



**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