



2018 CATEGORIES

CATEGORIES

You may enter the same item or campaign in more than one category, however a separate fee is applicable for each category selection. A printable record with a total of all entries will be automatically generated at checkout and emailed to you.

CONSUMER CATEGORIES

CON01 Accounting, Audit & Tax Services
CON02 Annual Reports
CON03 Banks: Commercial
CON04 Banks: Retail
CON05 Banks: Savings & Loans
CON06 Corporate Image
CON07 Credit Card
CON08 Credit Unions
CON09 Financial Advisers
CON10 Financial Media
CON11 Financial Software/Technology
CON12 Financial Planning
CON13 Insurance: Health
CON14 Insurance: Home
CON15 Insurance: Auto
CON16 Insurance: Business
CON17 Lending
CON18 Mutual Funds
CON19 Retirement Planning
CON20 Other

USE OF DISCIPLINE

DISC01 Branding
DISC02 Design
DISC03 Direct Response
DISC04 Events
DISC05 Integrated (Mixed Media)
DISC06 Interactive
DISC07 Low-budget (<\$100,000USD)
DISC08 Promotions
DISC09 Sponsorship
DISC10 Marketing
DISC11 Public Relations
DISC12 New Product/Service launch
DISC13 Other

BUSINESS TO BUSINESS CATEGORIES

BB01 Annual Reports
BB02 Accounting, Audit & Tax Services
BB03 Corporate Image
BB04 Employee Communications
BB05 Financial Planning
BB06 Financial Advisers
BB07 Internal Communications
BB08 Investment Banks
BB09 Mutual Funds
BB10 Retirement Planning
BB11 Other

USE OF MEDIUM

MED01 Apps
MED02 Brochure
MED03 Direct Mail/Collateral
MED04 Events
MED05 Guerrilla/Alternative Media
MED06 Location-Based Media
MED07 Non-Broadcast Video
MED08 Online
MED09 Outdoor/Transit/Out-of-Home
MED10 Point-of-Purchase
MED11 Print
MED12 Radio
MED13 Social Media
MED14 TV/Cinema
MED15 Website
MED16 Other

CRAFT CATEGORIES

CR01 Acting/Presentation/Narration
CR02 Animation
CR03 Art Direction
CR04 Cinematography
CR05 Copywriting
CR06 Design/Identity
CR07 Direction
CR08 Editing
CR09 Humor
CR10 Illustration
CR11 Music: Original Content or Integration
CR12 Navigation
CR13 Photography
CR14 Rich Media
CR15 Sound Design/Effects
CR16 Special Effects
CR17 Typography