

Awards Categories



ONLINE

1A. E-newsletter

One to three versions of the e-newsletter should be submitted.

1B. E-invitation

1C. E-announcement

1D. E-annual report

1E. Ad for online

1F. Ad campaign for online

Two to four ads should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

1G. E-blast

1H. E-blast campaign

Two to four e-blasts should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

1I. App

1J. Blogsite

A printed copy of the home page should be submitted with the URL and any necessary password displayed prominently beneath it.

1K. Podcast – single

1L. Podcast – series/campaign

Two to four podcasts should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

SOCIAL MEDIA

2A. Social Media Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

2B. Social Media Ad

2C. Social Media Ad Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

Awards Categories Continued



WEBSITE

If the work was done for the local affiliate only, instead of a larger parent company, enter in the category that matches the number of local employees. If the work was done for the parent company, use the number of employees in all locations, not just local number. A printed copy of the home page should be submitted with the URL and any necessary password displayed prominently beneath it.

3A. Large Company

The client is a company with 100 or more employees.

3B. Midsize Company

The client is a company with 25-99 employees.

3C. Small Company

The client is a company with fewer than 25 employees.

3D. Nonprofit

The client is a certified nonprofit organization.

PRINT

Publications

4A. Magazine

4B. Professional Journal

4C. Book Cover

4D. Newsletter

4E. Printed Event Program

Ad for Publications

4F. Color

4G. Black & White

4H. Color Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

4I. Black & White Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

Other

4J. Flyer

4K. Brochure

4L. Invitation/Announcement

Awards Categories Continued



BUSINESS COLLATERAL

5A. Notecard

5B. Letterhead/Stationery

5C. Business Card

5D. Package (Campaign)

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

5E. Annual Report

LOGO

6A. Large Business

The client is a company with 100 or more employees nationally.

6B. Mid-size Business

The client is a company with approximately 25-99 employees nationally.

6C. Small Business

The client is a company with fewer than 25 employees nationally.

6D. Nonprofit

The client is a certified nonprofit organization.

6E. Modification/Update

Provide the previous logo along with the newly created one and note which is which.

DIRECT MAIL

7A. Single item

7B. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

7C. 3 Dimensional

SALES/PACKAGING

8A. Catalog

8B. Sales Kit

8C. Packaging

8D. Product Label

Awards Categories Continued



OUT OF HOME

Billboard

9A. Digital

9B. Static

9C. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

Poster

9D. Single

9E. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

Other

9F. Vehicle Graphics

VIDEO

10A. Short Form

Length is up to 5:00

10B. Long Form

Length is greater than 5:00. If the length is greater than 10:00, please edit to a length no longer than 10:00 and indicate in the Narrative section of the entry form that it has been shortened to meet judging criteria.

10C. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy. If the length is greater than 10:00, please edit to a length no longer than 10:00 and indicate in the Narrative section of the entry form that it has been shortened to meet judging criteria.

10D. Company Promotional

If the length is greater than 10:00, please edit to a length 10:00 or less and indicate in the Narrative section of the entry form that it has been shortened to meet judging criteria.

10E. Nonprofit Promotional

If the length is greater than 10:00, please edit to 10:00 or less and indicate in the Narrative section of the entry form that it has been shortened to meet judging criteria.

Awards Categories Continued



TELEVISION/ONLINE VIDEO

- 11A. :30 Ad
- 11B. :60 Ad
- 11C. :10-:15 Ad
- 11D. Instructional*
- 11E. Promotional*
- 11F. Nonprofit*
- 11G. Full length show*

*If an entry in 11D through 11G is greater than 10:00 in length, please edit to 10:00 or less and indicate in the Narrative section of the entry form that it has been shortened to meet judging criteria.

AUDIO

- 12A. :30
- 12B. :60
- 12C. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

POINT OF PURCHASE/IN-STORE

- 13A. Display
- 13B. Signage
- 13C. Menu
- 13D. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

SPECIALTY ADVERTISING

- 14A. Apparel
- 14B. Other Items
- 14C. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

AD ELEMENTS

- 15A. Videography
- 15B. Music
- 15C. Copywriting

Awards Categories Continued



AD ELEMENTS (continued)

15D. Illustration

15E. Graphic Design

15F. Video Animation

Photography

15G. Single

15H. Campaign

Two to four samples should be submitted. The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy

MARKETING CAMPAIGN

The entrant has the option of submitting a narrative that is a maximum of 200 words in length to give further insight into the campaign strategy.

16A. Business-to-Business

16B. Consumer

17. PUBLIC RELATIONS CAMPAIGN

In order to submit a PR campaign, please use the entry form provided. Instead of the 200 word limit, you may submit a narrative of up to 1,000 words using extra paper if needed. Visuals of some sort should accompany the entry – photos or video, news clippings, invitation, promotional poster, etc.

EVENT

In order to submit an event, please use the entry form provided. Instead of the 200 word limit, you may submit a narrative of up to 1,000 words using extra paper if needed. Visuals of some sort should accompany the entry – photos or video, news clippings, invitation, promotional poster, etc.

18A. Fundraiser

18B. Corporate Event

18C. Association or Community Event

Awards Categories Continued



SPONSORSHIP

Part of promoting a company or cause sometimes takes the form of sponsorships. In order to submit a sponsorship, please use the entry form provided. Instead of the 200 word limit, you may submit a narrative of up to 1,000 words using extra paper if needed. Visuals of some sort should accompany the entry – photos or video, news clippings, invitation, promotional poster, etc.

19A. Offerers

This category is for the person or organization that is offering the sponsorship. The narrative will be judged on the creativity of the sponsorship offered as well as the potential benefits to the sponsors and the organization that is providing the sponsorship opportunity..

19B. Purchasers

This category is for the organization that is purchasing the sponsorship. The narrative will be judged on how the sponsorship was leveraged to promote the purchaser's business as well as how the purchaser creatively went above and beyond the basic sponsorship benefits.

20. INTERNAL BUSINESS PROJECT

This category is for a project done to promote a company within its own place of business. Generally, it is done for the benefit of visitors, but it can be directed at employees as long as it is promoting that company. Examples of entries in this category might include environmental graphics, customer centers, interactive displays, etc. This is a nontraditional category for projects that do not fall into the scope of other promotional materials. For example, company videos or literature used within the place of business should be entered in the appropriate video or print categories of this competition. If you have questions about whether a project you are considering would qualify, please feel free to contact Kathy Kenne at kathy@telloscreative.com.