61** Copywriting

**DI62** Illustration & Graphic Design

**DI63** Interface & Navigation

**DI64** Music/Sound Design

**DI65** Photography

**DI66** Humor

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## **DIRECT MAIL & COLLATERAL MATERIALS COMPETITION**

Advertising drives the customer to the store, but it's collateral that makes the sale. Great collateral pieces charm and educate while building the brand's image. They give consumers something to hold in their hands and hopefully their hearts as well.

This competition accepts both single and campaign entries. Whenever possible, original work should be submitted in support of your entry. This competition accepts entries in all media.

For entries submitted after March 21st, you must upload a digital representation (.jpg or .pdf) in addition to sending a physical copy of the entry as it was originally published and/or distributed. If you have any questions or need assistance, please contact our Processing Department at +1 (212) 643 4800 or email [nyfaprocessing@newyorkfestivals.com](mailto:nyfaprocessing@newyorkfestivals.com)

This competition accepts both single and campaign entries.

## **DIRECT MAIL & COLLATERAL MATERIALS: Products & Services**

**CD01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)

**CD02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)

**CD03** Beverages: Alcoholic (beer, wine, hard liquor)

**CD04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)

**CD05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)

**CD06** Business Equipment & Services (copiers, fax machines, telecommunications systems)

**CD07** Commercial & Professional Public Services (legal, accounting, technical support)

**CD08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)

**CD09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)

**CD10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)

**CD11** Financial & Investment Services (banking, credit cards, investment products)

**CD12** Foods (grocery items, baby food, packaged and fresh foods)

**CD13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)

**CD14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)

- CD15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- CD16** Household Products & Services (appliances, furniture, décor, pet products)
- CD17** Politics & Government (informational sources, policy or program communications)
- CD18** Publications & Media (special issues, new media launches)
- CD19** Restaurants & Retail Foods (franchises, chains)
- CD20** Retail Stores (promotions, grand openings)
- CD21** Snacks & Sweets (candy, soft drinks, chips)
- CD22** Sporting Events (game day, special events, playoffs)
- CD23** Transportation (bus/train lines, airlines)
- CD24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- CD25** Other (please specify in synopsis)

**DIRECT MAIL & COLLATERAL MATERIALS: Craft**

- CD26** Art Direction
- CD27** Copywriting
- CD28** Humor
- CD29** Illustration
- CD30** Photography
- CD31** Typography

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**FILM - CINEMA / ONLINE / TV COMPETITION**

The best commercial films are brilliant mini-movies that stay with us long after the :30 or :60 seconds are up. Our most widely sought-after award is what careers and agencies are built on. Truly inspirational. This competition accepts both single and campaign entries.

This competition accepts both single and campaign entries.

**FILM: Cinema / Online / TV: Products & Services**

You may submit each entry in only one Products & Services category unless the film was re-cut or otherwise altered to suit use in a different medium. In that case, please indicate the changes in the synopsis.

- FI01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- FI02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- FI03** Beverages: Alcoholic (beer, wine, hard liquor)
- FI04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- FI05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- FI06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- FI07** Commercial & Professional Public Services (legal, accounting, technical support)
- FI08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)

- FI09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- FI10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- FI11** Financial & Investment Services (banking, credit cards, investment products)
- FI12** Foods (grocery items, baby food, packaged and fresh foods)
- FI13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- FI14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- FI15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- FI16** Household Products & Services (appliances, furniture, décor, pet products)
- FI17** Politics & Government (informational sources, policy or program communications)
- FI18** Publications & Media (special issues, new media launches)
- FI19** Restaurants & Retail Foods (franchises, chains)
- FI20** Retail Stores (promotions, grand openings)
- FI21** Snacks & Sweets (candy, soft drinks, chips)
- FI22** Sporting Events (game day, special events, playoffs)
- FI23** Transportation (bus/train lines, airlines)
- FI24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- FI25** Under :10 seconds (any product)
- FI26** Other (please specify in synopsis)

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## **FILM CRAFT - ANIMATION, CINEMATOGRAPHY / DIRECTING / EDITING / MUSIC / SOUND, ETC. COMPETITION**

Honoring the individual contributions that create the mood, bring all the different moving parts together and puts the spotlight on the people behind the scenes who collaborate to create great commercial films.

This competition accepts both single and campaign entries.

### **FILM: Craft**

- FC01** Acting
- FC02** Animation
- FC03** Art Direction
- FC04** Best Production Value
- FC05** Best Use of Music
- FC06** Cinematography
- FC07** Direction
- FC08** Editing
- FC09** Script/Copywriting
- FC10** Sound Design
- FC11** Visual Effects

## FC12 Humor

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### INTEGRATED - MIXED MEDIA COMPETITION

A good idea is a good idea—whether in print, on television, online, or in however many formats your media strategy calls for... and for which your budget allows. Integrated media campaigns take a good idea and stretch it to its fullest potential, helping your audience build associations with your brand with every touch. This competition accepts only campaigns. Entries must exhibit use of at least three and a maximum of five media such as print, online, and television. We strongly recommend including a case video (up to two minutes maximum) to present your campaign.

Please note: This competition only accepts campaign entries. The campaign must include at least 2 different mediums.

#### INTEGRATED/MIXED MEDIA: Products & Services

- IN01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- IN02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- IN03** Beverages: Alcoholic (beer, wine, hard liquor)
- IN04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- IN05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- IN06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- IN07** Commercial & Professional Public Services (legal, accounting, technical support)
- IN08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- IN09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- IN10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- IN11** Financial & Investment Services (banking, credit cards, investment products)
- IN12** Foods (grocery items, baby food, packaged and fresh foods)
- IN13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- IN14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- IN15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- IN16** Household Products & Services (appliances, furniture, décor, pet products)
- IN17** Politics & Government (informational sources, policy or program communications)
- IN18** Publications & Media (special issues, new media launches)
- IN19** Restaurants & Retail Foods (franchises, chains)
- IN20** Retail Stores (promotions, grand openings)
- IN21** Snacks & Sweets (candy, soft drinks, chips)
- IN22** Sporting Events (game day, special events, playoffs)
- IN23** Transportation (bus/train lines, airlines)
- IN24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)

**IN25** Other (please specify in synopsis)

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## **BEST USE OF MEDIA COMPETITION**

Other competitions are about the message; this one is about the delivery. Leveraging creativity and idea through a specific channel requires more than just a thorough understanding of the brand and target audience. It necessitates a mastery of the technology itself and what's needed to achieve campaign goals. Winners in this competition are the exemplars of their chosen medium and the innovators others will look to.

This competition accepts both single and campaign entries in all media.

### **BEST USE OF MEDIA: Branded**

**MD01** Digital Media (social media, apps)

**MD02** Events (festivals, flash mobs, installations)

**MD03** Fictional Program, Series or Film Dedicated to a Product or Brand (mini-series, webisodes, cinema, DVDs, online)

**MD04** Gaming (online, PC, consoles, mobile, apps)

**MD05** In-game Advertising (online, PC, consoles, mobile, apps)

**MD06** Integration into a Feature Film (cinema, DVD, online)

**MD07** Integration into a TV Show or Series (broadcast, network, online)

**MD08** Music (original content or integration)

**MD09** Non-fiction Program, Series or Film Dedicated to a Product or Brand (mini-series, webisodes, cinema, DVDs, online)

**MD10** Sponsorship Integration (seamless integration of brand message)

**MD11** User-generated Content (videos, t-shirt designs, special-edition flavors)

### **BEST USE OF MEDIA: Digital**

**MD12** Websites & Microsites

**MD13** Banners & Rich Media

**MD14** Interactive Applications

**MD15** Viral

### **BEST USE OF MEDIA: Direct & Collateral**

**MD16** Ambient (street teams, events, bar coasters, stickers, signage, door-hangers)

**MD17** Broadcast (TV, radio, infomercials)

**MD18** Email

**MD19** Low-budget (<\$100,000US)

**MD20** Mailings (postcards, booklets)

**MD21** Print (calendars, brochures, annual reports, catalogs)



**MD22** Print or Outdoor (inserts, scratch tickets, flyers)

**MD23** Product Launch

**MD24** Social Media & Viral Marketing

**MD25** Website, Microsite, or Banner (consumer-generated content, search marketing)

**MD26** Other (games, virtual worlds, apps, widgets)

#### **BEST USE OF MEDIA: Film**

**MD27** Television

**MD28** Cinema

**MD29** Online

**MD30** Interactive (please provide a three-minute demo)

**MD31** Second Screens (outdoor, mobile phones, digital billboards)

**MD32** Under :10 seconds (very short commercials)

#### **BEST USE OF MEDIA: Integrated**

**MD33** Avant-Garde

**MD34** Branded Entertainment

**MD35** Collateral & Direct

**MD36** Creative Marketing Effectiveness

**MD37** Design

**MD38** Digital

**MD39** Outdoor

**MD40** Print

**MD41** Public & Media Relations

**MD42** Public Service

#### **BEST USE OF MEDIA: Outdoor**

**MD43** Ambient

**MD44** Billboards

**MD45** Bus Shelters

**MD46** Digital Billboards

**MD47** Fleet Graphics

**MD48** Mobile Billboards

**MD49** Posters

**MD50** Installations

**MD51** Transit

**MD52** Wrap-arounds

### **BEST USE OF MEDIA: Print**

**MD53** Magazine

**MD54** Newspaper

**MD55** Other (please specify in synopsis)

### **BEST USE OF MEDIA: Public Service**

**MD56** Collateral & Direct

**MD57** Digital: Online

**MD58** Digital: Websites/Microsites

**MD59** Digital: Social Media

**MD60** Film

**MD61** Outdoor

**MD62** Print

**MD63** Radio

### **BEST USE OF MEDIA: Audio**

**MD64** Audio Platforms

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## **MOBILE MARKETING COMPETITION**

With our mobile devices, we carry the world in our pocket—we can play, navigate, learn, connect, shop, and more from nearly any place in the world. And as one of the fastest-growing platforms, mobile is opening up amazing opportunities for creative advertisers. This competition will honor boundless-and boundary-less-imagination in this medium.

This competition accepts both single and campaign entries in all media.

### **MOBILE MARKETING: Products**

**MB01** Mobile Websites

**MB02** Mobile Applications

**MB03** Tablets

**MB04** Games

**MB05** Rich Media (banners, galleries)

**MB06** Mobile Messaging (SMS, instant messaging, push notifications)

**MB07** Use of Technology (activation, proximity, image recognition, wearable technology)

### **MOBILE MARKETING: Services**

**MB08** Mobile Websites

**MB09** Mobile Applications

**MB10** Tablets

**MB11** Games

**MB12** Rich Media (banners, galleries)

**MB13** Mobile Messaging (SMS, instant messaging, push notifications)

**MB14** Use of Technology (activation, proximity, image recognition, wearable technology)

**MOBILE MARKETING: Media & Entertainment**

**MB15** Mobile Websites

**MB16** Mobile Applications

**MB17** Tablets

**MB18** Games

**MB19** Rich Media (banners, galleries)

**MB20** Mobile Messaging (SMS, instant messaging, push notifications)

**MB21** Use of Technology (activation, proximity, image recognition, wearable technology)

**MOBILE MARKETING: Corporate Communications**

**MB22** Mobile Websites

**MB23** Mobile Applications

**MB24** Tablets

**MB25** Games

**MB26** Rich Media (banners, galleries)

**MB27** Mobile Messaging (SMS, instant messaging, push notifications)

**MB28** Use of Technology (activation, proximity, image recognition, wearable technology)

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**OUTDOOR / OUT OF HOME MARKETING COMPETITION**

Arguably the most widely seen of all ad units, brilliant outdoor requires ideas that telegraph their message instantly. It's this combination of carefully selected words and visuals that makes this category so challenging and winning so rewarding.

This competition accepts both single and campaign entries in all media.

**OUTDOOR / OUT OF HOME MARKETING: Billboards / Installations / Posters: Products & Services**

**OU01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)

**OU02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)

**OU03** Beverages: Alcoholic (beer, wine, hard liquor)

**OU04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)

**OU05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)

**OU06** Business Equipment & Services (copiers, fax machines, telecommunications systems)

**OU07** Commercial & Professional Public Services (legal, accounting, technical support)

- OU08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- OU09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- OU10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- OU11** Financial & Investment Services (banking, credit cards, investment products)
- OU12** Foods (grocery items, baby food, packaged and fresh foods)
- OU13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- OU14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- OU15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- OU16** Household Products & Services (appliances, furniture, décor, pet products)
- OU17** Politics & Government (informational sources, policy or program communications)
- OU18** Publications & Media (special issues, new media launches)
- OU19** Restaurants & Retail Foods (franchises, chains)
- OU20** Retail Stores (promotions, grand openings)
- OU21** Snacks & Sweets (candy, soft drinks, chips)
- OU22** Sporting Events (game day, special events, playoffs)
- OU23** Transportation (bus/train lines, airlines)
- OU24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- OU25** Other (please specify in synopsis)

**OUTDOOR / OUT OF HOME MARKETING: Ambient: Products & Services**

Includes event and nightlife, guerrilla, public art and commerce, and place-based media.

- OU26** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- OU27** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- OU28** Beverages: Alcoholic (beer, wine, hard liquor)
- OU29** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- OU30** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- OU31** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- OU32** Commercial & Professional Public Services (legal, accounting, technical support)
- OU33** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- OU34** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- OU35** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- OU36** Financial & Investment Services (banking, credit cards, investment products)
- OU37** Foods (grocery items, baby food, packaged and fresh foods)
- OU38** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- OU39** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- OU40** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- OU41** Household Products & Services (appliances, furniture, décor, pet products)
- OU42** Politics & Government (informational sources, policy or program communications)

- OU43** Publications & Media (special issues, new media launches)
- OU44** Restaurants & Retail Foods (franchises, chains)
- OU45** Retail Stores (promotions, grand openings)
- OU46** Snacks & Sweets (candy, soft drinks, chips)
- OU47** Sporting Events (game day, special events, playoffs)
- OU48** Transportation (bus/train lines, airlines)
- OU49** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- OU50** Other (please specify in synopsis)

#### **OUTDOOR / OUT OF HOME MARKETING: Craft**

- OU51** Art Direction
- OU52** Copywriting
- OU53** Humor
- OU54** Illustration
- OU55** Photography
- OU56** Typography

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### **PACKAGE & PRODUCT DESIGN COMPETITION**

Great design turns the everyday into the spectacular. It's something most can recognize; yet few can define. Our winners in this category have a rich legacy of great design to compete with, yet time and again have proven themselves worthy of the task in a way that delights and astonishes.

Submissions into all Package Design categories must include an original example of the work, unless customs restrictions prevent it; in that case, an empty vessel or a series of hi-res photographs may be submitted. **Please see the Rules and Regulations information for specifics.**

This competition accepts a single package or a line of packages.

#### **PACKAGE & PRODUCT DESIGN: Products & Services**

- PD01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- PD02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- PD03** Beverages: Alcoholic (beer, wine, hard liquor)
- PD04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- PD05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- PD16** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- PD07** Commercial & Professional Public Services (legal, accounting, technical support)
- PD08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- PD09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- PD10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)

- PD11** Financial & Investment Services (banking, credit cards, investment products)
- PD12** Foods (grocery items, baby food, packaged and fresh foods)
- PD13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- PD14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- PD15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- PD16** Household Products & Services (appliances, furniture, décor, pet products)
- PD17** Politics & Government (informational sources, policy or program communications)
- PD18** Publications & Media (special issues, new media launches)
- PD19** Restaurants & Retail Foods (franchises, chains)
- PD20** Retail Stores (promotions, grand openings)
- PD21** Snacks & Sweets (candy, soft drinks, chips)
- PD22** Sporting Events (game day, special events, playoffs)
- PD23** Transportation (bus/train lines, airlines)
- PD24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- PD25** Other (please specify in synopsis)

#### **PACKAGE & PRODUCT DESIGN: Best Use Of Medium**

- PD26** 3D Structural Design
- PD27** Shopping Bags
- PD28** Special Editions & Promotional Packaging
- PD29** Sustainable Packaging

#### **PACKAGE & PRODUCT DESIGN: Craft**

- PD30** Art Direction
- PD31** Copywriting
- PD32** Humor
- PD33** Illustration
- PD34** Photography
- PD35** Typography

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## **PRINT - TRADITIONAL & DIGITAL COMPETITION**

Few categories are as inspiring as print. The ability to distill an idea down to a single page is a talent few have mastered. It's the closest advertising gets to art. To be judged to have done it better than anyone else that year is perhaps the highest accolade a creative can receive.

For this category tear sheets or proofs mounted on a 42 cm. X 60 cm [A2 size or 16.5 in. x 23 in.] board are preferred. Otherwise please submit a pre-press ready PDF file (PDF version 1.5 or higher) with all the fonts embedded.

This competition accepts both single and campaign entries in all media.

**PRINT - TRADITIONAL & DIGITAL: Products & Services**

- PT01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- PT02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- PT03** Beverages: Alcoholic (beer, wine, hard liquor)
- PT04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- PT05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- PT06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- PT07** Commercial & Professional Public Services (legal, accounting, technical support)
- PT08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- PT09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- PT10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- PT11** Financial & Investment Services (banking, credit cards, investment products)
- PT12** Foods (grocery items, baby food, packaged and fresh foods)
- PT13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- PT14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- PT15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- PT16** Household Products & Services (appliances, furniture, décor, pet products)
- PT17** Politics & Government (informational sources, policy or program communications)
- PT18** Publications & Media (special issues, new media launches)
- PT19** Restaurants & Retail Foods (franchises, chains)
- PT20** Retail Stores (promotions, grand openings)
- PT21** Snacks & Sweets (candy, soft drinks, chips)
- PT22** Sporting Events (game day, special events, playoffs)
- PT23** Transportation (bus/train lines, airlines)
- PT24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- PT25** Other (please specify in synopsis)

**PRINT - TRADITIONAL & DIGITAL: Craft**

- PT26** Art Direction
- PT27** Copywriting
- PT28** Humor
- PT29** Illustration
- PT30** Photography
- PT31** Typography

## **PUBLIC & MEDIA RELATIONS CAMPAIGNS COMPETITION**

This competition honors excellence in reputation management, creative communications, originality, execution, and awareness in the public relations field. Eligible campaigns include corporate branding, crisis management, events, non-profit, blogs and more.

Please note: This competition only accepts campaign entries.

### **PUBLIC & MEDIA RELATIONS CAMPAIGNS: Products & Services**

- PR01** Apparel, Footwear & Accessories (clothing, shoes, handbags, outerwear)
- PR02** Automotive Products & Services (cars, motorcycles, RVs, parts, repairs, tires, accessories, fuel)
- PR03** Beverages: Alcoholic (beer, wine, hard liquor)
- PR04** Beverages: Non-alcoholic (juice, soda, coffee, energy drinks)
- PR05** Broadcast Identities & Sponsorships (station IDs, co-branding/partnership messages)
- PR06** Business Equipment & Services (copiers, fax machines, telecommunications systems)
- PR07** Commercial & Professional Public Services (legal, accounting, technical support)
- PR08** Corporate Image, Information & Recruitment (information, rebranding, internal communications)
- PR09** Cosmetics, Beauty Aids & Toiletries (make-up, personal hygiene, razors)
- PR10** Entertainment & Event Promotion (concerts, parties, street fairs, cultural programs)
- PR11** Financial & Investment Services (banking, credit cards, investment products)
- PR12** Foods (grocery items, baby food, packaged and fresh foods)
- PR13** Healthcare Products & Services (prescription/OTC medications, first-aid, home health aides)
- PR14** Home Appliances & Furnishings (dishwashers, microwaves, mattresses)
- PR15** Home Electronics & Audio-visual (phones, cameras, televisions, home computers, MP3 players)
- PR16** Household Products & Services (appliances, furniture, décor, pet products)
- PR17** Politics & Government (informational sources, policy or program communications)
- PR18** Publications & Media (special issues, new media launches)
- PR19** Restaurants & Retail Foods (franchises, chains)
- PR20** Retail Stores (promotions, grand openings)
- PR21** Snacks & Sweets (candy, soft drinks, chips)
- PR22** Sporting Events (game day, special events, playoffs)
- PR23** Transportation (bus/train lines, airlines)
- PR24** Travel, Tourism & Leisure (recreation, toys, games, sporting goods)
- PR25** Other (please specify in synopsis)

### **PUBLIC & MEDIA RELATIONS CAMPAIGNS: Public Service Announcements**

- PR26** Civic & Social Education
- PR27** Environmental Issues
- PR28** Philanthropic Appeals
- PR29** Promotion of Peace & Human Rights

## **PUBLIC & MEDIA RELATIONS CAMPAIGNS: Best Use Of Medium**

**PR30** Broadcast (TV, radio)

**PR31** Celebrity Endorsement

**PR32** Digital (websites, microsites, Intranet, search engines, banners, mobile)

**PR33** Social Media (brand- and consumer-generated content, blogs, viral, apps)

**PR34** Live Events

**PR35** Media Relations (TV, radio, newspapers, magazines)

**PR36** Product/Brand Launch or Re-launch

**PR37** Sponsorship

**PR38** International (Entries must have been featured in at least three different countries)

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## **PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS COMPETITION**

From the dangers of smoking to the quest for world peace, PSAs shed light on important social issues and inspire, inform, and enlighten the viewing public with the hope of changing attitudes and behaviors. It's also an opportunity for creatives to shine—some of the industry's most memorable ads were made in support of public service.

All entries in this competition achieving Shortlist status are automatically eligible for consideration for the UN DPI Awards at **no additional cost to the entrant**. This prestigious award honors work that best exemplifies the ideals and goals of the United Nations, including peace and security, human rights, literacy, and poverty. A blue ribbon panel convened by the United Nations Department of Public Information judges entries.

[This competition accepts both single and campaign entries in all media.](#)

## **PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Activation & Engagement**

**PS01** Civic & Social Education

**PS02** Environmental Issues

**PS03** Philanthropic Appeals

**PS04** Promotion of Peace & Human Rights

## **PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Branded Entertainment**

**PS05** Civic & Social Education

**PS06** Environmental Issues

**PS07** Philanthropic Appeals

**PS08** Promotion of Peace & Human Rights

## **PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Collateral / Direct**

**PS09** Civic & Social Education

**PS10** Environmental Issues

**PS11** Philanthropic Appeals

**PS12** Promotion of Peace & Human Rights

**PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Digital / Interactive - Online Ads**

**PS13** Civic & Social Education

**PS14** Environmental Issues

**PS15** Philanthropic Appeals

**PS16** Promotion of Peace & Human Rights

**PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Digital / Interactive - Websites & Social Media**

**PS17** Civic & Social Education

**PS18** Environmental Issues

**PS19** Philanthropic Appeals

**PS20** Promotion of Peace & Human Rights

**PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Film**

**PS21** Civic & Social Education

**PS22** Environmental Issues

**PS23** Philanthropic Appeals

**PS24** Promotion of Peace & Human Rights

**PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Integrated Campaigns**

**PS25** Civic & Social Education

**PS26** Environmental Issues

**PS27** Philanthropic Appeals

**PS28** Promotion of Peace & Human Rights

**PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Outdoor / Posters**

**PS29** Civic & Social Education

**PS30** Environmental Issues

**PS31** Philanthropic Appeals

**PS32** Promotion of Peace & Human Rights

**PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Print**

**PS33** Civic & Social Education

**PS34** Environmental Issues

**PS35** Philanthropic Appeals

**PS36** Promotion of Peace & Human Rights

## **PUBLIC SERVICE ANNOUNCEMENTS / COMMUNICATIONS: Radio**

**PS37** Civic & Social Education

**PS38** Environmental Issues

**PS39** Philanthropic Appeals

**PS40** Promotion of Peace & Human Rights

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## **STUDENT WORK - ALL MEDIA COMPETITION**

When seen with fresh eyes, advertising takes on an entirely new look. This competition honors the next generation of advertising greats, those with the ability to make us look at things in a way we never have before and never will again.

This competition accepts both single and campaign entries in all media.

### **Fees:**

- Single or Campaign - \$150

## **STUDENT WORK - ALL MEDIA: Use Of Medium**

**ST01** Avant-garde

**ST02** Branded Entertainment

**ST03** Collateral & Direct

**ST04** Design

**ST05** Digital

**ST06** Film

**ST07** Integrated

**ST08** Outdoor

**ST09** Print

**ST10** Public Relations

**ST11** Public Service

**ST12** Radio

## **STUDENT WORK - ALL MEDIA: Craft**

**ST13** Acting

**ST14** Animation

**ST15** Art Direction

**ST16** Copywriting

**ST17** Music/Sound Design

**ST18** Original Music

**ST19** Production Value

**ST20** Video



**ST21** Cinematography

**ST23** Direction

**ST24** Editing

**ST25** Humor

**ST26** Illustration and Graphic Design

**ST27** Interface & Navigation

**ST28** Photography

**ST30** Sound Design

**ST31** Typography

**ST32** Visual Effects