



THE 33RD ANNUAL
**Communicator
Awards**

Categories

Work may be entered into more than one category and will be reviewed separately for each category entered. All entries entered into multiple categories will be eligible for recognition in each and will be evaluated accordingly.

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Marketing & Communications Content Types

Apps

Honoring apps across many devices and industries, both as full experiences and through the individual craft of design and usability.

FEATURES

Best Technical Achievement — *Entry Type: Single Entry*

Only the technical execution will be evaluated in the piece. This includes performance, functionality, and how well complex features work together.

Best Use of Augmented Reality — *Entry Type: Single Entry*

Only the use of augmented reality will be evaluated in the piece. This includes how virtual elements are layered onto or interact with the real world.

Best User Experience — *Entry Type: Single Entry*

Only the user experience will be evaluated in the piece. This includes how intuitive, easy to navigate, and functional the piece is for the users.

Best User Interface — *Entry Type: Single Entry*

Only the user interface will be evaluated in the piece. This includes layout, visual hierarchy, and how elements are organized on the screen.

Best Visual Design - Aesthetic — *Entry Type: Single Entry*

Only the visual design will be evaluated in the piece. This includes color, imagery, typography, and overall style.

Experimental & Innovative — *Entry Type: Single Entry*

Only the experimental or innovative elements will be evaluated in the piece. This includes any unconventional features, formats, or approaches at work.

Integrated Mobile Experience — *Entry Type: Single Entry*

Only how features, functionality, and design work together will be evaluated in the piece. This includes ease of use and how well the full experience performs across screens and interactions.

GENERAL

Cultural Institutions — *Entry Type: Single Entry*

An app for a museum, park, zoo, aquarium, theatre, arena, or other cultural institution, such as ticketing, exhibit guides, or membership features.

Digital Health & Telemedicine ● **NEW** — *Entry Type: Single Entry*

An app for digital health, telemedicine, or remote patient care, such as virtual visits, symptom tracking, or prescription management.

Education — *Entry Type: Single Entry*

An app built for an educational purpose, whether teaching a skill, sharing a concept or delivering course content.

Fashion, Beauty & Lifestyle — *Entry Type: Single Entry*

An app covering fashion, beauty, style, retail, decor, or lifestyle content, such as shopping guides, trend coverage, or personal styling tools.

Finance — *Entry Type: Single Entry*

An app for a financial institution or service, such as banking, budgeting, investing, or bill payment.

Fitness, Health & Wellness — *Entry Type: Single Entry*

An app built around fitness, health, or wellness, such as workout tracking or nutrition planning.

Food & Drink — *Entry Type: Single Entry*

An app covering food, beverage, restaurants, recipes, or culinary culture, such as recipe libraries, delivery, or restaurant discovery.

Games — *Entry Type: Single Entry*

A downloadable game, including its gameplay mechanics, level design, or interactive features.

Government & Associations — *Entry Type: Single Entry*

An app for association membership or government affairs, such as public records, permits, or member services at all levels (Federal, State, Local).

Healthcare & Pharma — *Entry Type: Single Entry*

An app built to promote healthcare, pharmaceuticals, or hospital systems, such as prescription tracking, appointment scheduling, or health records.

Law & Legal Services — *Entry Type: Single Entry*

An app promoting law or legal services, such as case tracking, legal research, or client intake.

Non-Profit — *Entry Type: Single Entry*

An app for a non-profit organization, charity, or cause, such as donation tools, volunteer coordination, or impact tracking.

Public Safety — *Entry Type: Single Entry*

A public safety app, such as emergency alerts, incident reporting, or safety resources.

Real Estate — *Entry Type: Single Entry*

An app for the sale or rental of property, such as listings, virtual tours, or to promote real estate brokers and firms.

SaaS — *Entry Type: Single Entry*

An app covering Software as a Service, such as reviews, product demos, or sales and marketing tools.

Schools & Universities — *Entry Type: Single Entry*

An app built for a school, university, or other educational program, such as enrollment, coursework, or campus life features.

Sports & Entertainment — *Entry Type: Single Entry*

An app built around sports or entertainment, such as livestreams, ticketing, or fan engagement features.

Tools & Utilities — *Entry Type: Single Entry*

An app that provides a utility, such as a calculator, converter, map, or scheduling tool.

Travel & Transportation — *Entry Type: Single Entry*

An app for travel, tourism, or transportation, such as booking, wayfinding, or itinerary planning.

Wearable & Device Experiences ● **NEW** — *Entry Type: Single Entry*

An app or interface built for a wearable or connected device, such as a smartwatch, ring, or glasses, including notifications, health tracking, or hands-free controls.

Student ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Apps.

Audio & Voice

Honoring audio and voice work across many formats and industries, from full productions to the individual craft behind them.

CRAFT

Best Voiceover ● **NEW** — *Entry Type: Single Entry*

Only the voiceover will be evaluated in the piece. This includes vocal performance, tone, and delivery.

Best Use of AI — *Entry Type: Single Entry*

Only the use of AI will be evaluated in the piece. This includes how it's applied in the production, content, or distribution of the piece.

Editing — *Entry Type: Single Entry*

Only the editing will be evaluated in the piece. This includes pacing, cuts, and how segments are structured together.

On-Air Talent — *Entry Type: Single Entry*

Only the on-air talent will be evaluated in the piece. This includes delivery, presence, and how well the host or hosts connect with listeners.

Original Music — *Entry Type: Single Entry*

Only the original music will be evaluated in the piece. This includes composition, arrangement, and how it's used to support the piece.

Sound Design — *Entry Type: Single Entry*

Only the sound design will be evaluated in the piece. This includes the use of sound effects, ambient audio, and mixing.

Writing — *Entry Type: Single Entry*

Only the writing will be evaluated in the piece. This includes the script, dialogue, and overall structure.

GENERAL

Non-Profit ● *NEW* — Entry Type: Single Entry

Audio content for a non-profit organization, charity, or cause.

Audio Book — Entry Type: Single Entry

An audio recording of a book, of any genre or format.

Audio Tour — Entry Type: Single Entry

An audio piece that guides listeners through a physical space or experience, such as a museum exhibit, walking tour, or self-guided property tour.

Business-to-Business — Entry Type: Single Entry

Audio content built around a business-to-business brand, product, or service.

Commercial — Entry Type: Single Entry

An audio message created to promote a product or service, such as a single radio or streaming ad spot.

Interview — Entry Type: Single Entry

A one-on-one or panel conversation between a host and one or more guests, in audio form.

News — Entry Type: Single Entry

An audio program built around distributing noteworthy or current information, such as a news bulletin, headlines roundup, or breaking-news segment.

Production — Entry Type: Single Entry

An audio piece where production itself is the focus, such as a layered sound design piece, immersive audio drama, or story told primarily through sound.

Program — Entry Type: Single Entry

An audio production broadcast or aired online, such as a single scripted show, magazine-style program, or standalone special.

Promotion — Entry Type: Single Entry

An audio spot created to promote an upcoming program, station, or event, apart from a product or service commercial.

PSA — Entry Type: Single Entry

A public service announcement broadcast or aired online, such as a safety alert, health message, or civic awareness spot.

Talk — Entry Type: Single Entry

An audio program built around a speaker or speakers discussing a topic, apart from an interview format.

CAMPAIGN

Audio Program Series — Entry Type: Campaign or Series

A collection of related audio pieces meant to be experienced as a series, such as a serialized narrative or a themed run of episodes.

Commercial Campaign — Entry Type: Campaign or Series

A series of audio spots created to promote a product or service, such as a recurring ad flight tied to one brand or launch.

Interview Series — Entry Type: Campaign or Series

A recurring audio series built around a host interviewing one or more guests each episode, whether a structured Q&A or free-flowing conversation.

PSA Campaign or Series — Entry Type: Campaign or Series

A series of public service announcements broadcast or shared online as a related campaign, such as safety alerts, health messaging, or civic awareness spots.

Talk Show Series — Entry Type: Campaign or Series

A series of audio programs built around a speaker or speakers discussing a topic, apart from an interview format.

Design & Print

Honoring design and print work across many industries and formats, both as full pieces and individual craft.

CAMPAIGN

Food & Beverage ● **NEW** — *Entry Type: Campaign or Series*

A campaign designed to promote products or services including food, beverage, or culinary culture.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A campaign designed to support or promote belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Brochure or Pamphlet Series — *Entry Type: Campaign or Series*

A related series of designed brochures or pamphlets from or for any industry, evaluated on how cohesively the pieces work together as a set.

Business-to-Business — *Entry Type: Campaign or Series*

A related series of design pieces aimed at a business audience, such as a multi-part brochure set or a recurring trade publication.

Business-to-Consumer — *Entry Type: Campaign or Series*

A campaign designed for a business-to-consumer audience, such as a coordinated set of ads, flyers, or in-store materials promoting a consumer product.

Cause Marketing — *Entry Type: Campaign or Series*

A campaign designed to raise awareness for a cause, such as a public health initiative, environmental effort, or social justice movement.

Environmental & Sustainability — *Entry Type: Campaign or Series*

A campaign designed for an environmental issue, service, or product, such as a conservation initiative, clean energy program, or sustainable product launch.

Government — *Entry Type: Campaign or Series*

A campaign designed for or by a government or municipal office, such as a public safety initiative, civic program, or service announcement.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A campaign designed for healthcare, pharmaceuticals, or medical treatment, such as a hospital system, prescription drug launch, medical device or patient care initiative.

Law & Legal Services — *Entry Type: Campaign or Series*

A campaign designed for law or legal services, such as a law firm's practice areas, a legal aid initiative, or attorney recruitment.

Magazine Series — *Entry Type: Campaign or Series*

A related series of magazines from or for any industry, evaluated on how cohesively the magazine editions work together as a set.

Newsletter Series — *Entry Type: Campaign or Series*

A related series of newsletters from or for any industry, evaluated on how cohesively the newsletter sends work together as a series.

Non-Profit — *Entry Type: Campaign or Series*

A campaign designed for or by a non-profit organization, such as a donor appeal, awareness initiative, or annual giving push.

Political — *Entry Type: Campaign or Series*

A campaign designed for a political issue, candidate, or news topic, such as a ballot measure, election race, or breaking news event.

Products & Services — *Entry Type: Campaign or Series*

A campaign designed to promote a product or service in any industry, such as a coordinated set of ads, brochures, or point-of-sale materials.

School or University — *Entry Type: Campaign or Series*

A campaign designed for a school, college, or university, such as an enrollment growth initiative, alumni campaign, or fundraising drive.

PROMOTIONAL COLLATERAL**Food & Beverage Packaging** ● **NEW** — *Entry Type: Single Entry*

Packaging design for a food or beverage product, such as a label, box, wrapper, or bottle design.

Apparel & Accessories — *Entry Type: Single Entry*

Promotional material in the form of wearable apparel, such as a tote bag, pin, mug or t-shirt.

Book — *Entry Type: Single Entry*

A promotional piece designed in a book format, such as a coffee-table book, bound catalog, or lookbook.

Business Gifts & Giveaways — *Entry Type: Single Entry*

A gift or giveaway item made for clients, partners, or promotional events, such as branded merchandise or a corporate gift set.

Business-to-Business — *Entry Type: Single Entry*

A promotional piece designed for a business audience, such as a sales sheet, trade show handout, or client welcome kit.

Calendar — *Entry Type: Single Entry*

A promotional piece designed in a calendar format, such as a desk calendar, wall calendar, or planner giveaway.

Direct Mail — *Entry Type: Single Entry*

A promotional piece designed for mail delivery, such as a postcard mailer, catalog, or personalized direct mail piece.

Flyer — *Entry Type: Single Entry*

A promotional piece designed for hand-to-hand distribution, such as a flyer handed out at an event, storefront, or street team activation.

Greeting or Holiday Card — *Entry Type: Single Entry*

A promotional piece designed in a greeting card format, such as a holiday card, thank-you card, or client appreciation mailer.

Invitation — *Entry Type: Single Entry*

A promotional piece designed in an invitation format, such as an event invite, product launch invitation, or grand opening announcement.

Menu — *Entry Type: Single Entry*

A design piece in the form of a menu, such as a restaurant menu, bar menu, or catering menu.

Packaging — *Entry Type: Single Entry*

Package design created for a product, such as a box, label, wrapper, or container design for any industry.

Political — *Entry Type: Single Entry*

A promotional piece designed for a political event or campaign, such as a yard sign, campaign mailer, or rally handout.

Postcard — *Entry Type: Single Entry*

A promotional piece designed in a postcard format, such as a save-the-date, marketing mailer, or event announcement.

Poster — *Entry Type: Single Entry*

A promotional piece designed in a poster format, such as an event poster, product launch display, or wall art promotion.

Program or Event Guide — *Entry Type: Single Entry*

A promotional piece designed in the form of a guide or directory for an event or program, such as a conference program, festival guide, or exhibitor directory.

School or University — *Entry Type: Single Entry*

A promotional piece designed for or by a school or university, such as branded merchandise, alumni gifts, or admissions swag.

Special Event — *Entry Type: Single Entry*

A promotional piece for a special event, such as a gala, anniversary celebration, or grand opening.

Specialty Items — *Entry Type: Single Entry*

A unique promotional item created for a specific occasion, such as a custom-shaped giveaway, limited-run item, product collaboration or novelty piece.

PRINT CONTENT**Student** ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Design & Print.

Belonging & Inclusion — *Entry Type: Single Entry*

A print content piece designed for belonging, representation, or inclusion, such as a multicultural feature, accessibility guide, or LGBTQ+ story.

Arts & Culture — *Entry Type: Single Entry*

A print content piece designed for arts and culture, such as magazines, posters or pamphlets for visual art, performance, film, or literature.

Association — *Entry Type: Single Entry*

A print content piece designed to serve an association's members or promote its services, such as a membership magazine, handbook or trade group mailer.

Brochure — *Entry Type: Single Entry*

A printed brochure that showcases a product, service, or institution, such as a program guide, service overview, or informational booklet.

Business-to-Business — *Entry Type: Single Entry*

A print content piece designed for a business audience, such as a trade publication or mailer.

Business-to-Consumer — *Entry Type: Single Entry*

A print content piece designed for consumers about a company, product, or service, such as a catalog, product guide, informational insert or mailer.

Capabilities Brochure — *Entry Type: Single Entry*

A brochure laying out what a business offers and how it delivers, such as a services overview, portfolio, or printed capabilities deck.

Causes & Awareness — *Entry Type: Single Entry*

A print content piece that raises awareness for a social cause, such as a public health flyer, mailer, environmental campaign, or civil rights piece.

Corporation or Business — *Entry Type: Single Entry*

A print content piece carrying a corporation's or business's branding or messaging, such as a company profile, brand story, or identity piece.

Cultural Institutions — *Entry Type: Single Entry*

A print content piece for a museum, library, archive, or other cultural institution, such as a magazine, mailer, exhibition catalog, map or pamphlet.

Educational Institution — *Entry Type: Single Entry*

A print content piece promoting an educational institution, such as a mailer, viewbook, admissions brochure, or program guide.

Environmental & Sustainability — *Entry Type: Single Entry*

A print content piece for environmental topics or sustainability, such as a conservation report, mailer, recycling guide, or climate campaign.

Financial Services — *Entry Type: Single Entry*

A print content piece about finance or financial services, such as a banking product overview, mailer, investment guide, or insurance brochure.

Government & Associations — *Entry Type: Single Entry*

A print content piece promoting a government or association's message, membership, or program, such as a public service flyer, mailer or member handbook.

Healthcare & Pharma — *Entry Type: Single Entry*

A print content piece for a medical or pharmaceutical facility, product, or service, such as a patient brochure, mailer, drug information sheet, or hospital guide.

Law & Legal Services — *Entry Type: Single Entry*

A print content piece about law or legal services, such as a mailer, law firm's practice overview or a legal aid resource guide.

Lifestyle — *Entry Type: Single Entry*

A print content piece designed for lifestyle topics, such as fashion, style, beauty, or home decor.

Magazine — *Entry Type: Single Entry*

A single printed piece in magazine format, such as a lifestyle, trade, or special-interest publication.

Newsletter — *Entry Type: Single Entry*

A single printed piece in newsletter or mailer format, such as a company update, community bulletin, or member newsletter.

Non-Profit — *Entry Type: Single Entry*

A print content piece for a non-profit facility, product, or service, such as a donor brochure, program guide, or impact report.

Real Estate — *Entry Type: Single Entry*

A print content piece designed to promote real estate, such as a property listing sheet, mailer, development brochure, or agent marketing piece.

Special Edition — *Entry Type: Single Entry*

A special magazine edition marking an event or a topic of unique interest, such as an anniversary issue or awards edition.

Transportation — *Entry Type: Single Entry*

A print content piece for transportation, such as mailers, maps, timetables and pamphlets for commuting, cargo, airlines, or trains.

Travel & Tourism — *Entry Type: Single Entry*

A print content piece about travel products, services, or destinations, such as a resort brochure, city guide, or tour catalog.

DESIGN FEATURES**Copywriting** — *Entry Type: Single Entry*

Only the copywriting will be evaluated in the piece. This includes creative strategy, headlines, messaging, and overall tone.

Cover Design — *Entry Type: Single Entry*

Only the cover design will be evaluated in the piece. This includes layout, imagery, color, and typography choices.

Creative Data Presentation — *Entry Type: Single Entry*

Only how data is presented will be evaluated in the piece. This includes charts, infographics, or other visual approaches to displaying information.

Layout — *Entry Type: Single Entry*

Only the layout will be evaluated in the piece. This includes how text, images, and white space are arranged on the page.

Overall Design — *Entry Type: Single Entry*

Only the overall design will be evaluated in the piece. This includes layout, color, typography, and composition working together.

Photography — *Entry Type: Single Entry*

Only the photography will be evaluated in the piece. This includes creative direction, composition, lighting, and how images support the piece.

Typography — *Entry Type: Single Entry*

Only the typography will be evaluated in the piece. This includes type selection, hierarchy, and pairing.

PRINT ADVERTISING

Brochure or Pamphlet — *Entry Type: Single Entry*

A print brochure or pamphlet that promotes or explains a product, service, or organization, such as a product overview, sales handout, or company introduction piece.

Business-to-Business — *Entry Type: Single Entry*

A print piece to promote a business audience, such as a trade publication ad or an industry-specific flyer.

Flyer or Takeaway — *Entry Type: Single Entry*

A print flyer or takeaway that advertises a product, service, event, or offer, such as a promotional flyer, tear-off, or leaflet.

Magazine Ad — *Entry Type: Single Entry*

A print advertisement that runs in a magazine, such as a full-page spread, partial-page placement, or multi-page insert for any industry.

Newspaper Ad or Insert — *Entry Type: Single Entry*

A print advertisement placed in a newspaper, such as a full-page ad, classified spot, or insert for any industry.

Poster — *Entry Type: Single Entry*

A print advertisement made for public display, such as a poster in a transit stop, storefront, or community board.

Film & Video

Honoring film and video work across many industries and genres, both as full productions and individual craft.

CRAFT CATEGORIES

Best Use of AI Video Generation ● **NEW** — *Entry Type: Single Entry*

Only the use of AI-generated video will be evaluated in the piece. This includes how AI tools were used to create or enhance visual elements.

Art Direction — *Entry Type: Single Entry*

Only the art direction will be evaluated in the piece. This includes visual styling, set or scene design, and overall look and feel.

Audio & Sound Design — *Entry Type: Single Entry*

Only the audio or sound design will be evaluated in the piece. This includes sound effects, ambient audio, and mixing.

Editing — *Entry Type: Single Entry*

Only the editing will be evaluated in the piece. This includes pacing, cuts, and how scenes are structured together.

Script writing — *Entry Type: Single Entry*

Only the script will be evaluated in the piece. This includes dialogue, structure, and narrative flow.

Use of Animation — *Entry Type: Single Entry*

Only the animation will be evaluated in the piece. This includes creative direction, technique, movement, and how it's used to tell the story.

Use of Graphics — *Entry Type: Single Entry*

Only the graphic design elements will be evaluated in the piece. This includes titles, overlays, or other on-screen graphics.

Use of Music — *Entry Type: Single Entry*

Only the music will be evaluated in the piece. This includes composition, selection, and how it's used to support the piece.

Use of Visual Effects — *Entry Type: Single Entry*

Only the visual effects will be evaluated in the piece. This includes creative direction, technique, integration, and how they're used to enhance the story.

Videography & Cinematography — *Entry Type: Single Entry*

Only the videography and cinematography will be evaluated in the piece. This includes camera work, movement, framing, lighting, composition and creative direction.

Voiceover & Narration — *Entry Type: Single Entry*

Only the voiceover or narration will be evaluated in the piece. This includes vocal performance, tone, and delivery.

GENERAL**Technology & SaaS** ● **NEW** — *Entry Type: Single Entry*

A film or video for a technology company, software platform, or SaaS product, such as a product launch or explainer.

Belonging & Inclusion — *Entry Type: Single Entry*

A film or video about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Animation — *Entry Type: Single Entry*

A film or video that is wholly or partially animated, such as a fully animated short or a live-action piece with animated elements.

Arts & Culture — *Entry Type: Single Entry*

A film or video about any aspect of arts and culture, such as visual art, performance, cinema, or literature.

Automotive & Recreational Vehicles — *Entry Type: Single Entry*

A film or video about the automotive industry or its products, such as a manufacturer, dealership, or auto parts brand.

Business-to-Business — *Entry Type: Single Entry*

A film or video for a business-to-business audience, such as a product demo, customer story, explainer, case study or documentary.

Causes & Awareness — *Entry Type: Single Entry*

A film or video raising awareness for a social cause, such as public health, civil rights, or environmental issues.

Consumer Packaged Goods — *Entry Type: Single Entry*

A film or video for a consumer packaged goods product, such as food, beverage, or household items.

Corporate Image — *Entry Type: Single Entry*

A film or video about a corporation's public image, such as a company overview, leadership message, or brand story.

Cultural Institutions — *Entry Type: Single Entry*

A film or video for a museum, theatre, or other cultural institution, such as an exhibition feature or promotional piece.

Documentary — *Entry Type: Single Entry*

A non-scripted film or video informing viewers about a topic, event, or person, such as an investigative or observational documentary.

Education — *Entry Type: Single Entry*

A film or video for an educational purpose, whether teaching a skill or concept, or supporting a school, college, or university program.

Employee Communications — *Entry Type: Single Entry*

A film or video relaying information to employees, such as a policy update, leadership message, or internal announcement.

Environmental & Sustainability — *Entry Type: Single Entry*

A film or video about environmental topics or issues, such as conservation, climate change, or sustainability efforts.

Financial Services — *Entry Type: Single Entry*

A film or video for financial services, such as banking, credit cards, or investing.

Fitness, Health & Wellness — *Entry Type: Single Entry*

A film or video informing or instructing viewers about health and wellness, such as nutrition, exercise, or mental health.

Food & Beverage — Entry Type: Single Entry

A film or video about or promoting food and drink, such as a chef profile, restaurant feature, or recipe piece.

Fundraising — Entry Type: Single Entry

A film or video made to raise funds for an organization or cause, such as a gala video, giving-day appeal, or capital campaign piece.

Government & Associations — Entry Type: Single Entry

A film or video for a government office, entity, or association, such as a public awareness or civic program.

Healthcare & Pharma — Entry Type: Single Entry

A film or video for healthcare, its facilities, or treatments, such as a hospital, pharmaceuticals or patient care.

History & Biography — Entry Type: Single Entry

A film, video or documentary informing viewers about a historical event or notable person, such as a retrospective, tribute, or historical account.

Interview or Talk Show — Entry Type: Single Entry

A film or video where a host speaks with one or more guests, in an interview or talk-show format about any topic or industry.

Law & Legal Services — Entry Type: Single Entry

A film or video for a legal office, attorney, or legal association, such as a firm profile or legal explainer.

Live Events — Entry Type: Single Entry

A film or video produced from a live event, such as a conference keynote, festival, concert, or ceremony.

Low Budget — Entry Type: Single Entry

A film or video in any form produced for under \$800 per minute, entered with its production budget noted.

Motivational — Entry Type: Single Entry

A film or video made to motivate or inspire viewers, such as a commencement speech, keynote, or personal story.

News & Politics — Entry Type: Single Entry

A film or video about news, current events, or political campaigns, such as a news segment or campaign feature.

Non-Profit — Entry Type: Single Entry

A film or video for a non-profit organization, such as a mission overview, donor appeal, or impact story.

Podcasts — Entry Type: Single Entry

A video made as a companion to a podcast, or centered on podcasts as a topic, such as a filmed episode or behind-the-scenes piece.

Recruitment — Entry Type: Single Entry

A film or video made to attract potential employees, such as a day-in-the-life piece, culture reel, or hiring campaign video.

Religion & Spirituality — Entry Type: Single Entry

A film or video about religious or spiritual content, such as a sermon, music feature, or faith community story.

Safety — Entry Type: Single Entry

A film or video promoting safety measures or regulations, such as workplace safety training or a public safety awareness piece.

Schools & Universities — Entry Type: Single Entry

A film or video for a school, college, university, or training program, such as a campus tour, program overview, alumni feature, or major gifts initiative.

Self-Promotion — Entry Type: Single Entry

A self-promotional film or video, such as a demo reel, agency sizzle, or portfolio piece showcasing creative work.

Senior Audience — Entry Type: Single Entry

A film or video for a senior audience, such as retirement, healthcare, senior living or lifestyle content for older adults.

Social Media Video — Entry Type: Single Entry

A single video made for social media, not originally produced for TV, web, or theatrical release, such as a reel or short narrative.

Sports — Entry Type: Single Entry

A film or video about sports, such as a team profile, athletic event, or sports culture story.

Student — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Film & Video, such as a short film, spec commercial, or documentary.

Training (for Corporate use) — *Entry Type: Single Entry*

A film or video made to instruct company employees, such as onboarding, compliance, or skills training.

Transportation — *Entry Type: Single Entry*

A film or video about any mode of transportation, such as airlines, trains, rideshare, or shipping and logistics.

Travel & Tourism — *Entry Type: Single Entry*

A film or video for travel or tourism, such as a destination, resort, cruise or tour operator.

Virtual Tours — *Entry Type: Single Entry*

A video recreating a tour of a location, such as a historical site, campus, or private establishment.

Youth Audience — *Entry Type: Single Entry*

A film or video for a young audience, such as content for children, teens, or young adults.

ADVERTISING CAMPAIGNS**Automotive & Recreational Vehicles** — *Entry Type: Campaign or Series*

A commercial campaign for automobiles, recreational vehicles, or auto parts, such as a vehicle launch or dealership promotion.

Business-to-Business — *Entry Type: Campaign or Series*

A commercial campaign aimed at a business-to-business audience, such as a set of ads promoting software, equipment, or professional services to other companies.

Cultural Institutions — *Entry Type: Campaign or Series*

A commercial campaign for a museum, theatre, or other cultural institution, such as an exhibition or season promotion.

Environmental & Sustainability — *Entry Type: Campaign or Series*

A commercial campaign about sustainability or environmental preservation, such as clean energy, conservation, or an eco-friendly product.

Fashion, Beauty & Retail — *Entry Type: Campaign or Series*

A commercial campaign for fashion, beauty, or retail, such as an apparel line, cosmetics brand, or department store.

Financial Services — *Entry Type: Campaign or Series*

A commercial campaign for banking, payments, investing, or fintech, such as a credit card launch or banking app promotion.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A commercial campaign for fitness, health, or wellness, such as a gym, supplement brand, or wellness app.

Food & Drink — *Entry Type: Campaign or Series*

A commercial campaign for food and drink, such as a restaurant, packaged food, or beverage brand.

Government & Associations — *Entry Type: Campaign or Series*

A commercial campaign for a government office, entity, or association, such as a public awareness or civic program.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A commercial campaign about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Consumer — *Entry Type: Campaign or Series*

A commercial campaign for a consumer packaged goods product, such as food, beverage, or household items.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A commercial campaign for the healthcare industry or medicine, such as a hospital system, prescription drug, urgent care network, or health insurer.

Law & Legal Services — *Entry Type: Campaign or Series*

A commercial campaign for a law office or legal service, such as a personal injury firm, family law practice, or legal aid group.

Non-Profit — *Entry Type: Campaign or Series*

A commercial campaign for a non-profit organization, such as a donor appeal, volunteer drive, or mission awareness effort.

Professional Services — *Entry Type: Campaign or Series*

A commercial campaign for a professional service, such as accounting, consulting, or home repair.

Public Service & Activism — *Entry Type: Campaign or Series*

A commercial campaign about a public service issue or activism effort, such as voter registration, public health, or civic engagement.

Real Estate — *Entry Type: Campaign or Series*

A commercial campaign for real estate, such as a residential development, brokerage, or property management company.

Schools & Universities — *Entry Type: Campaign or Series*

A commercial campaign for a school, college, or university, such as an enrollment growth initiative, alumni campaign, major gifts campaign, or brand awareness push.

Travel & Tourism — *Entry Type: Campaign or Series*

A commercial campaign for travel or tourism, such as an airline, resort, cruise, experience or destination.

COMMERCIALS**Belonging & Inclusion** — *Entry Type: Single Entry*

A commercial about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Sports — *Entry Type: Single Entry*

A commercial for a sports team, league, athletic event, or sporting goods brand, such as a season promo or gear launch.

Automotive & Recreational Vehicles — *Entry Type: Single Entry*

A commercial for automobiles, recreational vehicles, or auto parts, such as a vehicle launch or dealership spot.

Business-to-Business — *Entry Type: Single Entry*

A commercial for a business-to-business audience, such as software, equipment, or professional services sold to other companies.

Consumer Packaged Goods — *Entry Type: Single Entry*

A commercial for a consumer packaged goods product, such as food, beverage, or household items.

Cultural Institutions — *Entry Type: Single Entry*

A commercial for a school, college or university, such as advertisements for student recruitment, donations or alumni engagement.

Environmental & Sustainability — *Entry Type: Single Entry*

A commercial about sustainability or environmental preservation, such as clean energy, conservation, or an eco-friendly product.

Financial Services — *Entry Type: Single Entry*

A commercial for a financial service other than a bank, such as insurance, investing, or a payment platform.

Fitness, Health & Wellness — *Entry Type: Single Entry*

A commercial for a fitness, health, or wellness product, service, or brand, such as a gym, supplement, or wellness app.

Food & Drink — *Entry Type: Single Entry*

A commercial for a food or beverage product, brand, or service, such as a restaurant, packaged snack, or drink.

Government & Associations — *Entry Type: Single Entry*

A commercial for a government body, municipality, or association, such as a public awareness or civic program.

Law & Legal Services — *Entry Type: Single Entry*

A commercial for a legal office, attorney, or legal association, such as a an advertisement for a firm or for mass tort marketing purposes.

Local or Regional — *Entry Type: Single Entry*

A commercial made to reach a specific geographic region, such as a single city, state, or local market.

Low Budget — *Entry Type: Single Entry*

A commercial produced with a budget under \$10,000, entered with its production budget noted.

Medical & Pharma — *Entry Type: Single Entry*

A commercial for a medical or pharmaceutical product, such as a prescription drug, medical device, or treatment.

Non-Profit — *Entry Type: Single Entry*

A commercial for a non-profit organization, such as a donor appeal or mission awareness effort.

Political — *Entry Type: Single Entry*

A commercial for a political campaign, candidate, or cause, such as an election ad or issue advocacy spot.

Professional Services — *Entry Type: Single Entry*

A commercial for a professional service, such as accounting, consulting, or home repair.

Public Service — *Entry Type: Single Entry*

A commercial carrying a public service message, such as safety awareness, civic participation, or community health.

Real Estate — *Entry Type: Single Entry*

A commercial for a real estate developer, broker or property, such as an advertisement for property sales or leasing.

Schools & Universities — *Entry Type: Single Entry*

A commercial for a school, college, or university, such as an enrollment growth initiative, alumni campaign, donation campaign, or brand awareness spot.

Senior Marketing — *Entry Type: Single Entry*

A commercial for products or services for a senior audience, such as retirement planning, senior living, assisted living, healthcare, or mobility products.

Transportation — *Entry Type: Single Entry*

A commercial for transportation, such as airlines, auto rentals, trains, cruises or boats.

Travel & Tourism — *Entry Type: Single Entry*

A commercial for travel or tourism, such as an airline, resort, experience or destination.

SERIES**Belonging & Inclusion** — *Entry Type: Campaign or Series*

A film or video series about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Animation — *Entry Type: Campaign or Series*

A series of films or videos that are wholly or partially animated, such as an animated web series or a live-action series with animated segments.

Arts & Culture — *Entry Type: Campaign or Series*

A film or video series about arts and culture, such as visual art, performance, design, or writing.

Automotive & Recreational Vehicles — *Entry Type: Campaign or Series*

A film or video series about the automotive industry or its products, such as a manufacturer, dealership, or auto parts brand.

Business-to-Business — *Entry Type: Campaign or Series*

A film or video series for a business-to-business audience, such as a recurring product demo, explainer series, or client education series.

Causes & Awareness — *Entry Type: Campaign or Series*

A film or video series raising awareness for a social cause, such as public health, civil rights, or environmental issues.

Corporate Image — *Entry Type: Campaign or Series*

A film or video series about a corporation's public image, such as a recurring leadership message or ongoing brand story.

Cultural Institutions — *Entry Type: Campaign or Series*

A film or video series for a museum, archive, or other cultural institution, such as an exhibition or collection feature.

Documentary — *Entry Type: Campaign or Series*

A non-scripted film or video series informing viewers about a topic, event, or person, such as an investigative or observational documentary series.

Education — *Entry Type: Campaign or Series*

A film or video series for an educational purpose, whether teaching a skill or concept, or supporting a school, college, or university.

Employee Communications — *Entry Type: Campaign or Series*

A film or video series relaying information to employees, such as a recurring internal update, ongoing training series or employee features.

Entertainment & Sports — *Entry Type: Campaign or Series*

A film or video series about entertainment or sports, such as live events, esports or athlete features.

Environmental & Sustainability — *Entry Type: Campaign or Series*

A film or video series about environmental topics or issues, such as conservation, climate change, or sustainability efforts.

Financial Services — *Entry Type: Campaign or Series*

A film or video series for financial services such as banking, credit cards, or investing.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A film or video series informing or instructing viewers about health and wellness, such as nutrition, exercise, or mental health.

Food & Beverage — *Entry Type: Campaign or Series*

A film or video series about food and drink, such as chef profiles, restaurant features, or recipe episodes.

Government & Politics — *Entry Type: Campaign or Series*

A film or video series about a government office, political party, or campaign, such as a civic program or policy feature.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A film or video series for healthcare, its facilities, or treatments, such as a hospital or patient care series.

History or Biography — *Entry Type: Campaign or Series*

A film or video series informing viewers about a historical event or notable person, such as a retrospective or biographical series.

Interview — *Entry Type: Campaign or Series*

A film or video series where a host interviews one or more guests each episode, in a structured Q&A or free-flowing conversation.

Law & Legal Services — *Entry Type: Campaign or Series*

A film or video series for a legal office, attorney, or legal association, such as a legal explainer or firm feature.

Motivational — *Entry Type: Campaign or Series*

A film or video series made to motivate or inspire viewers, such as a recurring speaker series or personal triumph stories.

Non-Profit — *Entry Type: Campaign or Series*

A film or video series about a non-profit organization, such as a recurring mission update or ongoing impact story.

Recruitment — *Entry Type: Campaign or Series*

A film or video series made to attract potential employees, such as a recurring culture series or ongoing hiring campaign.

Religion & Spirituality — *Entry Type: Campaign or Series*

A film or video series about religious or spiritual content, such as a sermon series or devotional program.

Schools & Universities — *Entry Type: Campaign or Series*

A film or video series for a school, college, university, or training program, such as a campus life, student stories, or program series.

Social Media Video Series — *Entry Type: Campaign or Series*

A multi-episode video series made for social media, such as a recurring segment created for a social platform.

Student — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Film & Video, such as a web series, docuseries, or narrative series.

Travel & Tourism — *Entry Type: Campaign or Series*

A film or video series about travel or tourism, such as a destination, hospitality, or transportation series.

Web Video Series — *Entry Type: Campaign or Series*

A video series made for a website or web-based platform, not specific to a single social channel, such as an original web show.

Youth Audience — *Entry Type: Campaign or Series*

A film or video series for a young audience, such as content for children, teens, or young adults.

Online Advertising & Marketing

Honoring digital advertising and marketing across many formats and industries, both as full pieces and individual craft.

CAMPAIGN

Retail Media Network Campaign ● **NEW** — *Entry Type: Campaign or Series*

Advertising placed within a retailer's own media network, such as on-site, in-app, or connected commerce placements.

Business-to-Business — *Entry Type: Campaign or Series*

A series of digital marketing assets for a business audience to promote a service or produce, such as a coordinated set of banner ads, emails, or landing pages.

Contests & Promotions — *Entry Type: Campaign or Series*

A series of online contests or promotions marketing a good, service, event, or brand, such as a sweepstakes, giveaway, or referral push.

Display Advertising B-to-B — *Entry Type: Campaign or Series*

A series of banner or display ads for a business audience to promote a product or service, such as a coordinated set of web or app placements.

Display Advertising B-to-C — *Entry Type: Campaign or Series*

A series of display ads for a consumer audience across web, mobile, or connected devices, such as a coordinated banner or rich media set.

Email Marketing — *Entry Type: Campaign or Series*

An email marketing series that engages, converts, or retains an audience over multiple sends, such as a nurture flow or promotional sequence.

Newsletter — *Entry Type: Campaign or Series*

A recurring online newsletter series, generally delivered by email, such as a weekly digest or monthly roundup.

Social Media — *Entry Type: Campaign or Series*

An online advertising or marketing campaign distributed through social channels, such as a coordinated set of posts, ads, or stories across platforms.

Video — *Entry Type: Campaign or Series*

An online promotional campaign centered on video, such as a set of pre-roll ads, streaming spots, or a video ad series.

GENERAL**Student** ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Online Advertising & Marketing, such as a spec ad or campaign concept.

INDIVIDUAL**B2B Display Advertising** — *Entry Type: Single Entry*

A banner or display ad for a business audience to promote a product or service, such as a web or app placement.

Business-to-Business — *Entry Type: Single Entry*

A digital marketing asset for business audience to promote a product or service, such as a single banner ad, email, or landing page.

Contests & Promotions — *Entry Type: Single Entry*

An online contest or promotion marketing a good, service, event, or brand, such as a sweepstakes, giveaway, or referral offer.

Email Marketing — *Entry Type: Single Entry*

A single email that communicates directly with an audience, such as a promotional offer, product announcement, or brand update.

Microsite — *Entry Type: Single Entry*

A self-contained website supporting a single promotion or campaign, such as a product launch page or contest landing page.

Mobile Advertising — *Entry Type: Single Entry*

An advertising piece delivered through a mobile site or application, such as an in-app banner, interstitial, or mobile web placement.

Newsletter — *Entry Type: Single Entry*

A single online newsletter, generally delivered by email, such as a company update or curated roundup.

Rich Media — *Entry Type: Single Entry*

An online promotion using streaming video, interactive elements, or other user-responsive features, such as an expandable or playable ad.

Social Media — *Entry Type: Single Entry*

An online promotion or piece of communication shared through social networking platforms, such as a single post, story, or shared update.

Video — *Entry Type: Single Entry*

An online promotion centered on a video production, such as a single pre-roll ad or standalone branded video.

B2C Display Advertising — *Entry Type: Single Entry*

A banner or display ad for a consumer audience to promote a product or service, such as a web, mobile, or connected device placement.

FEATURES

Animation or Motion Graphics — *Entry Type: Single Entry*

Only the animation or motion graphics will be evaluated in the piece. This includes technique, movement, and visual style.

Art Direction — *Entry Type: Single Entry*

Only the art direction will be evaluated in the piece. This includes visual styling and overall look and feel.

Copywriting — *Entry Type: Single Entry*

Only the copywriting will be evaluated in the piece. This includes headlines, messaging, and overall tone.

Use of Emerging Technologies — *Entry Type: Single Entry*

Only the use of emerging technology will be evaluated in the piece. This includes how new tools or techniques are applied.

User Experience — *Entry Type: Single Entry*

Only the user experience will be evaluated in the piece. This includes how intuitive and easy to use the piece is for the person interacting with it.

Visual Appeal — *Entry Type: Single Entry*

Only the visual design will be evaluated in the piece. This includes color, imagery, typography, and overall style.

Podcasts

Honoring podcasts across many genres, both as single episodes or full series and through individual craft.

INDIVIDUAL EPISODES

Food & Beverage ● **NEW** — *Entry Type: Single Entry*

A podcast episode about food, beverage, culinary culture, or the hospitality industry, such as a chef interview or restaurant story.

Real Estate ● **NEW** — *Entry Type: Single Entry*

A podcast episode about real estate, property, architecture, or the housing market, such as a market update or property feature.

Travel & Tourism ● **NEW** — *Entry Type: Single Entry*

A podcast episode focused on travel, tourism, or destination content, such as a city guide, resort feature, or trip-planning discussion.

Arts & Culture — *Entry Type: Single Entry*

A podcast episode for arts and culture, such as a discussion of visual art, performance, film, or literature.

Branded Episode — *Entry Type: Single Entry*

A brand-produced or sponsored podcast episode, such as a single branded story or advertiser-led episode.

Business — *Entry Type: Single Entry*

A podcast episode covering business or a business-related topic, such as entrepreneurship, leadership, or industry trends.

Business-to-Business — *Entry Type: Single Entry*

A podcast episode for a business audience, such as a discussion of industry trends, tools, or best practices.

Causes & Awareness — *Entry Type: Single Entry*

A podcast episode raising awareness for a cause, such as public health, civil rights, or environmental issues.

Comedy — *Entry Type: Single Entry*

A podcast episode centered on comedy, such as a stand-up set, comedic conversation, or humor-driven story.

Corporate Communication — *Entry Type: Single Entry*

A podcast episode carrying a corporation's or business's communications, such as an employee story, leadership update or company news.

Documentary — *Entry Type: Single Entry*

A documentary-style podcast episode, such as an investigative or narrative deep dive into a topic, event, or person.

Educational — *Entry Type: Single Entry*

A podcast episode about an educational or informational topic, such as a how-to explainer or deep dive into a subject.

Entertainment — *Entry Type: Single Entry*

A podcast episode about entertainment, such as film, television, music, or pop culture.

Fiction or Scripted — *Entry Type: Single Entry*

A podcast episode featuring fictional or scripted content, such as a scripted drama, audio play, or narrative fiction piece.

Finance — *Entry Type: Single Entry*

A podcast episode about financial topics, such as investing, personal finance, or market trends.

Fitness, Health & Wellness — *Entry Type: Single Entry*

A podcast episode about fitness, health, or wellness, such as nutrition, mental health, or exercise.

Government & Associations — *Entry Type: Single Entry*

A podcast episode for a government institution or association, such as a public agency update or association news segment.

Healthcare & Pharma — *Entry Type: Single Entry*

A podcast episode about medical or scientific subjects, events, or figures, such as a treatment breakdown or research discussion.

History or Biography — *Entry Type: Single Entry*

A podcast episode about historical or biographical content, such as a retrospective, profile, or account of past events.

Interview — *Entry Type: Single Entry*

A podcast episode where a host interviews one or more guests, in a structured Q&A or free-flowing conversation.

Legal & Compliance — *Entry Type: Single Entry*

A podcast episode about legal or compliance topics, such as case law, regulation, or legal industry issues.

Lifestyle — *Entry Type: Single Entry*

A podcast episode about lifestyle content, such as relationships, personal growth, hobbies, or daily living.

Music — *Entry Type: Single Entry*

A podcast episode about music, musical acts, or musical events, such as an artist interview or album breakdown.

News — *Entry Type: Single Entry*

A podcast episode delivering news or current events, such as a daily briefing or breaking news segment.

Non-Profit — *Entry Type: Single Entry*

A podcast episode about a non-profit organization, such as an impact story or mission overview.

Political — *Entry Type: Single Entry*

A podcast episode about political events, campaigns, or figures, such as an election breakdown or policy discussion.

Professional Services — *Entry Type: Single Entry*

A podcast episode about professional services or independent contractors, such as consulting, freelancing, or trade work.

Religion & Spirituality — *Entry Type: Single Entry*

A podcast episode about religious or spiritual subjects, events, or figures, such as a sermon, devotional, or faith discussion.

Schools & Universities — *Entry Type: Single Entry*

A podcast episode about a school, college, or university, such as a student story, alumni feature, or admissions initiative.

Science & Technology — *Entry Type: Single Entry*

A podcast episode about a technology or science topic, such as a product breakdown, research discussion, or industry trend.

Sports — *Entry Type: Single Entry*

A podcast episode about a sports franchise, figure, or topic, such as a team recap, athlete interview, or game analysis.

True Crime — *Entry Type: Single Entry*

A podcast episode covering crime and justice, such as a case investigation, court proceeding, or criminal justice issue.

Video Podcasts — *Entry Type: Single Entry*

A podcast episode released with a video companion or extension, such as a filmed version of the audio or bonus visual content about any topic.

Belonging & Inclusion — *Entry Type: Single Entry*

A podcast episode about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ perspectives.

SERIES

Finance & FinTech ● NEW — *Entry Type: Campaign or Series*

A podcast series about financial services or fintech, such as banking, investing, or payments.

Branded - Series — *Entry Type: Campaign or Series*

A brand-produced or sponsored podcast series, such as an advertiser-led show or branded storytelling series.

Business — *Entry Type: Campaign or Series*

A podcast series about business, business events, or business figures, such as entrepreneurship, leadership, or industry trends.

Business-to-Business — *Entry Type: Campaign or Series*

A podcast series for a business audience, such as a recurring discussion of industry trends or best practices.

Causes & Awareness — *Entry Type: Campaign or Series*

A podcast series raising awareness for a cause, such as public health, civil rights, or environmental issues.

Comedy — *Entry Type: Campaign or Series*

A podcast series centered on comedy, comedians, or stand-up, such as a comedic conversation or humor-driven show.

Corporate Communication — *Entry Type: Campaign or Series*

A podcast series carrying a corporation's or business's communications, such as a recurring leadership update or company news show.

Cultural Institution — *Entry Type: Campaign or Series*

A podcast series for a museum, archive, or other cultural institution, such as a collection deep dive or exhibition companion.

Documentary — *Entry Type: Campaign or Series*

A documentary-style podcast series, such as an investigative or narrative deep dive across multiple episodes.

Educational — *Entry Type: Campaign or Series*

A podcast series about an educational or informational topic, such as a recurring how-to show or a deep-dive series on a subject.

Entertainment & Sports — *Entry Type: Campaign or Series*

A podcast series covering entertainment or sports, including teams, athletes, film, or gaming.

Fiction or Scripted — *Entry Type: Campaign or Series*

A podcast series featuring fictional or scripted content, such as a scripted drama, audio play, or serialized fiction.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A podcast series covering fitness, health, or wellness, such as a workout program, mental health discussion, or nutrition deep dive.

Government & Associations — *Entry Type: Campaign or Series*

A podcast series about government affairs, issues, or figures, such as policy discussions or civic updates.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A podcast series about medical or scientific subjects, figures, or issues, such as treatment breakdowns or research discussions.

History & Biography — *Entry Type: Campaign or Series*

A podcast series about historical or biographical content, such as a retrospective, profile, or account of past events.

Interview — *Entry Type: Campaign or Series*

A podcast series where a host interviews one or more guests, in a structured Q&A or free-flowing conversation.

Legal & Compliance — *Entry Type: Campaign or Series*

A podcast series covering legal or compliance topics, such as regulatory updates, case law, or legal industry trends.

Limited Series — *Entry Type: Campaign or Series*

A short, capsule podcast series, separate from a season or standalone program, such as a limited narrative run on one subject.

News — *Entry Type: Campaign or Series*

A podcast series about news or recent events, such as a daily briefing or weekly recap show.

Political — *Entry Type: Campaign or Series*

A podcast series about politics, political events, or political figures, such as election coverage or policy analysis.

Professional Services — *Entry Type: Campaign or Series*

A podcast series covering professional services or independent contractors, such as consulting, freelancing, or independent practice.

Schools & Universities — *Entry Type: Campaign or Series*

A podcast series about a school, college, or university, such as student stories, alumni features, or admissions initiatives.

Science & Technology — *Entry Type: Campaign or Series*

A podcast series covering technology or related subjects, such as product breakdowns, research, or industry trends.

True Crime — *Entry Type: Campaign or Series*

A podcast series covering crime and justice, such as case investigations, court proceedings, or criminal justice issues.

Video Podcasts — *Entry Type: Campaign or Series*

A podcast series released with video as a companion or extension, such as a filmed version of the audio or bonus visual content.

Food & Beverage ● **NEW** — *Entry Type: Campaign or Series*

A podcast series about food, beverage, culinary culture, or the hospitality industry, such as chef interviews or restaurant stories.

Real Estate ● **NEW** — *Entry Type: Campaign or Series*

A podcast series about real estate, property, architecture, or the housing market, such as market updates or property features.

Travel & Tourism ● **NEW** — *Entry Type: Campaign or Series*

A podcast series focused on travel, tourism, or destination content, such as a city guide, resort feature, or trip-planning discussion.

Student ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Podcasts, such as a class-produced episode or series.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A podcast series about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ perspectives.

FEATURES**Best Co-Hosts** — *Entry Type: Single Entry*

Only the performance of the co-hosts will be evaluated in the episode. This includes chemistry, delivery, and how well they work together.

Best Host — *Entry Type: Single Entry*

Only the host will be evaluated in the episode. This includes delivery, presence, and how well the host connects with listeners.

Best Original Music — *Entry Type: Single Entry*

Only the original music will be evaluated in the episode. This includes composition, arrangement, and how it's used to support the episode.

Sound Design — *Entry Type: Single Entry*

Only the sound design will be evaluated in the episode. This includes sound effects, ambient audio, and mixing.

Sound Editing — *Entry Type: Single Entry*

Only the sound editing will be evaluated in the episode. This includes recording, re-recording, and how segments are assembled together.

Special Episode — *Entry Type: Single Entry*

A single podcast episode marking a special event or promotion, rather than regular series content, such as a holiday special or milestone episode.

Storytelling — *Entry Type: Single Entry*

Only the storytelling will be evaluated in the episode. This includes narrative structure, pacing, and how the story is told.

Writing — *Entry Type: Single Entry*

Only the writing will be evaluated in the episode. This includes the script, dialogue, and overall structure.

Social Media

Honoring social media work across many industries and formats, both as full pieces or series and individual craft.

FEATURES**Art Direction & Overall Aesthetic** — *Entry Type: Single Entry*

Only the art direction or overall aesthetic will be evaluated in the piece. This includes creative direction, color, styling, and visual consistency.

Best Commerce Integration — *Entry Type: Single Entry*

Only the shopping or purchase experience will be evaluated in the piece. This includes how easily someone can go from discovery to checkout.

Best Community Building & Engagement — *Entry Type: Single Entry*

Only how the piece grows and engages a community will be evaluated. This includes audience interaction, response, and participation.

Best Overall Social Presence — *Entry Type: Single Entry*

Only the overall social presence will be evaluated. This includes consistency, voice, and how the account stands out across platforms.

Events & Live-streaming — *Entry Type: Single Entry*

Only how the account features an event or live stream will be evaluated. This includes coverage, engagement, and real-time interaction.

Promotions & Contests — *Entry Type: Single Entry*

Only how the piece runs a contest, promotion, or special offer will be evaluated. This includes clarity, creativity, and audience participation.

Real-time Responsiveness — *Entry Type: Single Entry*

Only the timeliness of the response will be evaluated. This includes how quickly and appropriately the narrative was adjusted.

Use of AI — *Entry Type: Single Entry*

Only the use of AI will be evaluated in the piece. This includes how it's applied within or around the content.

Use of Emerging Technology — *Entry Type: Single Entry*

Only the use of new or emerging technology will be evaluated in the piece. This includes how new tools or techniques are applied.

Use of Photography & Graphics — *Entry Type: Single Entry*

Only the photography and graphics will be evaluated in the piece. This includes composition, styling, and visual quality.

Use of Stories — *Entry Type: Single Entry*

Only the use of the Stories format will be evaluated in the piece. This includes pacing, visual design, and how the format is used.

Best Creator Partnership ● **NEW** — *Entry Type: Single Entry*

Only the partnership between the brand and creator will be evaluated in the piece. This includes how naturally the collaboration comes across.

GENERAL SOCIAL MEDIA**Age Group - Senior** — *Entry Type: Single Entry*

A social media content piece for a senior audience, such as retirement, healthcare, senior living or lifestyle topics for older adults.

Age Group - Youth — *Entry Type: Single Entry*

A social media content piece for a youth audience, such as trends, entertainment, or topics relevant to younger audiences.

Animals & Pets — *Entry Type: Single Entry*

A social media content piece in which an animal is the face or voice of the account, such as a pet influencer or an animal-led brand mascot.

Arts, Culture & Entertainment — *Entry Type: Single Entry*

A social media content piece for or about arts, culture, or entertainment, such as film, television, music, or popular culture.

Branded Social Post — *Entry Type: Single Entry*

A social media content piece that sets a brand apart from its competitors, such as a positioning statement or brand personality moment.

Business-to-Business — *Entry Type: Single Entry*

A social media content piece for a business audience, such as industry insights, product updates, or thought leadership.

Causes & Awareness — *Entry Type: Single Entry*

A social media content piece raising awareness for a cause, such as public health, civil rights, or environmental issues.

Comedy or Humor — *Entry Type: Single Entry*

A social media content piece centered on comedy or humor, such as a sketch, meme, or comedic take on a trend.

Community Building & Engagement — *Entry Type: Single Entry*

A social media content piece that interacts directly with a brand's or individual's audience, such as a poll, Q&A, or reply to a follower.

Fashion, Beauty & Lifestyle — *Entry Type: Single Entry*

A social media content piece for or about personal style, decor, clothing, or accessories, such as an outfit feature or home styling post.

Financial Services — *Entry Type: Single Entry*

A social media content piece for or about banking, fintech, investments, or financial advice, such as a personal finance tip or product explainer.

Fitness, Health & Wellness — *Entry Type: Single Entry*

A social media content piece for or about fitness, mental health, or personal well-being, such as a workout, wellness tip, or self-care post.

Food & Drink — *Entry Type: Single Entry*

A social media content piece for or about food, drink, recipes, or dining, such as a recipe reel or restaurant feature.

Games & Gaming — *Entry Type: Single Entry*

A social media content piece for or about gameplay, gaming reviews, or the gaming industry, such as a playthrough clip or game announcement.

Government & Associations — *Entry Type: Single Entry*

A social media content piece for or about a government or association event, office, or topic, such as a civic update or member announcement.

Healthcare & Pharma — *Entry Type: Single Entry*

A social media content piece for or about healthcare, medicine, or medical treatment, such as a health tip, provider feature, or awareness post.

Influencer Marketing — *Entry Type: Single Entry*

A social media content piece from an industry figure, such as a thought leader, executive, or recognized expert, extending a brand's message to a wider audience.

Interview — *Entry Type: Single Entry*

A social media content piece centered on an interview, such as a short-form Q&A or a clipped conversation.

News & Politics — *Entry Type: Single Entry*

A social media content piece dedicated to news or political information, such as a headlines roundup or political commentary.

Non-Profit — *Entry Type: Single Entry*

A social media content piece for a non-profit organization or program, such as a donor appeal or impact story.

Professional Services — *Entry Type: Single Entry*

A social media content piece for a consumer or B2B professional service provider, such as a consulting, accounting, or contracting firm.

Real Estate — *Entry Type: Single Entry*

A social media content piece promoting the sale or rental of residential or commercial property, such as a listing walkthrough or open house announcement.

Schools & Universities — *Entry Type: Single Entry*

A social media content piece for a school or university, such as a student feature, campus life, or alumni engagement.

Science & Technology — *Entry Type: Single Entry*

A social media content piece about science or technology education, advancement, or discovery, such as a research highlight or product explainer.

Sports — *Entry Type: Single Entry*

A social media content piece about sports news, teams, athletes, or events, such as a highlight reel or game recap.

Travel & Tourism — *Entry Type: Single Entry*

A social media content piece about travel, hospitality, lodging, or tourism, such as a destination feature or hotel showcase.

Belonging & Inclusion — *Entry Type: Single Entry*

A social media content piece about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

SOCIAL CAMPAIGNS**Arts & Culture** — *Entry Type: Campaign or Series*

A social media campaign for or about arts, culture, or design, such as an exhibition push or cultural event rollout.

Auto and Transportation — *Entry Type: Campaign or Series*

A social media campaign for automobiles or transportation, such as a vehicle launch or transportation service promotion.

B2B — *Entry Type: Campaign or Series*

A social media campaign for a business audience, such as a recurring push promoting software, equipment, or services.

Brand Campaign — *Entry Type: Campaign or Series*

A social media campaign for a single brand's full range of products, services, or identity, such as a brand-wide awareness push.

Brand Social Account — *Entry Type: Campaign or Series*

A brand's social media account, entered as a whole for its overall presence, such as its ongoing feed, voice, and engagement.

Causes & Activism — *Entry Type: Campaign or Series*

A social media campaign about a cause, public service effort, or activism, such as an awareness drive or advocacy push.

Environmental & Sustainability — *Entry Type: Campaign or Series*

A social media campaign about environmental topics or sustainability, such as a conservation initiative or eco-friendly product launch.

Fashion, Beauty & Lifestyle — *Entry Type: Campaign or Series*

A social media campaign for or about personal style, beauty, or lifestyle topics, such as a fashion launch or beauty product rollout.

Financial Products & Services — *Entry Type: Campaign or Series*

A social media campaign for or about banking, investing, or financial services, such as a product launch, asset management or financial investment.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A social media campaign for or about fitness, mental health, or personal well-being, such as a wellness challenge or health awareness push.

Food & Drink — *Entry Type: Campaign or Series*

A social media campaign for or about food, beverage, or dining, such as a menu launch or product rollout.

Government & Associations — *Entry Type: Campaign or Series*

A social media campaign for a government or association event or program, such as a civic initiative or membership drive.

Medical & Pharma — *Entry Type: Campaign or Series*

A social media campaign for or about healthcare, medicine, or medical treatment, such as a provider service or health awareness effort.

Non-Profit — *Entry Type: Campaign or Series*

A social media campaign for a non-profit organization or program, such as a donor appeal or awareness push.

Real Estate — *Entry Type: Campaign or Series*

A social media campaign promoting the sale or rental of residential or commercial property, such as a listing showcase or open house push.

Schools & Universities — *Entry Type: Campaign or Series*

A social media campaign for a school, college, university or education program, such as admissions and campus life.

Sports & Entertainment — *Entry Type: Campaign or Series*

A social media campaign about sports, entertainment, or live events, such as a game-day promotion, merch or esports event rollout.

Travel & Tourism — *Entry Type: Campaign or Series*

A social media campaign about travel destinations, services, or products, such as a promotion for a destination or booking an accommodation.

Youth Marketing — *Entry Type: Campaign or Series*

A social media campaign for a youth audience, such as trends, entertainment, or products relevant to younger audiences.

Live Shopping & Social Commerce ● **NEW** — *Entry Type: Campaign or Series*

A social media campaign for in-app shopping, live shopping events, or shoppable content.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A social media campaign about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

SOCIAL CONTENT SERIES**Arts & Culture** — *Entry Type: Campaign or Series*

A social content series for or about visual or performing arts, museums, or live events, such as a recurring exhibition or performance feature.

Educational, How-to & Instructional — *Entry Type: Campaign or Series*

A social content series centered on instruction, whether instructor-led or self-guided, such as a recurring how-to or tutorial.

Entertainment & Sports — *Entry Type: Campaign or Series*

A social content series for or about entertainment or sports, such as live events, TV, esports, or athletic figures.

Environmental & Sustainability — *Entry Type: Campaign or Series*

A social content series about environmentally responsible practices or lifestyles, such as zero-waste living or sustainable choices.

Fashion, Beauty & Lifestyle — *Entry Type: Campaign or Series*

A social content series for or about personal style, beauty, or lifestyle topics, such as a recurring styling or beauty feature.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A social content series for or about fitness, mental health, or personal well-being, such as a recurring workout or wellness feature.

Food & Drink — *Entry Type: Campaign or Series*

A social content series for or about dining, restaurants, or culinary topics, such as a recurring recipe or restaurant feature.

Government & Associations — *Entry Type: Campaign or Series*

A social content series for a government or association event or program, such as a civic initiative or membership series.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A social content series for or about healthcare, medicine, or the patient experience, such as a recurring health tip or provider feature.

Interview Series — *Entry Type: Campaign or Series*

A social content series where a host interviews one or more guests, in a structured Q&A or free-flowing conversation.

News & Politics — *Entry Type: Campaign or Series*

A social content series about news or political information, such as a recurring headlines roundup or commentary show.

Non-Profit — *Entry Type: Campaign or Series*

A social content series for a non-profit organization or program, such as a recurring impact story or mission update.

Public Service & Activism — *Entry Type: Campaign or Series*

A social content series about public service or activism, such as voter registration or community organizing.

Schools & Universities — *Entry Type: Campaign or Series*

A social content series for a school, college, university or educational program, such as recurring student profiles, faculty features or campus life content.

Transportation — *Entry Type: Campaign or Series*

A social content series for or about transportation, such as airlines, trains, or auto rentals.

Travel & Tourism — *Entry Type: Campaign or Series*

A social content series for or about travel, hospitality, or lodging, such as a recurring destination or hotel feature.

Creator Collaboration Series ● **NEW** — *Entry Type: Campaign or Series*

A social content series centered on a recurring collaboration with one or more creators, such as a co-hosted show or ongoing takeover.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A social content series about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

SOCIAL VIDEO**Business-to-Business** — *Entry Type: Single Entry*

A social video piece for a business audience to promote a service or product, such as a product demo or client testimonial.

Educational — *Entry Type: Single Entry*

A social video piece centered on instruction or online learning, such as a tutorial or how-to explainer.

Environmental & Sustainability — *Entry Type: Single Entry*

A social video piece about environmental topics or sustainability, such as a conservation effort or eco-friendly product feature.

Events & Live Streaming — *Entry Type: Single Entry*

A social video piece from a streamed event or live experience, such as a concert clip or livestream highlight.

Fashion, Beauty & Lifestyle — *Entry Type: Single Entry*

A social video piece for or about personal style, beauty, or lifestyle topics, such as a styling reel or beauty tutorial.

Financial Services — *Entry Type: Single Entry*

A social video piece for or about banking, investing, or financial services, such as a money tip or product explainer.

Fitness, Health & Wellness — *Entry Type: Single Entry*

A social video piece for or about fitness, mental health, or personal well-being, such as a workout clip or wellness tip.

Food & Drink — *Entry Type: Single Entry*

A social video piece for or about food, drink, recipes, or dining, such as a recipe reel or restaurant feature.

Government & Associations — *Entry Type: Single Entry*

A social video piece for a government or association event or topic, such as a civic initiative or public announcement.

Interview — *Entry Type: Single Entry*

A social video piece where a host interviews one or more guests, in a structured Q&A or quick conversational clip.

Medical & Pharma — *Entry Type: Single Entry*

A social video piece for or about healthcare, medicine, or medical treatment, such as a health tip or provider feature.

News & Politics — *Entry Type: Single Entry*

A social video piece about news, current events, or political campaigns, such as a news clip or campaign feature.

Products & Services — *Entry Type: Single Entry*

A social video piece that introduces, reviews, or showcases a product or service, such as a demo, unboxing, or feature reel.

Public Service & Activism — *Entry Type: Single Entry*

A social video piece about public service or activism, such as voter registration or community organizing.

Real Estate — *Entry Type: Single Entry*

A social video piece promoting the sale or rental of residential or commercial property, such as a listing walkthrough or open house clip.

Schools & Universities — *Entry Type: Single Entry*

A social video piece for a school, college, university or educational program, such as a student story or campus life content.

Sports & Entertainment — *Entry Type: Single Entry*

A social video piece for or about sports, entertainment, esports or live events, such as a highlight reel or event recap.

Transportation — *Entry Type: Single Entry*

A social video piece for or about any mode of transportation, such as airlines, trains, or rideshare.

Travel & Tourism — *Entry Type: Single Entry*

A social video piece about travel destinations, services, or products, such as a destination feature or booking promotion.

Student ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Social Media, such as a spec campaign or content series.

Belonging & Inclusion — *Entry Type: Single Entry*

A social video piece about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Websites

Honoring websites across many industries and purposes, both as full sites and through individual craft.

FEATURES

AI Search Visibility ● **NEW** — *Entry Type: Single Entry*

Only how well the site performs within AI-powered search or answer engines will be evaluated. This includes visibility, accuracy, and how the site's content is surfaced.

Best Use of Conversational AI ● **NEW** — *Entry Type: Single Entry*

Only the use of conversational AI will be evaluated on the site. This includes a chatbot, AI assistant, or other conversational interface.

Animation or Motion Graphics — *Entry Type: Single Entry*

Only the animation or motion graphics will be evaluated on the site. This includes technique, movement, and visual style.

Commerce Experience — *Entry Type: Single Entry*

Only the shopping or checkout experience will be evaluated on the site. This includes how easily someone can browse, select, and complete a purchase.

Copywriting — *Entry Type: Single Entry*

Only the copywriting will be evaluated on the site. This includes headlines, messaging, and overall tone.

Interior Page Design — *Entry Type: Single Entry*

Only the design of the interior pages will be evaluated, apart from the homepage. This includes layout, navigation, and visual consistency across pages.

Navigation Design — *Entry Type: Single Entry*

Only the navigational elements will be evaluated on the site. This includes menus, information architecture, and how easily someone can find their way around.

Photography or Images — *Entry Type: Single Entry*

Only the photography or imagery will be evaluated on the site. This includes composition, quality, and how images are used throughout.

Structure and Navigation — *Entry Type: Single Entry*

Only how the site is structured and navigated will be evaluated. This includes information architecture and overall ease of use.

Use of Emerging Technology — *Entry Type: Single Entry*

Only the use of new or emerging technology will be evaluated on the site. This includes how new tools or techniques are applied.

User Experience — *Entry Type: Single Entry*

Only the user experience will be evaluated on the site. This includes how intuitive, easy to navigate, and functional the site is.

User Interface — *Entry Type: Single Entry*

Only the user interface will be evaluated on the site. This includes layout, visual hierarchy, and how elements are organized on the page.

Video or Moving Image — *Entry Type: Single Entry*

Only the video or moving image content will be evaluated on the site. This includes how it's used and produced.

Visual Appeal - Aesthetic — *Entry Type: Single Entry*

Only the overall visual style will be evaluated on the site. This includes color, imagery, typography, and overall design.

Website Redesign — *Entry Type: Single Entry*

Only the redesigned portions of the site will be evaluated, alongside the previous version submitted for reference.

Best Homepage — *Entry Type: Single Entry*

Only the website's homepage will be evaluated. This includes purpose, hierarchy, layout, design and functionality.

GENERAL**Student** ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Websites, such as a spec site or design concept.

Arts & Entertainment — *Entry Type: Single Entry*

A site for arts and entertainment, such as concerts, film, television, theater, or the fine arts.

Associations — *Entry Type: Single Entry*

A site for an industry association, trade group, or special interest organization, such as a membership hub or resource portal.

Automotive & Recreational Vehicles — *Entry Type: Single Entry*

A site for automobiles, auto parts, reviews, or industry news, such as a manufacturer, dealership, or enthusiast site.

Banking & Payments — *Entry Type: Single Entry*

A site for banking or payment services, such as online transactions, saving, lending, or financial advice.

Beauty & Cosmetics — *Entry Type: Single Entry*

A site for beauty and cosmetic products, such as hair, makeup, or skincare.

Biotechnology — *Entry Type: Single Entry*

A site for biotechnology research, application, or industry discussion, such as a research firm or product platform.

Blog - Business — *Entry Type: Single Entry*

A site that serves as a blog covering professional or business-related topics, such as workplace advice, industry commentary, or career development.

Blog - Cultural — *Entry Type: Single Entry*

A site that serves as a blog covering cultural topics, such as art, film, music, or societal trends.

Broadcasting — *Entry Type: Single Entry*

A site for a broadcaster, such as television, webcasts, podcasts, or other distributed audio and video.

Business-to-Business — *Entry Type: Single Entry*

A site for a business audience, such as a company offering software, equipment, or services to other businesses.

Causes & Awareness — *Entry Type: Single Entry*

A site raising awareness for a cause or event, such as a public health campaign, environmental initiative, or community fundraiser.

Community — *Entry Type: Single Entry*

A site connecting people around a shared interest, opinion, or identity, such as a forum, membership community, or fan hub.

Computer & Information Technology — *Entry Type: Single Entry*

A site about information technology news, products, or services, such as a software company or IT resource hub.

Construction — *Entry Type: Single Entry*

A site for a contractor, builder, or developer working on residential, commercial, or public projects, such as a portfolio or services site.

Consumer Packaged Goods — *Entry Type: Single Entry*

A site for packaged food or beverage products, such as snacks, drinks, or recipes.

Corporate Communication — *Entry Type: Single Entry*

A site that presents the identity of a corporation or brand, such as an about-us hub, brand story, or company overview.

Corporate Identity — *Entry Type: Single Entry*

A site serving as a hub for a corporation, organization, or business professional, such as a company home or executive presence.

Cultural Institutions — *Entry Type: Single Entry*

A site for a museum, zoo, theatre, aquarium, or other cultural institution, such as a visitor hub or exhibition site.

Education — *Entry Type: Single Entry*

A site for an educational purpose, whether teaching a skill or concept, or supporting the operations of a school, college, or university.

Employment — *Entry Type: Single Entry*

A site for job postings, career services, recruiting, or career advice, such as a job board or careers hub.

Family & Parenting — *Entry Type: Single Entry*

A site about family life, child care, pregnancy, or parenting, such as an advice hub or parenting resource site.

Fashion — *Entry Type: Single Entry*

A site for clothing, design, or fashion trends, such as a fashion label or style publication.

Financial Services — *Entry Type: Single Entry*

A site covering financial topics, such as stock trading, retirement, loans, or credit.

Fitness — *Entry Type: Single Entry*

A site for physical fitness news, services, or products, such as a gym, training program, or fitness brand.

Food & Drink — *Entry Type: Single Entry*

A site promoting cooking, food, beverages, recipes, or dining, such as a recipe hub or restaurant site.

Government — *Entry Type: Single Entry*

A site about government affairs at the federal, state, or local level, such as an agency portal or public service hub.

Health & Wellness — *Entry Type: Single Entry*

A site covering physical or mental health and personal well-being, such as medical information, fitness, or emotional wellness resources.

Hotel & Lodging — *Entry Type: Single Entry*

A site promoting travel accommodations and reservations, such as a hotel, resort, or vacation rental booking service.

Insurance — *Entry Type: Single Entry*

A site promoting insurance for home, auto, life, business, or other coverage, such as a provider or comparison site.

Law & Legal Services — *Entry Type: Single Entry*

A site for a law firm, attorney, legal aid organization, or legal information source, such as a practice site or legal resource hub.

Lifestyle — *Entry Type: Single Entry*

A site for personal interests, such as gardening, home improvement, or cooking.

Live & Virtual Events — *Entry Type: Single Entry*

A site marketing a specific event, such as a concert, festival, or seminar.

Magazine — *Entry Type: Single Entry*

A site for a business or consumer magazine, whether print-affiliated or published only online.

Marketing — *Entry Type: Single Entry*

A site for promoting products and services, or for customer-focused marketing, such as a product hub or campaign site.

Medical & Pharmaceutical — *Entry Type: Single Entry*

A site for medical or pharmaceutical products or services, such as a drug information resource, medical device company, or healthcare provider.

News — *Entry Type: Single Entry*

A site for distributing current events and up-to-date information, such as a news outlet, blog, or aggregator.

Non-Profit — *Entry Type: Single Entry*

A site for a non-profit organization, such as a mission overview, donor appeal, or volunteer sign-up hub.

Podcasts — *Entry Type: Single Entry*

A site that promotes, distributes, or showcases a podcast, such as an episode hub or show landing page.

Politics — *Entry Type: Single Entry*

A site for a political campaign, candidate, or platform, such as a campaign hub or issue site.

Professional Services — *Entry Type: Single Entry*

A site for a consultant, financial advisor, accountant, or other professional service provider, such as a practice or services site.

Publishing — *Entry Type: Single Entry*

A site for the production or distribution of printed or electronic publications, such as a publishing house or digital magazine distributor.

Real Estate — *Entry Type: Single Entry*

A site for the sale or rental of residential or commercial property, such as a brokerage, listing service, or property management company.

Religion & Spirituality — *Entry Type: Single Entry*

A site for a church, temple, religious organization, or online faith community, such as a congregation hub or ministry site.

Restaurant & Bars — *Entry Type: Single Entry*

A site for a dining or drinking establishment, such as a restaurant, bar, or café.

SaaS — *Entry Type: Single Entry*

A site promoting Software as a Service, including reviews, sales, or marketing.

School or University — *Entry Type: Single Entry*

A site for a school, college, university, or continuing education program, such as admissions, gifts, alumni networking, or campus site.

Science & Technology — *Entry Type: Single Entry*

A site for science or technology, its study, or its application, such as a research institute, lab, or science education resource.

Self-Promotion — *Entry Type: Single Entry*

A self-promotional site, such as an agency, firm, or creative professional's portfolio or showcase of their own work.

Shopping — *Entry Type: Single Entry*

A site for online shopping, retail, or product support, such as an e-commerce store or product catalog.

Social Responsibility — *Entry Type: Single Entry*

A site promoting or raising awareness of a social issue, such as public health, civil rights, or environmental advocacy.

Sports — *Entry Type: Single Entry*

A site about sports news, teams, scores, or events, such as a league, team, or sports media site.

Sustainability — *Entry Type: Single Entry*

A site promoting sustainability programs or services, such as a recycling initiative, clean energy program, or conservation effort.

Transportation — *Entry Type: Single Entry*

A site promoting any mode of transportation, such as airlines, trains, rideshare, or shipping and logistics.

Travel & Tourism — *Entry Type: Single Entry*

A site promoting travel destinations, activities, or attractions, such as a tourism board or destination site.

Web Applications & Services — *Entry Type: Single Entry*

A website for a web-based application or service, such as a productivity tool, online service, or cloud-based platform's dedicated site.

Belonging & Inclusion — *Entry Type: Single Entry*

A site that supports or promotes belonging, representation, and inclusion, such as accessibility features, multicultural content, or inclusive design.

Writing

Honoring writing across many industries and forms, both as single pieces and ongoing series.

GENERAL

Student ● NEW — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Writing, such as an article, essay, or spec piece.

Advertorial — *Entry Type: Single Entry*

A paid print or online placement written in an editorial style, such as a sponsored article designed to read like editorial content.

Blog Post — *Entry Type: Single Entry*

A single post from an ongoing digital publication or channel, such as a company blog entry or editorial post.

Business-to-Business — *Entry Type: Single Entry*

A written piece for a business audience, such as a whitepaper, case study, or industry report.

Case Study — *Entry Type: Single Entry*

A written piece offering in-depth analysis of a specific subject or outcome, such as a research breakdown or results-driven case study.

Column or Editorial — *Entry Type: Single Entry*

An article or feature in a newspaper, magazine, or website, such as an opinion column or editorial.

Event Guide or Program — *Entry Type: Single Entry*

A written piece or full publication accompanying an event, such as a program, guide, or commemorative booklet.

Feature Article — *Entry Type: Single Entry*

A main or feature-length article for a publication, such as a cover story or long-form feature.

Press Release — *Entry Type: Single Entry*

A written piece intended to distribute news or information to the media, such as a product announcement, event recap, or company milestone.

Profile or Tribute — *Entry Type: Single Entry*

An article or written piece centered entirely on one subject or institution, such as a founder spotlight, company history, or tribute piece.

Technical Writing — *Entry Type: Single Entry*

A written piece that conveys detailed information about a highly specialized topic or product, such as a technical manual, product specification, or how-to guide.

Web Content — *Entry Type: Single Entry*

A written piece appearing primarily on a website or digital platform, such as landing page copy, product descriptions, or blog posts.

Whitepaper — *Entry Type: Single Entry*

An in-depth, research-based written document presenting information, analysis, and a perspective on a topic, such as an industry report or position paper.

SERIES

Blog — *Entry Type: Campaign or Series*

A series of written entries from one author or organization, such as a themed blog or an ongoing personal journal.

Business-to-Business — *Entry Type: Campaign or Series*

A series of written work for a business audience, such as a set of whitepapers, case studies, or industry reports.

Column or Editorial Series — *Entry Type: Campaign or Series*

A related series of articles or features in a newspaper, magazine, or website, such as a recurring column or multi-part editorial run.

Feature Article Series — *Entry Type: Campaign or Series*

A related series of main or feature-length articles, such as a multi-part cover story or a recurring long-form franchise.

Newsletter or Email Series — *Entry Type: Campaign or Series*

A related or recurring series of written newsletters or emails, such as an ongoing editorial newsletter.

Technical Writing Series — *Entry Type: Campaign or Series*

A series of written work conveying detailed information about a highly specialized topic or product, such as a multi-part technical guide or an ongoing documentation series.

Web Content Series — *Entry Type: Campaign or Series*

A series of original written work or copy appearing primarily on a website or digital platform, such as an ongoing set of landing pages or blog posts.

Branded Content & Experiences

Branded Content

Honoring branded content across many industries and formats, both as full pieces and through individual craft.

CAMPAIGN

Age-Group Marketing - Senior — *Entry Type: Campaign or Series*

A branded content campaign promoting products or services for a senior audience, such as retirement planning, healthcare, senior living or mobility products.

Age-Group Marketing - Youth — *Entry Type: Campaign or Series*

A branded content campaign about products or services for a youth audience, such as toys, games, or products for children and teens.

Automotive & Recreational Vehicles — *Entry Type: Campaign or Series*

A branded content campaign for or about automobiles, auto parts, performance, or car culture, such as a vehicle showcase or driving series.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A branded content campaign about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Business-To-Business — *Entry Type: Campaign or Series*

A branded content campaign promoting products or services for other businesses, such as software, equipment or consulting.

Business-To-Consumer — *Entry Type: Campaign or Series*

A branded content campaign promoting consumer products or services, such as packaged goods, electronics, or retail.

Corporate Communication — *Entry Type: Campaign or Series*

A branded content campaign for a brand's internal or external corporate messaging, such as leadership updates or company news.

Fashion, Beauty, & Lifestyle — *Entry Type: Campaign or Series*

A branded content campaign for or about fashion, beauty, home, or general lifestyle topics, such as a styling or home decor series.

Finance & FinTech ● **NEW** — *Entry Type: Campaign or Series*

A branded content campaign for financial services or fintech, such as banking, investing, or payments.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A branded content campaign covering personal health topics, such as nutrition, fitness, or mental well-being.

Food & Beverage — *Entry Type: Campaign or Series*

A branded content campaign for food and drink, such as recipes, chef profiles, or culinary history.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A branded content campaign for medicine, hospitals, or pharmaceutical treatment, such as a patient education or provider series.

Non-Profit — *Entry Type: Campaign or Series*

A branded content campaign for a non-profit organization, such as its mission, programs, or community impact.

Products & Services — *Entry Type: Campaign or Series*

A branded content campaign promoting a product or service, such as consumer goods, electronics, or consulting services.

Public Service & Activism — *Entry Type: Campaign or Series*

A branded content campaign about civic participation, policy, or social activism, such as a voter education or advocacy series.

Transportation — *Entry Type: Campaign or Series*

A branded content campaign for transportation, such as airlines, trains, trucking, or car-sharing.

Travel & Tourism — *Entry Type: Campaign or Series*

A branded content campaign for travel destinations, activities, accommodations, or transportation, such as a destination or hospitality series.

FEATURES

AI-Enhanced Creative Production — *Entry Type: Single Entry*

Only how AI tools were used will be evaluated in the piece. This includes their role in the creative production process and generative visual or audio elements

Animation or Motion Graphics — *Entry Type: Single Entry*

Only the animation or motion graphics will be evaluated in the piece. This includes technique, movement, and visual style.

Art Direction — *Entry Type: Single Entry*

Only the art direction will be evaluated in the piece. This includes visual styling and overall look and feel.

Copywriting — *Entry Type: Single Entry*

Only the copywriting will be evaluated in the piece. This includes headlines, messaging, and overall tone.

Creative Data Presentation — *Entry Type: Single Entry*

Only how data is presented will be evaluated in the piece. This includes charts, infographics, or other visual approaches to displaying information.

Use of Emerging Technologies — *Entry Type: Single Entry*

Only the use of emerging technology will be evaluated in the piece. This includes how new tools or techniques are applied.

User Experience — *Entry Type: Single Entry*

Only the user experience will be evaluated in the piece. This includes how intuitive and easy to use the piece is.

Video or Moving Image — *Entry Type: Single Entry*

Only the video or moving image content will be evaluated in the piece. This includes how it's used and produced.

Visual Appeal — *Entry Type: Single Entry*

Only the visual design will be evaluated in the piece. This includes color, imagery, typography, and overall style.

GENERAL**Age-Group Marketing - Senior** — *Entry Type: Single Entry*

A branded content piece promoting products or services for a senior audience, such as retirement planning, healthcare, senior living or mobility products.

Age-Group Marketing - Youth — *Entry Type: Single Entry*

A branded content piece promoting products or services for a youth audience, such as toys, games, or products for children and teens.

Automotive & Recreational Vehicles — *Entry Type: Single Entry*

A branded content piece for or about automobiles, auto parts, performance, or car culture, such as a vehicle showcase, car show or driving feature.

Belonging & Inclusion — *Entry Type: Single Entry*

A branded content piece about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Business-To-Business — *Entry Type: Single Entry*

A branded content piece promoting products or services for other businesses, such as software, equipment, or office supplies.

Cause Marketing — *Entry Type: Single Entry*

A branded content piece supporting or raising awareness for a cause, rather than a product or service, such as a public health or advocacy piece.

Cultural Institutions — *Entry Type: Single Entry*

A branded content piece for or about a museum, archive, theater, or other cultural institution, such as an exhibition or collection feature.

Direct Marketing — *Entry Type: Single Entry*

A branded content piece delivered directly to an individual or household, such as personalized mail or targeted messaging.

Environmental & Sustainability — *Entry Type: Single Entry*

A branded content piece about sustainability, climate, or environmental issues, such as a conservation story or eco-product feature.

Fashion, Beauty, & Lifestyle — *Entry Type: Single Entry*

A branded content piece for or about fashion, beauty, home, or general lifestyle topics, such as a styling guide or home decor feature.

Finance & FinTech ● **NEW** — *Entry Type: Single Entry*

A branded content piece for financial services or fintech, such as banking, investing, or payments.

Fitness, Health & Wellness — *Entry Type: Single Entry*

A branded content piece covering personal health topics, such as nutrition, fitness, or mental well-being.

Food & Beverage — *Entry Type: Single Entry*

A branded content piece for food and drink, such as recipes, chef profiles, or culinary history.

Games & Apps — *Entry Type: Single Entry*

A branded content piece on any topic distributed through a game or app, such as an in-game placement or branded app experience.

Healthcare & Pharma — *Entry Type: Single Entry*

A branded content piece for medicine, hospitals, or pharmaceutical treatment, such as a patient education or provider feature.

Newsletter — *Entry Type: Single Entry*

A branded content piece on any topic distributed through a newsletter, such as a recurring email feature or sponsored newsletter segment.

Promotions and Contests — *Entry Type: Single Entry*

A branded content piece centered on a promotion, contest, sweepstakes, or giveaway, such as an entry-driven campaign piece.

Social Media — *Entry Type: Single Entry*

A branded content piece on any topic distributed through social media, such as a sponsored post, story, creator collaboration or platform-native video.

Training (Corporate) — *Entry Type: Single Entry*

A branded content piece that trains or onboards employees, partners, or customers, such as a tutorial, guide, or onboarding series.

Travel & Tourism — *Entry Type: Single Entry*

A branded content piece for travel destinations, activities, accommodations, or transportation, such as a destination or hospitality feature.

White Paper — *Entry Type: Single Entry*

A branded content piece on any topic delivered as a white paper report or guide, such as an industry research summary or how-to resource.

Branded Entertainment

Honoring entertainment built around a brand across many genres, both as full productions and through individual craft.

CAMPAIGN

Brand Collaboration — *Entry Type: Campaign or Series*

A branded entertainment campaign or series featuring a collaboration with another brand, influencer, or creator, such as a co-produced show.

Branding — *Entry Type: Campaign or Series*

A branded entertainment campaign or series promoting a single product, service, or brand identity story.

Business-To-Business — *Entry Type: Campaign or Series*

A branded entertainment campaign or series promoting products or services for other businesses, not individual consumers.

Business-To-Consumer — *Entry Type: Campaign or Series*

A branded entertainment campaign or series promoting products or services for individual consumers, not other businesses.

Causes & Awareness — *Entry Type: Campaign or Series*

A branded entertainment campaign or series about a social cause or awareness effort, such as a movement or campaign for change.

Comedy Series — *Entry Type: Campaign or Series*

A branded entertainment campaign or series centered on comedy or humor, weaving a product or service into the storyline.

Documentary — *Entry Type: Campaign or Series*

A documentary-style branded entertainment campaign or series following real people, places, or events, such as an observational or narrative docuseries.

Environmental & Sustainability — *Entry Type: Campaign or Series*

A branded entertainment campaign or series about climate, sustainability, or environmental issues, such as a conservation-themed show.

Financial Services — *Entry Type: Campaign or Series*

A branded entertainment campaign or series promoting banking, investing, or other financial services.

Fitness, Health & Wellness — *Entry Type: Campaign or Series*

A branded entertainment campaign or series centered on fitness, health, or wellness topics, such as a workout program, mental health journey, or nutrition series.

Food & Beverage ● **NEW** — *Entry Type: Campaign or Series*

A branded entertainment campaign or series for food, drink, or culinary culture, such as a cooking show or restaurant features.

Government & Municipal — *Entry Type: Campaign or Series*

A branded entertainment campaign or series about the work or story of a government or municipal organization, such as a public initiative or civic program.

Healthcare & Pharma — *Entry Type: Campaign or Series*

A branded entertainment campaign or series for medicine, hospitals, clinics or medical treatment, such as patient journeys or provider stories.

Interview Series — *Entry Type: Campaign or Series*

A recurring branded entertainment campaign or series where a host interviews guests, episode after episode.

Non-Profit — *Entry Type: Campaign or Series*

A branded entertainment campaign or series for or about a non-profit organization's mission or work, such as its programs, impact, or community outreach.

Schools & Universities — *Entry Type: Campaign or Series*

A branded entertainment campaign or series for a school, college, or university, such as campus stories, alumni success features or a student-centered show.

Science & Technology — *Entry Type: Campaign or Series*

A branded entertainment campaign or series about scientific research, discovery, or technology, such as an innovation or discovery show.

Shopping & Retail — *Entry Type: Campaign or Series*

A branded entertainment campaign or series promoting shopping, stores, or online retail, such as a behind the scenes documentary or designer feature.

Sports & Entertainment — *Entry Type: Campaign or Series*

A branded entertainment campaign or series about athletes, teams, esports or the world of sports, such as a team documentary or athlete profile show.

Transportation — *Entry Type: Campaign or Series*

A branded entertainment campaign or series for or about transportation, such as airlines, trains, trucking, or car-sharing.

Travel & Tourism — *Entry Type: Campaign or Series*

A branded entertainment campaign or series for or about travel, leisure, or tourism destinations, such as a travel show or destination story.

FEATURES**Branded Storytelling** — *Entry Type: Single Entry*

Only the storytelling will be evaluated in the piece, apart from production or technical execution. This includes narrative structure and how it conveys the brand's message.

Directing — *Entry Type: Single Entry*

Only the directing will be evaluated in the piece. This includes pacing, performance guidance, and overall directorial choices.

Editing — *Entry Type: Single Entry*

Only the editing will be evaluated in the piece. This includes pacing, cuts, and overall structure.

Use of Emerging Technology — *Entry Type: Single Entry*

Only the use of new or emerging technology will be evaluated in the piece. This includes tools such as AI or generative visual and audio.

Videography & Cinematography — *Entry Type: Single Entry*

Only the videography and cinematography will be evaluated in the piece. This includes camera work, movement, lighting and visual composition.

GENERAL**B2B** — *Entry Type: Single Entry*

A branded entertainment piece promoting products or services for other businesses, not individual consumers.

Belonging & Inclusion — *Entry Type: Single Entry*

A branded entertainment piece with themes of belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Corporate Social Responsibility — *Entry Type: Single Entry*

A branded entertainment piece for or about a brand's civic or social responsibility efforts, such as sustainability, community investment, or ethical practices.

Documentary — *Entry Type: Single Entry*

A documentary-style branded entertainment piece following real people, places, or events, such as an observational or narrative documentary.

Environmental & Sustainability — *Entry Type: Single Entry*

A branded entertainment piece about climate, sustainability, or environmental issues, such as a conservation-themed story.

Events & Live Streaming — *Entry Type: Single Entry*

A branded entertainment piece centered on a live event or live-streamed experience, such as a concert, conference, or product launch.

Financial Services & Banking — *Entry Type: Single Entry*

A branded entertainment piece for banking, investing, or other financial services, such as branch activation or an interactive app demo.

Food & Beverage ● **NEW** — *Entry Type: Single Entry*

A branded entertainment piece for or about food, drink, or culinary culture, such as a cooking feature or restaurant story.

Government & Municipal — *Entry Type: Single Entry*

A branded entertainment piece about the work or story of a government or municipal organization, such as a public initiative or civic program.

Healthcare & Pharma — *Entry Type: Single Entry*

A branded entertainment piece for medicine, hospitals, clinics, or medical treatment, such as a patient journey or provider story.

How-to, DIY & Explainer — *Entry Type: Single Entry*

A branded entertainment piece that teaches or explains a topic, skill, or process, such as a how-to or DIY feature.

Interview — *Entry Type: Single Entry*

A branded entertainment piece structured as a host-guest conversation, such as a founder interview or celebrity sit-down.

Public Service & Non-Profit — *Entry Type: Single Entry*

A branded entertainment piece about a societal cause or a non-profit's work, such as an awareness story or mission feature.

Schools & Universities — *Entry Type: Single Entry*

A branded entertainment piece for a school, college, or university, such as a campus story, alumni success or student-centered feature.

Science & Technology — *Entry Type: Single Entry*

A branded entertainment piece about scientific research, discovery, or technology, such as an innovation or discovery feature.

Social Media — *Entry Type: Single Entry*

A branded entertainment piece on any topic created for distribution on social media, such as a platform-native video or sponsored post series.

Sports & Entertainment — *Entry Type: Single Entry*

A branded entertainment piece about athletes, teams, film, music, or the broader world of sports and entertainment.

Travel & Tourism — *Entry Type: Single Entry*

A branded entertainment piece for travel, leisure, or tourism destinations, such as a travel feature or destination story.

Branded Experiences

Honoring brand-sponsored live and hybrid experiences across many industries, both as full activations and individual craft.

CAMPAIGN

Branded Experiential Campaign or Series — *Entry Type: Campaign or Series*

A branded campaign or series of related experiential activations or promotions, such as a multi-city tour or recurring pop-up.

Product Launch Event Series — *Entry Type: Campaign or Series*

A branded campaign or series of activations for the launch of a new product, such as a countdown series or multi-stop rollout.

Retail Activation Series — *Entry Type: Campaign or Series*

A branded campaign or series of experiential activations for a store or shopping experience, such as an in-store activation or e-commerce launch series.

Sponsorship Program Series — *Entry Type: Campaign or Series*

A branded campaign or series of experiential activations executed as part of a sponsorship, such as a sports partnership or event sponsorship.

Sports — *Entry Type: Campaign or Series*

A branded campaign or series for a sports venue, stadium, or arena, such as fan engagement, hospitality, or activation programs.

FEATURES**Art Direction** — *Entry Type: Single Entry*

Only the art direction will be evaluated in the piece. This includes visual styling and overall look and feel.

Best Brand Collaboration — *Entry Type: Single Entry*

Only the interaction between the brands will be evaluated in the piece. This includes how naturally the collaboration comes across and overall execution.

Use of Emerging Technology — *Entry Type: Single Entry*

Only the use of new or emerging technology will be evaluated in the piece. This includes how new tools or techniques are applied.

GENERAL**360 Brand Experience** — *Entry Type: Single Entry*

An immersive, brand-sponsored experience spanning multiple formats or touchpoints at once, such as a mix of physical, digital, and live elements.

Customer or Member Events — *Entry Type: Single Entry*

A brand-sponsored live or hybrid experience for customers or members, such as a loyalty appreciation event or member-only gathering.

Loyalty Program Activation — *Entry Type: Single Entry*

A brand-sponsored live or hybrid experience for a loyalty program, such as a rewards celebration or member milestone event.

Outdoor Entertainment or Festival Activation — *Entry Type: Single Entry*

A brand-sponsored experience at an outdoor event or festival, such as a music festival, fair, or seasonal celebration.

Product Launch Activation — *Entry Type: Single Entry*

A brand-sponsored live or hybrid experience for a product or service launch, such as a pop-up reveal or launch party.

Special Events — *Entry Type: Single Entry*

A brand-sponsored live, digital, or hybrid experience positioned as a distinct special occasion, such as an anniversary, milestone, or celebration.

Sponsorship Activation — *Entry Type: Single Entry*

A brand-sponsored live or hybrid experience for a sponsorship or partnership, such as a co-branded event or sponsored activation.

Sports Venue Activation — *Entry Type: Single Entry*

A brand-sponsored experience within a sports or entertainment venue, such as a stadium concourse activation or arena fan zone.

Tradeshow or Conference Activation — *Entry Type: Single Entry*

A branded experience within a trade show or conference, such as a booth experience or attendee lounge.

Corporate Communications & Public Relations

Corporate Communications

Honoring how organizations communicate, from annual reports and internal or external materials to the craft behind them.

ANNUAL REPORT

Arts & Entertainment — *Entry Type: Single Entry*

An annual report covering the year's activities for an arts or entertainment organization, such as a theater, museum, or performing arts company.

Belonging & Inclusion — *Entry Type: Single Entry*

An annual report covering the year's belonging or inclusion activities and programs, such as employee resource groups, or accessibility initiatives.

Charitable & Direct Aid ● **NEW** — *Entry Type: Single Entry*

An annual report covering the year's activities for a charitable or direct-aid organization, such as a relief fund, food bank, or disaster response charity.

Corporation or Business — *Entry Type: Single Entry*

An annual report covering the year's activities for a corporation or business, such as financial results, leadership updates, or milestones.

Cultural Institution — *Entry Type: Single Entry*

An annual report covering the year's activities for a cultural institution, such as a museum, library, or performing arts center.

Educational Institution — *Entry Type: Single Entry*

An annual report covering the year's activities for an educational institution, such as a school, college, or university.

Environmental & Sustainability — *Entry Type: Single Entry*

An annual report covering the year's environmental or sustainability program activities, such as conservation efforts, emissions reduction, or community initiatives.

Fashion, Beauty & Retail — *Entry Type: Single Entry*

An annual report covering the year's activities for a fashion, beauty, or retail business, such as a brand or retailer's yearly review.

Financial Services — *Entry Type: Single Entry*

An annual report covering the year's activities for a bank or financial services company, such as lending, investment, or wealth management services.

Government & Municipal — *Entry Type: Single Entry*

An annual report covering the year's activities for a government or municipal body, such as a city, county, state or federal agency.

Legal & Compliance — *Entry Type: Single Entry*

An annual report covering the year's activities for a legal or compliance firm, such as a law firm or regulatory consultancy.

Medical & Pharma — *Entry Type: Single Entry*

An annual report covering the year's activities for a medical facility or organization, such as a hospital, clinic, or health system.

Non-Profit — *Entry Type: Single Entry*

An annual report covering the year's activities for a non-profit organization, such as its programs, impact, or fundraising results.

Real Estate — *Entry Type: Single Entry*

An annual report covering the year's activities for a real estate company, such as a developer, brokerage, or property management firm.

Science & Technology — *Entry Type: Single Entry*

An annual report covering the year's activities for a science or technology company, such as a research lab, biotech firm, or software company.

Transportation — *Entry Type: Single Entry*

An annual report covering the year's activities for a transportation company, such as an airline, shipping company, or transit authority.

Travel & Tourism — *Entry Type: Single Entry*

An annual report covering the year's activities for a travel or tourism organization, such as a tourism board, resort or hospitality company.

DESIGN FEATURES

Best Digital Annual Report Experience ● NEW — *Entry Type: Single Entry*

Only the digital experience of the annual report will be evaluated, such as its interactivity, navigation, and how it performs as a web-based report.

Brand Voice — *Entry Type: Single Entry*

Only the brand's voice will be evaluated in the piece, independent of visual design. This includes tone, word choice, and consistency.

Copywriting — *Entry Type: Single Entry*

Only the copywriting will be evaluated in the piece. This includes headlines, messaging, and overall tone.

Cover Design — *Entry Type: Single Entry*

Only the cover design will be evaluated in the piece. This includes layout, imagery, color, and typography.

Creative Data Presentation — *Entry Type: Single Entry*

Only how data is presented will be evaluated in the piece. This includes creative approach, charts, infographics, or other visuals to display information.

Layout — *Entry Type: Single Entry*

Only the layout will be evaluated in the piece. This includes how text, images, and white space are arranged on the page.

Overall Design — *Entry Type: Single Entry*

Only the overall design will be evaluated in the piece. This includes layout, color, typography, and composition working together.

Photography — *Entry Type: Single Entry*

Only the photography will be evaluated in the piece. This includes composition, lighting, and how images support the piece.

Strategic Storytelling — *Entry Type: Single Entry*

Only the narrative approach used to convey a brand's story or image is evaluated here. This includes structure of the story, creative approach and overall execution.

Typography — *Entry Type: Single Entry*

Only the typography will be evaluated in the piece. This includes type selection, hierarchy, and pairing.

EMPLOYEE & INTERNAL COMMUNICATIONS

App or Website — *Entry Type: Single Entry*

An app or internal website for a company to communicate directly with employees, such as an HR portal or training app.

Benefits — *Entry Type: Single Entry*

A publication informing employees about their benefits, such as health insurance, retirement plans, or perks.

Blog — *Entry Type: Single Entry*

A blog for a company to communicate directly with employees, such as leadership updates or team news.

Collaborative Tech — *Entry Type: Single Entry*

An internal collaboration technology piece or initiative for employee communications, such as an intranet or workplace platform.

Communications — *Entry Type: Single Entry*

A publication sharing corporate messaging or promotions with employees, such as a company announcement or internal editorial.

Email or Text Communications — *Entry Type: Single Entry*

An email or text message initiative for a company to communicate directly with employees, such as a company-wide announcement or policy update.

Employee Engagement Program — *Entry Type: Single Entry*

An employee program that drives engagement, satisfaction, or collaboration, such as a wellness challenge, recognition program, or team-building initiative.

Employer Branding Campaign ● NEW — *Entry Type: Single Entry*

A communications initiative to attract, recruit, or retain talent by communicating what it's like to work at an organization, such as an employer brand or culture campaign.

Magazine — *Entry Type: Single Entry*

A magazine for a company to communicate directly with employees, such as a quarterly publication with company news, employee stories, and customer success features.

Newsletter — *Entry Type: Single Entry*

A newsletter for a company to communicate directly with employees, such as a weekly digest or monthly recap.

EXTERNAL COMMUNICATIONS**Blogs & Newsletters** — *Entry Type: Single Entry*

An external content distribution on any topic in blog or newsletter format that shares information or a narrative, such as a company blog or subscriber newsletter.

Corporate Social Account — *Entry Type: Single Entry*

A social media account representing a brand's or company's image, such as its ongoing feed on Instagram, LinkedIn, or X.

Corporate Website — *Entry Type: Single Entry*

A website representing a brand's or company's image, such as an about-us hub, brand story, or corporate homepage.

Investor Reporting — *Entry Type: Single Entry*

A communications piece sharing information and updates with investors and shareholders, such as an earnings update or shareholder letter.

Pitch Decks — *Entry Type: Single Entry*

A presentation, in any format, made to attract new business, partnerships, or investors, such as a sales or investor pitch deck.

Presentations — *Entry Type: Single Entry*

A single presentation that tells a clear narrative, such as a corporate story deck or capabilities presentation.

Press Release — *Entry Type: Single Entry*

A communications piece intended for the press to cover in their outlets, such as a product announcement or company milestone.

Sponsorships & Brand Partnerships — *Entry Type: Single Entry*

An external communications piece announcing or promoting a sponsorship or brand partnership, such as a co-branded announcement or launch.

Corporate Identity

Honoring the visual and verbal identity of a brand, both as a full system and through individual craft.

CAMPAIGN**Brand Book or Style Guide** — *Entry Type: Campaign or Series*

A document outlining a brand's complete guidelines system, such as a brand book or style guide covering logo use, color, type, and voice.

Identity Program Campaign — *Entry Type: Campaign or Series*

A campaign rollout of a new or refreshed identity, shown through the campaign that introduced it, such as a rebrand launch.

Identity System — *Entry Type: Campaign or Series*

A campaign for a brand's style guide or full identity system from a redesign, entered across its applications, such as logo, color, type, and collateral.

DESIGN FEATURES**Brand Voice** — *Entry Type: Single Entry*

Only the brand's voice will be evaluated in the piece, independent of visual design. This includes tone, word choice, and consistency.

Overall Design Aesthetic — *Entry Type: Single Entry*

Only the overall design will be evaluated in the piece. This includes layout, color, typography, and composition working together.

Strategic Storytelling — *Entry Type: Single Entry*

Only the narrative approach used to convey a brand's story or image is evaluated here. This includes narrative structure, tone and execution.

Typography — *Entry Type: Single Entry*

Only the typography will be evaluated in the piece. This includes type selection, hierarchy, and pairing.

Use of Photography — *Entry Type: Single Entry*

Only the photography will be evaluated in the piece. This includes composition, lighting, and how images support the piece.

UX - Clarity — *Entry Type: Single Entry*

Only the clarity and usability of the brand's digital or corporate channels will be evaluated. This includes ease of navigation and how clearly information is presented.

GENERAL**Brand Redesign or Refresh** — *Entry Type: Single Entry*

The redesign or refresh of a company or product's identity, such as a new logo, color palette, and/or brand voice.

Brand Website Redesign — *Entry Type: Single Entry*

A refresh or redesign of a company or product's website, such as a new layout, navigation, or visual identity.

Logo - Corporation or Business — *Entry Type: Single Entry*

A logo for a corporation or business, entered as a single mark.

Logo - Cultural Institution — *Entry Type: Single Entry*

A logo for a museum, archive, library, or other cultural institution.

Logo - Educational Institution — *Entry Type: Single Entry*

A logo for a school, college, university, or other educational institution.

Logo - Financial Services & FinTech ● **NEW** — *Entry Type: Single Entry*

A logo for a bank, financial services firm, or fintech company.

Logo - Food & Beverage ● **NEW** — *Entry Type: Single Entry*

A logo for a food or beverage brand or product.

Logo - Government — *Entry Type: Single Entry*

A logo for a government agency, municipality, or public sector organization.

Logo - Legal — *Entry Type: Single Entry*

A logo for a law firm or legal services provider.

Logo - Medical — *Entry Type: Single Entry*

A logo for a medical practice, hospital, or healthcare organization.

Logo - Non-Profit — *Entry Type: Single Entry*

A logo for a non-profit or cause-driven organization.

Logo - Technology or SaaS ● **NEW** — *Entry Type: Single Entry*

A logo for a technology company or SaaS platform.

Package Redesign — *Entry Type: Single Entry*

A redesign or refresh of a product's existing packaging, such as a new label, box, or container design.

Print Collateral — *Entry Type: Single Entry*

A printed piece or set of collateral supporting a brand's identity, such as a brochure, sales sheet, or signage.

Social Media Redesign — *Entry Type: Single Entry*

A redesign or refresh of a brand's social media presence, such as a new profile look, content strategy, or platform expansion.

Public Relations

Honoring public relations work across many industries, both as full campaigns and single pieces of communication.

CAMPAIGN**Arts & Entertainment Campaign** — *Entry Type: Campaign or Series*

A PR campaign for an arts or entertainment brand, launch, or event, such as a film release or exhibition.

Belonging & Inclusion — *Entry Type: Campaign or Series*

A PR campaign about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Cause & Awareness Campaign — *Entry Type: Campaign or Series*

A PR campaign about a social cause or awareness effort, such as a public health initiative or civil rights movement.

Collaboration Series — *Entry Type: Campaign or Series*

A PR campaign for a series of strategic partnerships, such as a co-branded initiative or joint venture rollout.

Employee Advocacy Program ● **NEW** — *Entry Type: Campaign or Series*

A PR campaign equipping employees to represent and share their organization's brand or message, such as an employee ambassador or advocacy program.

Fashion & Beauty Campaign — *Entry Type: Campaign or Series*

A PR campaign for a fashion or beauty brand, launch, or event, such as a collection debut or product reveal.

Food & Beverage Campaign — *Entry Type: Campaign or Series*

A PR campaign for a dining, culinary, food, or beverage brand, launch, or event, such as a restaurant opening or product launch.

Government or Municipal Campaign — *Entry Type: Campaign or Series*

A PR campaign for a government or municipal entity or initiative, such as a public safety program or civic announcement.

Health & Wellness Campaign — *Entry Type: Campaign or Series*

A PR campaign for a fitness, health, or wellness brand, launch, or event, such as a wellness product or health initiative.

Influencer Campaign — *Entry Type: Campaign or Series*

A PR campaign for influencer partnerships that promote an organization's or individual's image, such as a sponsored collaboration or ambassador program.

Interview or Press Conference Series — *Entry Type: Campaign or Series*

A PR campaign of interviews or press conferences, such as a media tour or product announcement event.

Live Event Series — *Entry Type: Campaign or Series*

A PR campaign supporting a series of live, digital, or hybrid events, such as a conference or activation series.

Medical or Pharma Campaign — *Entry Type: Campaign or Series*

A PR campaign for a hospital, medical provider, pharmaceutical brand, or treatment, such as a drug launch or health system push.

Public Relations Campaign — *Entry Type: Campaign or Series*

A PR campaign that introduces or promotes a company's image or product, such as a brand launch or product reveal.

Sports Campaign — *Entry Type: Campaign or Series*

A PR campaign for a sports team, franchise, venue, athlete, or league, such as a season push or athlete announcement.

Travel & Tourism Campaign — *Entry Type: Campaign or Series*

A PR campaign for a travel or tourism brand, destination, or event, such as a destination launch or tourism push.

GENERAL**Arts & Entertainment** — *Entry Type: Single Entry*

A PR promotion or release for an arts or entertainment brand, launch, or event, such as a film release or exhibition.

Belonging & Inclusion — *Entry Type: Single Entry*

A PR promotion or release about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Brand Storytelling — *Entry Type: Single Entry*

A PR piece supporting a brand's narrative, values, or purpose, rather than a specific launch or campaign, such as a brand story or founder profile.

Causes & Social Impact — *Entry Type: Single Entry*

A PR promotion or release about a social cause or organization, such as a public health initiative or advocacy group.

Collaboration — *Entry Type: Single Entry*

A PR piece supporting a strategic partnership, such as a co-branded initiative or joint venture.

Crisis Management — *Entry Type: Single Entry*

A PR initiative addressing a major event that threatens an organization's or individual's reputation, such as a crisis statement or response plan.

Environmental & Sustainability — *Entry Type: Single Entry*

A PR release about sustainability, climate, or environmental issues, such as a conservation effort or eco-initiative.

Fashion, Beauty & Retail — *Entry Type: Single Entry*

A PR promotion or release for a fashion, beauty, or retail brand, launch, or event, such as a collection debut or store opening.

Food & Beverage — *Entry Type: Single Entry*

A PR promotion or release for a dining, culinary, food, or beverage brand, launch, or event, such as a restaurant opening or product launch.

Government & Municipal — *Entry Type: Single Entry*

A PR promotion or release for a government or municipal entity or initiative, such as a public safety program or civic announcement.

Health & Wellness — *Entry Type: Single Entry*

A PR promotion or release for a fitness, health, or wellness brand, launch, or event, such as a wellness product or health initiative.

Influencer Partnership — *Entry Type: Single Entry*

A PR piece supporting an influencer partnership that promotes an organization's or individual's image, such as a sponsored collaboration.

Interview or Press Conference — *Entry Type: Single Entry*

A PR-arranged interview or press conference where a spokesperson addresses media questions directly, such as a media briefing or press event.

Live Events — *Entry Type: Single Entry*

A PR piece supporting a live, digital, or hybrid event, such as an activation, conference, or launch event.

Lobbying — *Entry Type: Single Entry*

A PR initiative aimed at influencing government decisions or policy, such as a legislative campaign or regulatory advocacy effort.

Medical or Pharma — *Entry Type: Single Entry*

A PR promotion or release for a hospital, medical provider, pharmaceutical brand, or treatment, such as a drug launch or health system announcement.

Public Affairs — *Entry Type: Single Entry*

A PR initiative managing the narrative between an organization and the public, such as during a policy debate or major organizational decision.

Real-time Responsiveness — *Entry Type: Single Entry*

A PR initiative adjusted and deployed in the moment in response to a fast-moving situation, such as breaking news or an unfolding crisis.

Reputation Management — *Entry Type: Single Entry*

A PR initiative shaping stakeholder perceptions and public conversation about an organization, such as a reputation-building or perception-management effort.

Sports — *Entry Type: Single Entry*

A PR promotion or release for a sports team, franchise, venue, athlete, or league, such as a season push or athlete announcement.

Talent Partnerships — *Entry Type: Single Entry*

A PR partnership with talent or celebrities that reinforces a brand's image, such as a celebrity endorsement or ambassador deal.

Technology & SaaS ● **NEW** — *Entry Type: Single Entry*

A PR promotion or release for a technology company, software platform, or SaaS product, such as a product launch or company announcement.

Travel & Tourism — *Entry Type: Single Entry*

A PR promotion or release for a travel or tourism brand, destination, or event, such as a destination launch or tourism campaign.

Experiential & Immersive

Immersive & Experiential

Honoring immersive and experiential work across many industries, both as full experiences and individual craft.

CAMPAIGN

Experiential Marketing Campaign — *Entry Type: Campaign or Series*

A connected series of experiences involving a brand, product, service, or program, such as a multi-stop tour or recurring activation.

Immersive Experience Series — *Entry Type: Campaign or Series*

A series of live or multichannel experiences that immerse people in a brand, idea, or world, such as an ongoing installation or event series.

FEATURES

Art Direction — *Entry Type: Single Entry*

Only the art direction will be evaluated in the experience. This includes visual styling and overall look and feel.

Best Design Aesthetics — *Entry Type: Single Entry*

Only the overall visual aesthetic will be evaluated in the experience. This includes color, styling, and design consistency.

Best Host — *Entry Type: Single Entry*

Only the performance of the host or speaker will be evaluated in the experience. This includes delivery, presence, and audience connection.

Best Immersive Game — *Entry Type: Single Entry*

Only the use of immersive technology will be evaluated in the game. This includes tools such as VR, AR, or motion tracking.

Best Overall Performance — *Entry Type: Single Entry*

Only an individual's performance will be evaluated in the experience. This includes on-camera or on-stage delivery and presence.

Groundbreaking Achievement — *Entry Type: Single Entry*

Only how a brand or partner is integrated will be evaluated in the experience. This includes sponsorship placement or activation design.

Use of Emerging Technology — *Entry Type: Single Entry*

Only the use of new or emerging technology will be evaluated in the experience. This includes how new tools or techniques are applied.

GENERAL

Augmented Reality — *Entry Type: Single Entry*

An experience using augmented reality, blending real and virtual elements in real time, such as an AR filter, overlay, or interactive experience.

B2B — *Entry Type: Single Entry*

A trade show, product demo, partner event, or other immersive experience for a business audience.

Belonging & Inclusion — *Entry Type: Single Entry*

A live or immersive experience with themes of belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Business-to-Consumer — *Entry Type: Single Entry*

A pop-up, in-store activation, live event, or other immersive experiences for a consumer audience.

Cause & Activism — *Entry Type: Single Entry*

A live or immersive experience about a cause, movement, or social issue, such as an awareness activation or advocacy event.

Environmental & Sustainability — *Entry Type: Single Entry*

A live or immersive experience about environmental impact, climate, or sustainable practices, such as a conservation-themed installation.

Games — *Entry Type: Single Entry*

An immersive or interactive experience centered on gameplay, competition, or game mechanics, such as a branded game or interactive challenge.

Government — *Entry Type: Single Entry*

A live or immersive experience for public services, civic initiatives, or government agencies, such as a civic engagement activation.

Immersive Brand Experience — *Entry Type: Single Entry*

An interactive or immersive showcase of a brand's identity, story, or values, apart from a specific launch, such as a brand world or flagship experience.

Live Brand Experience — *Entry Type: Single Entry*

A live, in-person expression of a brand's identity, products, or services, such as an experiential showcase or brand activation.

Medical & Pharma — *Entry Type: Single Entry*

A live or immersive experience for healthcare providers, hospital systems, pharmaceutical brands, or wellness services, such as a patient or provider activation.

Multi-Channel Experience — *Entry Type: Single Entry*

An experience unfolding across two or more channels, such as mobile, web, in-person, and social, working as one.

New Realities — *Entry Type: Single Entry*

An interactive experience powered by the Metaverse, virtual reality, or 360-degree video, such as a VR world or immersive walkthrough.

Non-Profit — *Entry Type: Single Entry*

An immersive experience for a non-profit's mission, cause, or community impact, such as an awareness activation or donor experience.

Pop-up Limited Retail Experience — *Entry Type: Single Entry*

A short-term, in-person retail activation tied to a new product or merchandise drop, such as a pop-up shop or limited installation.

Retail and Shopping — *Entry Type: Single Entry*

An in-store, pop-up, or other immersive experience tied to shopping or a retail environment.

Trade Show Exhibit — *Entry Type: Single Entry*

A booth, activation, or other live presence for a trade show floor, such as an exhibit or interactive display.

Virtual Conferences — *Entry Type: Single Entry*

A conference program delivered entirely online or as a mix of in-person and remote sessions, such as a fully virtual summit or a hybrid conference.

Virtual Interview or Panel — *Entry Type: Single Entry*

A one-on-one interview or multi-person panel discussion, streamed live or hosted virtually, such as a virtual fireside chat or panel.

Virtual Live Event or Festival — *Entry Type: Single Entry*

A concert, festival, ceremony, or other large-scale event streamed in full or in part, such as a virtual or hybrid live event.

Virtual or Remote Training — *Entry Type: Single Entry*

An educational or onboarding session delivered live to a remote group, such as a new-hire orientation or live skills workshop.

Student ● **NEW** — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Immersive & Experiential, such as an AR, VR, or activation concept.

Out-of-Home & Environmental

Honoring work that lives in the physical world, both as full campaigns and through individual craft.

CAMPAIGN

Out-of-Home & Environmental Campaign — *Entry Type: Campaign or Series*

A series of related out-of-home placements, such as billboards, transit ads, or installations, under one campaign.

FEATURES

Art Direction — *Entry Type: Single Entry*

Only the art direction will be evaluated in the piece. This includes visual styling and overall look and feel.

Copywriting — *Entry Type: Single Entry*

Only the copywriting will be evaluated in the piece. This includes headlines, messaging, and overall tone.

Use of Animation — *Entry Type: Single Entry*

Only the animation will be evaluated in the piece. This includes technique and movement.

Use of Graphics — *Entry Type: Single Entry*

Only the graphic design elements will be evaluated in the piece. This includes layout, imagery, and visual style.

OUT-OF-HOME & ENVIRONMENTAL**Billboard** — *Entry Type: Single Entry*

A billboard placement, whether digital, static, or otherwise, such as a highway board or digital display.

Business-to-Business — *Entry Type: Single Entry*

An out-of-home placement for products or services for a business audience, such as a trade or industry-targeted board.

Business-to-Consumer ● **NEW** — *Entry Type: Single Entry*

An out-of-home placement for products or services for a consumer audience, such as a product launch or brand collab.

Projection — *Entry Type: Single Entry*

An out-of-home placement using projected imagery, whether still or in motion, such as a building projection or projected display.

Public Art Installation — *Entry Type: Single Entry*

A public art installation located outside a traditional gallery or museum space, such as a mural, sculpture, or street installation.

AI & Innovation

AI Apps & Platforms

Honoring apps and platforms built around artificial intelligence, from consumer and business tools to the craft behind them.

GENERAL

AI Agent Customer Experience — Entry Type: Single Entry

A customer-facing product or experience powered by an AI agent or autonomous system, such as a customer service chatbot or automated support tool.

AI Utility Integration — Entry Type: Single Entry

An app or tool that uses AI to provide a specific utility or function for consumers, such as a budgeting tool, scheduling assistant, or recommendation engine.

AI Agent for Internal Operations ● NEW — Entry Type: Single Entry

An AI agent or tool supporting internal teams, employees, or business operations, such as a workflow assistant or internal automation tool.

AI-Powered Personalization Platform ● NEW — Entry Type: Single Entry

An app or platform using AI to deliver personalized content, product, or service recommendations, such as a recommendation engine or personalization layer.

Business & Enterprise AI Application ● NEW — Entry Type: Single Entry

A B2B or enterprise product centered on AI as its core function, such as an analytics platform or enterprise automation tool.

Consumer AI Application ● NEW — Entry Type: Single Entry

A consumer-facing app or platform centered on AI as its core function, such as an AI assistant, generator, or companion app.

Voice & Conversational AI Platform ● NEW — Entry Type: Single Entry

An app or platform centered on voice interaction or conversational AI, such as a voice assistant or chat-based tool.

FEATURES

Best AI User Interface Design ● NEW — Entry Type: Single Entry

Only the interface design will be evaluated in the piece. This includes layout, interaction flow, and intuitive usability.

Best Use of Conversational AI Integration ● NEW — Entry Type: Single Entry

Only how conversational AI is integrated will be evaluated in the piece. This includes a chatbot, voice assistant, or similar interface.

Best Use of Predictive AI & Analytics ● NEW — Entry Type: Single Entry

Only the use of predictive AI or analytics will be evaluated in the piece. This includes how data is used to anticipate or inform outcomes.

Best Use of Responsible & Ethical AI ● NEW — Entry Type: Single Entry

Only how the AI application handles responsibility and ethics will be evaluated. This includes transparency, fairness, and privacy in its design and language.

Creative Innovation

Honoring creative work that pushes into new territory, both as full concepts and through individual technical craft.

GENERAL

AI Creative Integration — Entry Type: Single Entry

A piece that uses artificial intelligence tools to generate design elements, such as AI-assisted layouts, imagery, or copy variations.

Creative Data Presentation — Entry Type: Single Entry

A piece that presents data through a new or visually inventive format, such as an interactive chart, motion graphic, or unconventional infographic.

Data Innovation — Entry Type: Single Entry

A piece that uses data to shape or inform a creative concept or narrative, such as a data-driven story angle or insight-led campaign concept.

Generative AI Content Strategy — *Entry Type: Single Entry*

A content strategy using generative AI to create, optimize, or scale content production, such as an AI-assisted content pipeline.

Interactive & Nonlinear Storytelling ● NEW — *Entry Type: Single Entry*

A creative piece centered on an interactive, branching, or nonlinear narrative structure, such as a choose-your-path story or interactive film.

Multisensory & Spatial Design ● NEW — *Entry Type: Single Entry*

A creative piece that innovates with sound, motion, or spatial design for a multisensory experience, such as an immersive audio-visual installation.

Student ● NEW — *Entry Type: Student*

Open exclusively to current undergraduate or graduate students, for coursework, class projects, or independent work in Creative Innovation, such as an experimental or technology-driven concept.

FEATURES

Best Use of Augmented Reality — *Entry Type: Single Entry*

Only the use of augmented reality will be evaluated in the piece. This includes how virtual elements are layered onto or interact with the real world.

Best Use of Emerging Tech — *Entry Type: Single Entry*

Only the use of new or emerging technology will be evaluated in the piece. This includes how new tools or techniques are applied.

Best Use of Interactive & Gamified Experience ● NEW — *Entry Type: Single Entry*

Only the interactive or gamified elements will be evaluated in the piece. This includes mechanics such as points, challenges, or user choice.

Best Use of Motion Design & Animation Innovation ● NEW — *Entry Type: Single Entry*

Only the motion design or animation will be evaluated in the piece. This includes technique and how it's used in a new or inventive way.

Best Use of Sound & Voice Innovation ● NEW — *Entry Type: Single Entry*

Only the sound design or voice will be evaluated in the piece. This includes how it's used in a new or inventive way.

Integrated & Multi-Channel Campaigns

Integrated & Multi-Channel Campaigns

Honoring campaigns that work across multiple channels, spanning many industries, both as a whole and by individual craft.

CAMPAIGN

Arts & Entertainment — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for or about arts or entertainment, such as a film release, festival, or cultural event.

Belonging & Inclusion — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation.

Branding — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign centered on a brand's name, symbol, or identity, such as a brand awareness or rebrand rollout.

Business-to-Business — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for communication or commerce between businesses, such as software, equipment, or services sold to other companies.

Business-to-Consumer — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for communication or commerce between a company and consumers, such as a product launch or loyalty push.

Cause Marketing — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign on a partnership between a for-profit business and a non-profit, such as a cause marketing collaboration.

Cultural Institutions — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for a museum, theatre, or other cultural institution, such as an exhibition or season rollout.

Environmental & Sustainability — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for an environmentally friendly product, service, or company, such as a sustainability launch or eco-initiative.

Fashion, Beauty & Lifestyle — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for fashion, beauty, personal style, or lifestyle content, such as a collection launch or style push.

Financial Services — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for financial services, such as banking, investing, or insurance.

Food & Beverage — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for food, beverage, dining, or culinary culture, such as a menu launch or product rollout.

Government & Municipal — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for a government or municipal initiative or program, such as a public safety campaign or civic engagement effort.

Health & Wellness — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for health or wellness, such as a fitness, mental health, or medical awareness push.

Law & Legal Services — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for law or legal services, such as a law firm or legal aid organization.

Medical & Pharmaceutical — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for medical or pharmaceutical information, organizations, products, or services, such as a treatment launch or health system push.

Non-Profit — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for a non-profit organization, such as its mission, programs, or fundraising goals.

Online-to-Offline (O2O) Campaign — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign that uses online channels to draw people into a live experience or retail location, such as a click-to-store push.

Political — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for a political issue or candidate, such as an election race or policy advocacy effort.

Promotional — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign promoting a product, facility, or service, such as a coordinated launch or awareness push.

Real Estate ● **NEW** — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for a real estate brand, developer, or property, such as a development launch or listing push.

Schools & Universities — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for a school, college or university, such as admissions, enrollment, major gifts or campus life.

Sports & Games — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for sports, games, or gaming, such as a league push, tournament, or game launch.

Travel & Tourism — *Entry Type: Integrated or Multi-Channel Campaign*

An integrated campaign for travel or tourism, such as a destination, airline, or hotel brand.

FEATURES

Animation or Motion Graphics — *Entry Type: Integrated or Multi-Channel Campaign*

Only the animation or motion graphics will be evaluated in the campaign. This includes technique, movement, and visual style.

Art Direction — *Entry Type: Integrated or Multi-Channel Campaign*

Only the art direction will be evaluated in the campaign. This includes visual styling and overall look and feel.

Copywriting — *Entry Type: Integrated or Multi-Channel Campaign*

Only the copywriting will be evaluated in the campaign. This includes headlines, messaging, and overall tone.

Use of Emerging Technology — *Entry Type: Integrated or Multi-Channel Campaign*

Only the use of emerging technology will be evaluated in the campaign. This includes how new tools or techniques are applied.

Video or Moving Image — *Entry Type: Integrated or Multi-Channel Campaign*

Only the video or moving image content will be evaluated in the campaign. This includes how it's used and produced.

Visual Appeal — *Entry Type: Integrated or Multi-Channel Campaign*

Only the overall visual design will be evaluated in the campaign. This includes color, imagery, typography, and style.

Strategy & Effectiveness

Communications Strategy

Honoring the strategic thinking behind communications, from broad organizational approaches to specific, high-impact strategic disciplines.

GENERAL

AI Governance & Ethics Communications Strategy ● NEW — Entry Type: Single Entry

A piece that communicates how an organization uses AI responsibly, transparently, or ethically, evaluated on the strategy behind it, such as an AI use policy, disclosure statement, or governance framework.

Change & Transformation Communications Strategy ● NEW — Entry Type: Single Entry

A piece that guides an organization or its audience through a major change, evaluated on the strategy behind it, such as a merger announcement, restructuring rollout, or rebrand memo.

Content Distribution Strategy — Entry Type: Single Entry

A piece that distributes or amplifies content to reach an audience, evaluated on the strategy behind it, such as a channel plan, editorial calendar, or syndication rollout.

Message Architecture & Positioning Strategy ● NEW — Entry Type: Single Entry

A piece that establishes an organization's messaging or positioning, evaluated on the strategy behind it, such as a messaging framework, positioning document, or brand narrative.

Overall Communications Strategy — Entry Type: Single Entry

A piece that represents an organization's broad communications approach, evaluated on the strategy behind it, such as a flagship campaign, strategy document, or program overview.

Social Impact — Entry Type: Single Entry

A piece that raises awareness of an issue or drives impact for a group or cause in need, evaluated on the strategy behind it, such as an advocacy campaign, awareness report, or fundraising appeal.

Stakeholder Communications Strategy ● NEW — Entry Type: Single Entry

A piece that engages stakeholder groups such as investors, employees, or communities, evaluated on the strategy behind it, such as an investor update, town hall deck, or community outreach plan.

Turnaround Award — Entry Type: Single Entry

A piece behind the launch or relaunch of a product, service, or brand responding to shifting needs, evaluated on the strategy behind it, such as a repositioning plan, comeback campaign, or relaunch announcement.

Promotions & Stunts — Entry Type: Single Entry

A piece built around a promotion, stunt, activation, or attention-driving moment, evaluated on the strategy behind it, such as a guerrilla campaign, experiential activation, contest, or publicity stunt.

FEATURES

Best Crisis Communications Response ● NEW — Entry Type: Single Entry

Only the strategy and execution behind the crisis response will be evaluated. This includes the timing, messaging, and handling of a reputational challenge or disaster.

Best Use of Data-Driven Strategy ● NEW — Entry Type: Single Entry

Only how data informed and shaped the strategy will be evaluated. This includes the use of research, analytics, or insights to guide decisions.

Best Earned Media Strategy ● NEW — Entry Type: Single Entry

Only the strategy behind earning media coverage will be evaluated. This includes how press attention or coverage was pursued and secured.

Marketing Effectiveness

Honoring marketing campaigns for the strategy and thinking behind them, across many industries and objectives.

CAMPAIGN

Arts & Entertainment — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a museum, theater, festival, or other arts and entertainment brand or event. Evaluated on the creative approach and effectiveness of the campaign.

Belonging & Inclusion — *Entry Type: Strategy & Effectiveness*

A marketing campaign about belonging, representation, or inclusion, such as multicultural, disability, or LGBTQ+ representation. Evaluated on the creative approach and effectiveness of the campaign.

Brand Redesign or Refresh — *Entry Type: Strategy & Effectiveness*

A marketing campaign for the redesign of a brand's channels, identity, or positioning, such as a rebrand or refresh rollout. Evaluated on the creative approach and effectiveness of the campaign.

Business-to-Business — *Entry Type: Strategy & Effectiveness*

A marketing campaign for other businesses, such as a B2B product or service push. Evaluated on the creative approach and effectiveness of the campaign.

Business-to-Consumer — *Entry Type: Strategy & Effectiveness*

A marketing campaign for individual consumers, such as a retail or consumer product push. Evaluated on the creative approach and effectiveness of the campaign.

Content Marketing — *Entry Type: Strategy & Effectiveness*

A marketing campaign centered on content, such as articles, videos, or other branded material, rather than traditional advertising. Evaluated on the creative approach and effectiveness of the campaign.

Corporate Social Responsibility — *Entry Type: Strategy & Effectiveness*

A marketing campaign around a company's social responsibility efforts, such as sustainability or community investment. Evaluated on the creative approach and effectiveness of the campaign.

Creator & Influencer Partnership ● NEW — *Entry Type: Strategy & Effectiveness*

A marketing campaign around a partnership with a creator or influencer, whether one-off or ongoing, such as a sponsored or ambassador collaboration. Evaluated on the creative approach and effectiveness of the campaign.

Cross-Channel Measurement — *Entry Type: Strategy & Effectiveness*

A marketing campaign that measures and attributes results across multiple channels at once, such as a cross-channel attribution effort. Evaluated on the creative approach and effectiveness of the campaign.

Cultural Institutions — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a museum, theatre, or other cultural institution, such as an exhibition or membership push. Evaluated on the creative approach and effectiveness of the campaign.

Customer Acquisition — *Entry Type: Strategy & Effectiveness*

A marketing campaign to attract and convert new customers, such as through trials, promotions, or referral programs. Evaluated on the creative approach and effectiveness of the campaign.

Educational Institutions — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a school, college, university, or other educational institution, such as an enrollment, donation or awareness push. Evaluated on the creative approach and effectiveness of the campaign.

Environmental & Sustainability — *Entry Type: Strategy & Effectiveness*

A marketing campaign for an environmental or sustainability initiative, such as a product, program, or pledge. Evaluated on the creative approach and effectiveness of the campaign.

Financial Services Marketing — *Entry Type: Strategy & Effectiveness*

A marketing campaign for financial services, such as banking, payments, investing, or fintech. Evaluated on the creative approach and effectiveness of the campaign.

Global Campaign — *Entry Type: Strategy & Effectiveness*

A marketing campaign made to run consistently across multiple countries, regions, or languages, such as a global product rollout. Evaluated on the creative approach and effectiveness of the campaign.

Go-to-Market Strategy — *Entry Type: Strategy & Effectiveness*

A go-to-market campaign behind the launch of a product, service, program, or platform, spanning its positioning, messaging, and rollout. Evaluated on the creative approach and effectiveness of the campaign.

Government or Municipal — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a government or municipal office or agency, such as a city agency or state department. Evaluated on the creative approach and effectiveness of the campaign.

Healthcare & Pharma Marketing — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a healthcare provider, medical treatment, or pharmaceutical brand, such as a treatment or health system push. Evaluated on the creative approach and effectiveness of the campaign.

Integrated Campaign — *Entry Type: Strategy & Effectiveness*

A marketing campaign running across multiple channels or media types at once, such as TV, digital, and out-of-home working together. Evaluated on the creative approach and effectiveness of the campaign.

Interactive — *Entry Type: Strategy & Effectiveness*

A marketing campaign around an interactive element, such as a quiz, tool, or configurator. Evaluated on the creative approach and effectiveness of the campaign.

Law & Legal Services — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a legal institution or service provider, such as a law firm or legal aid organization. Evaluated on the creative approach and effectiveness of the campaign.

Market Disruption — *Entry Type: Strategy & Effectiveness*

A marketing campaign that breaks from industry norms, using unconventional media or an unexpected approach. Evaluated on the creative approach and effectiveness of the campaign.

Non-Profit — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a non-profit organization's mission or work, such as its programs, impact, or fundraising goals. Evaluated on the creative approach and effectiveness of the campaign.

Online Marketing & Advertising — *Entry Type: Strategy & Effectiveness*

A marketing campaign spanning digital and online channels only, such as search, display, or paid social. Evaluated on the creative approach and effectiveness of the campaign.

Personalization at Scale ● **NEW** — *Entry Type: Strategy & Effectiveness*

A marketing campaign around AI- or data-driven personalization delivered across channels or at scale, such as dynamic or individualized messaging. Evaluated on the creative approach and effectiveness of the campaign.

Print — *Entry Type: Strategy & Effectiveness*

A marketing campaign centered on print media, such as magazines, newspapers, or direct mail. Evaluated on the creative approach and effectiveness of the campaign.

Product Launch — *Entry Type: Strategy & Effectiveness*

A marketing campaign for the launch of a new product, such as a countdown campaign or launch event push. Evaluated on the creative approach and effectiveness of the campaign.

Public Relations Campaign — *Entry Type: Strategy & Effectiveness*

A PR-led campaign centered on earning media coverage, managing reputation, or shaping public perception. Evaluated on the creative approach and effectiveness of the campaign.

Real Estate — *Entry Type: Strategy & Effectiveness*

A marketing campaign for the sale, rental, or promotion of property, such as a development launch or listing push. Evaluated on the creative approach and effectiveness of the campaign.

Social Media — *Entry Type: Strategy & Effectiveness*

A marketing campaign centered on social platforms, such as Instagram, TikTok, or LinkedIn. Evaluated on the creative approach and effectiveness of the campaign.

Sports Marketing — *Entry Type: Strategy & Effectiveness*

A marketing campaign for sports, including venues, teams, leagues, or athletes. Evaluated on the creative approach and effectiveness of the campaign.

Travel & Tourism — *Entry Type: Strategy & Effectiveness*

A marketing campaign for a destination, airline, hotel, or other travel and tourism brand. Evaluated on the creative approach and effectiveness of the campaign.

Video — *Entry Type: Strategy & Effectiveness*

A marketing campaign centered on film or video content, such as a commercial, branded film, or video series. Evaluated on the creative approach and effectiveness of the campaign.