

MOST CATEGORIES ARE \$85.

All numbers followed with a “c” are considered campaigns and are \$160. 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 AND COMMUNICATION CAMPAIGNS

(Include general overview and examples of materials)

- 1c. Digital Branding and Marketing (\$160)
- 2c. Integrated Marketing (\$160)
- 3c. Interactive Brand Experience (\$160)
- 4c. Reengagement Campaign (\$160)
- 5c. Return on Digital Investment (\$160)
- 6c. Other _____ (\$160)

WEBSITE

- 7. Business to Business
- 8. Business to Consumer
- 9. Association
- 10. Corporation
- 11. Educational Institution
- 12. Finance
- 13. Government
- 14. Health & Wellness
- 15. HR Benefits
- 16. Informational
- 17. Legal
- 18. Manufacturing
- 19. Marketing, PR, Advertising, Digital Agency
- 20. Medical
- 21. Nonprofit
- 22. Publication Online
- 23. Professional Service
- 24. Small Business
- 25. Sports/Recreation
- 26. Travel
- 27. Other _____

WEBSITE ELEMENT

- 28. Home Page
- 29. Landing Page
- 30. Intranet
- 31. Microsite
- 32. Multi-Media Games, Contests
- 33. Portal
- 34. Storefront/E-Commerce
- 35. Training Module
- 36. Animation
- 37. Motion Graphics Company Overview
- 38. Motion Graphics Product
- 39. Motion Graphics Service
- 40. Motion Graphics Explanation
- 41. Motion Graphics Information
- 42. White Board Video
- 43. Streaming Video
- 44. Augmented Reality
- 45. Virtual Reality
- 46. Other _____

WEBSITE CREATIVITY

- 47. Website Design
- 48. Website Home Page Design
- 49. Website Interior Design
- 50. Website Copy
- 51. Animation Design
- 52. Graphics Design
- 53. Interactive Capabilities
- 54. Navigation Design
- 55. Other _____

VIDEO FOR THE WEB

- 56. Long Form
- 57. Short Form
- 58. Company Overview
- 59. Corporate Image
- 60. Cultural
- 61. Documentary
- 62. Educational Institution
- 63. Entertainment
- 64. Environmental Issue

- 65. Event
- 66. Facility Overview
- 67. Fund Raiser
- 68. Government
- 69. Health Care
- 70. Informational
- 71. Instructional
- 72. Legal
- 73. Marketing (Service)
- 74. Marketing (Product)
- 75. News & Information
- 76. Nonprofit
- 77. Orientation
- 78. Recruitment
- 79. Religious
- 80. Safety
- 81. Sales Motivation
- 82. Sales Presentation
- 83. Sizzle Reel
- 84. Social Media
- 85. Special Event
- 86. Sports
- 87. Student Production
- 88. Travel
- 89. Training
- 90. Tribute
- 91. Viral Video for Company
- 92. Viral Video for Entertainment
- 93. YouTube Entertainment
- 94. YouTube Marketing
- 95. Other _____

VIDEO CREATIVITY

- 96. Directing
- 97. Editing
- 98. Motion Graphics
- 99. On-Camera Talent
- 100. Original Music
- 101. Special Effects/Animation
- 102. Videography
- 103. Voice-Over Talent
- 104. Writing
- 105. Other _____

MOBILE WEB APPLICATIONS

- 106. Business to Business
- 107. Business to Consumer
- 108. Education
- 109. Entertainment
- 110. Finance
- 111. Games
- 112. Government
- 113. Health & Wellness
- 114. Information
- 115. Maps
- 116. Shopping
- 117. Sports/Recreation
- 118. Training Module
- 119. Travel
- 120. Use of QR Code
- 121. Native App
- 122. Other _____

MOBILE SITE CREATIVITY

- 123. Mobile Site or App Design
- 124c. Multi-Media Games, Contests Design (\$160)
- 125. Graphic Design
- 126. Rich Media Design
- 127. Interactive Capabilities
- 128. Other _____

CONTENT MARKETING

- 129. Blog Overall

- 130. Blog Individual Post
- 131. Blog Industry Influencer
- 132. Case Study
- 133. eBook
- 134. Game
- 135. How-To Guide
- 136. Infographic
- 137. Podcast
- 138. Quiz
- 139. Survey
- 140. Webinar
- 141. Webcast
- 142. White Paper
- 143. YouTube Video
- 144c. Content Strategy (\$160)
- 145. Other _____

SOCIAL MEDIA MARKETING

- 146c. Social Campaign (\$160)
- 147c. Brand Identity Campaign (\$160)
- 148c. Product or Service Marketing Campaign (\$160)
- 149c. Social Measurement (\$160)
- 150. Facebook Overall
- 151. Facebook Content
- 152. Facebook Engagement
- 153. Instagram Overall
- 154. Instagram Content
- 155. Instagram Engagement
- 156. LinkedIn Overall
- 157. LinkedIn Content
- 158. LinkedIn Engagement
- 159. Pinterest Overall
- 160. Pinterest Content
- 161. Pinterest Engagement
- 162. Snapchat Overall
- 163. Snapchat Content
- 164. Snapchat Engagement
- 165. Tumblr Overall
- 166. Tumblr Content
- 167. Tumblr Engagement
- 168. Twitter Overall
- 169. Twitter Content
- 170. Twitter Engagement
- 171. Other Social Platforms Overall _____
- 172. Other Social Platforms Content _____
- 173. Other Social Platforms Engagement _____
- 174. Social Site Design
- 175. Contest Promotion
- 176. Event Promotion
- 177. Industry Influencer
- 178. Product or Service Marketing
- 179. Use of Graphics
- 180. Use of Live Streaming
- 181. Use of Photography
- 182. Use of Video
- 183. Other Social Elements _____

PAID MEDIA ONLINE AD

(Paid advertising generated by a company)

- 184c. Online Ad Campaign (\$160)
- 185. Display Advertising B-to-B (banners, buttons, sliders, skyscrapers)
- 186. Display Advertising B-to-C (banners, buttons, sliders, skyscrapers)
- 187. Pop-Up/Pop-Under Ads Display B-to-B
- 188. Pop-Up/Pop-Under Ads Display B-to-C
- 189. Campaign B-to-B (3 or more pieces)

- 190. Campaign B-to-C (3 or more pieces)
- 191. Native Advertising
- 192. Paid Media Placement
- 193. Rich Media B-to-B
- 194. Rich Media B-to-C
- 195. Video or Animated B-to-B
- 196. Video or Animated B-to-C
- 197c. Video Ad Campaign (\$160)
- 198. Other _____

PAID MEDIA MOBILE ADVERTISING

- 199c. Mobile Ad Campaign (\$160)
- 200. Static B-to-B
- 201. Static B-to-C
- 202. Rich Media B-to-B
- 203. Rich Media B-to-C
- 204. Location Based Targeting
- 205. Video or Animated B-to-B
- 206. Video or Animated B-to-C
- 207. Other _____

OWNED MEDIA

(Information a company generates and controls)

- 208. eAnnual Report
- 209. eBrochure
- 210. eCard
- 211. eInvitation
- 212. eMagazine
- 213. eNewsletter
- 214. eMail
- 215c. eMail Campaign (\$160)
- 216c. eMail Reengagement Campaign (\$160)
- 217. eBenefits Module
- 218. eBrochure Module
- 219. eTraining Module
- 220. Other _____

ONLINE MEDIA DESIGN

- 221. eCommunication (Annual Report, email etc.)
- 222. Other _____

EARNED MEDIA

(Publicity that can't be bought)

- 223. Article or News Placement
- 224. Blog Placement
- 225. Reviews/Ratings
- 226. Unpaid Product Placement
- 227c. Viral Marketing Campaign (\$160)
- 228. Other _____

AUDIO

- 229c. Ad Campaign (\$160)
- 230. Ad Single Spot
- 231. Original Music
- 232. Podcast Single Episode
- 233. Podcast Series
- 234. Program
- 235. Promotion
- 236. PSA
- 237. PSA Campaign
- 238. Sports
- 239. Other _____

NEW CATEGORY

My digital project doesn't fit any of the headings. (Attach a brief explanation and proposed category with entry)

- 240c. New Category (\$160)

PRO BONO

With a paid entry, dotCOMM entrants can enter their pro bono work without charge (outside clients only, no in-house). Multiple pieces from 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.

- 241. Pro Bono