

MOST CATEGORIES ARE \$125.

All numbers followed with a "c" are considered campaigns and are \$195. Judges recognize that some categories overlap and an entry doesn't always fit exactly in a certain category. Judges may move an entry to another category they deem more suitable.

DIGITAL MARKETING & COMMUNICATION

CAMPAIGNS

(Include general overview and examples of materials)

- 1c. Digital Advertising Campaign (\$195)
- 2c. Digital Marketing Campaign (\$195)
- 3c. Social Media Campaign (\$195)
- 4c. SEO Campaign (\$195)
- 5c. eCommerce Campaign (\$195)
- 6c. Brand Awareness Campaign (\$195)
- 7c. Data Gathering and Implementation (\$195)
- 8c. Interactive Brand Experience (\$195)
- 9c. Integrated Marketing (\$195)
- 10c. Viral Marketing Campaign (\$195)
- 11c. Other _____ (\$195)

WEB

WEBSITE

12. Redesign (upload old site)
13. Business to Business
14. Business to Consumer
15. Association
16. Corporation
17. Education
18. Finance
19. Government
20. Health & Wellness
21. Informational
22. Legal
23. Manufacturing
24. Marketing, PR, Advertising, Digital Agency
25. Medical
26. Nonprofit
27. Online Publication
28. Professional Service
29. Small Business
30. Sports/Recreation
31. Travel
32. Other _____

WEBSITE ELEMENT

33. Home Page
34. Landing Page
35. Intranet
36. Microsite
37. Multi-Media Games, Contests
38. Portal
39. Storefront/E-Commerce
- 40c. Training Module (\$195)
41. Animation
42. Motion Graphics Company Overview
43. Motion Graphics Product
44. Motion Graphics Service
45. Motion Graphics Explanation
46. Motion Graphics Information
47. White Board Video
48. Streaming Video

49. Augmented Reality
50. Virtual Reality
51. Other _____

WEBSITE CREATIVITY

52. Website Design
53. Website Home Page Design
54. Website Interior Design
55. Website Copy
56. Illustration
57. Infographic
58. Interactive Capabilities
59. Navigation Design
60. Other _____

MOBILE/APPS

61. Business to Business
62. Business to Consumer
63. Education
64. Energy
65. Entertainment
66. Finance
67. Games
68. Government
69. Health & Wellness
70. Information
71. Maps
72. Public Sector
73. Retail
74. Sports/Recreation
75. Training Module
76. Travel & Hospitality
77. Use of QR Code
78. Innovative New App
79. Other _____

MOBILE CREATIVITY

80. Mobile Site Design
- 81c. Multi-Media Games, Contests Design (\$195)
82. Graphic Design
83. Rich Media Design
84. Interactive Capabilities
85. Other _____

CONTENT MARKETING

86. Blog Overall
87. Blog Single Post
88. Blog Company
89. Blog – Corporate Individual
90. Influencer Blog
91. Blog Personal
92. Blog Writing
93. Blog Design
94. Vlog
95. eBook
96. How-To Guide
97. Infographic
- 98c. Company Podcast Series (\$195)
99. Company Single Podcast Episode

100. Website Writing
101. Website Story
- 102c. Webinar (\$195)
103. Webcast
104. White Paper
105. YouTube Video
- 106c. Content Strategy (\$195)
107. Other _____

SOCIAL MEDIA MARKETING

- 108c. Social Campaign (\$195)
- 109c. Social Branding Campaign (\$195)
110. Social Campaign Engagement (\$195)
111. Facebook
112. Instagram
113. LinkedIn
114. TikTok
115. Twitter
116. Other Social Platform _____
117. Social Content
118. Social Site Design
119. Social Contest Promotion
120. Social Event Promotion
121. Use of Industry Influencer
122. Use of Infographics
123. Use of Photography
124. Use of Video
125. YouTube
126. Other Social Element _____

VIDEO

127. Short Form < :30
128. Short Form < 1:00
129. Short Form < 3:00
130. Long Form >3:00
131. Cause Related
132. Company Overview
133. Corporate Image
134. Cultural
135. Documentary
136. Educational Institution
137. Entertainment
138. Environmental Issue
139. Event
140. Fund Raiser
141. Government
142. Health Care
143. Holiday
144. Informational
145. Instructional
146. Inspirational
147. Marketing (Service)
148. Marketing (Product)
149. News & Information
150. Nonprofit
151. Podcast
152. Recruitment
153. Religious
154. Safety

155. Sales Motivation
156. Sales Presentation
157. Sizzle Reel
158. Social Media
159. Special Event
160. Sports
161. Student Production
162. Travel
163. Training
164. Tribute
- 165c. Video Series (\$195)
166. Viral Video for Company
167. Viral Video for Entertainment
168. YouTube Video
169. Other _____

VIDEO CREATIVITY

170. Directing
171. Editing
172. Motion Graphics
173. On-Camera Talent
174. Original Music
175. Special Effects/Animation
176. Videography
177. Writing
178. Other _____

DIGITAL ADVERTISING & MARKETING

PAID MEDIA

(Paid advertising generated by a company)

- 179c. Online Ad Campaign (\$195)
- 180c. Social Media Ad Campaign (\$195)
181. Display Ad (banners, buttons, sliders, skyscrapers)
182. Video or Animated Ad
- 183c. Video Campaign (\$195)
184. Other _____

OWNED MEDIA

(Information a company generates and controls)

185. eAnnual Report
186. eBrochure
187. eCard
188. eInvitation
189. eMagazine
190. eNewsletter
191. eMail
192. eMail Campaign (\$195)
193. eBenefits Module
194. eBook
195. Other _____

ONLINE MEDIA DESIGN

196. eCommunication (Annual Report, email etc.)
197. Other _____

EARNED MEDIA

(From unpaid, third-party provider)

- 198. Article or News Placement
- 199. Blog Placement
- 200. Reviews/Ratings
- 201. Unpaid Product Placement
- 202. Viral Placement
- 203. Other _____

AUDIO/RADIO/WEB PROGRAM

- 204c. Ad Campaign (\$195)
- 205. Ad Single Spot
- 206c. PSA Campaign (\$195)
- 207. PSA Single Spot
- 208. Program
- 209. Promotion
- 210. Sports
- 211. Original Music
- 212. Other _____

PODCASTS (AUDIO OR VIDEO)

SERIES (\$195)

- 213. Arts
- 214. Business
- 215. Cause Related
- 216. Comedy
- 217. Education
- 218. Government
- 219. Health & Fitness
- 220. History
- 221. Kids & Family
- 222. Leisure
- 223. Music
- 224. News
- 225. Religion & Spirituality
- 226. Science
- 227. Society & Culture
- 228. Sports
- 229. TV & Film
- 230. Technology
- 231. True Crime
- 232. Other _____

SINGLE EPISODE

- 233. Arts
- 234. Business
- 235. Cause Related
- 236. Comedy
- 237. Education
- 238. Government
- 239. Health & Fitness
- 240. History
- 241. Kids & Family
- 242. Leisure
- 243. Music
- 244. News
- 245. Religion & Spirituality
- 246. Science
- 247. Society & Culture

- 248. Sports
- 249. TV & Film
- 250. Technology
- 251. True Crime
- 252. Other _____

VIRTUAL EVENTS

- 253. Announcement
- 254. Conference
- 255. Feature / Product Video
- 256. Host or Speaker
- 257. How-To / Tutorial
- 258. Interview / Q&A
- 259. Live Streaming Interaction / Audience Participation
- 260. Live Event / Virtual Event
- 261. Performance
- 262. Product Launch / Service Launch
- 263. Streaming / Twitch
- 264c. Training (\$195)
- 265c. Webinar (\$195)
- 266. Other _____

NEW CATEGORY

My project doesn't fit any of the categories. Write your own category (\$195)

(Attach a brief explanation and proposed category with entry)

- 300c. New Category (\$195)

PRO BONO

AMCP recognizes the talents and generosity of the creative community by not charging for work produced pro bono for outside nonprofits.

Multiple pieces for the same client count as one entry. You can have up to three pro bono clients. You will be judged on creativity and the extent of your effort. If you want to submit pro bono work only, you must pay the regular entry fee.

- 301. Pro Bono

ACHIEVEMENT

Over the years, we have been asked to recognize individuals and teams for their work on a specific project and also for their body of work.

To nominate yourself or someone else, please upload a document with the following information and examples of work product.

INDIVIDUAL ACHIEVEMENT

- 400. Individual's Specific Project Achievement (\$250)
- 401. Individual's Body of Work Achievement (\$250)

TEAM ACHIEVEMENT

- 402. Team Achievement's Specific Project Achievement (\$250)
- 403. Team's Body of Work Achievement (\$250)