

All numbers followed with a “c” are considered campaigns and are \$175. All other entries are \$110.

DIGITAL MARKETING

(Include general overview and examples of materials)

- 1c. Digital Advertising Campaign (\$175)
- 2c. Digital Marketing Campaign (\$175)
- 3c. Mobile Campaign (\$175)
- 4c. Social Campaign (\$175)
- 5c. Integrated Marketing (\$175)
- 6c. Interactive Brand Experience (\$175)
- 7c. Viral Marketing (\$175)
- 8c. Other _____ (\$175)

WEB-BASED PRODUCTION

(Electronic/Social/Interactive)

WEBSITE

- 9. Redesign
- 10. Association
- 11. Corporation
- 12. Educational Institution
- 13. Government
- 14. Informational
- 15. Manufacturing
- 16. Marketing, PR, Advertising, Digital Agency
- 17. Medical
- 18. Nonprofit
- 19. Professional Service
- 20. Small Business
- 21. Tourism
- 22. Travel
- 23. Business to Business
- 24. Business to Consumer
- 25. Other _____

WEB ELEMENT

- 26. Home Page
- 27. Landing Page
- 28. Intranet
- 29. Microsite
- 30. Portal
- 31. Advertising (Display, Pop-Ups, Banners etc.)

- 32. Blog
- 33. Podcast
- 34. Games, Contests
- 35. Storefront/E-Commerce
- 36c. Training/E-Learning (\$175)
- 37. Other _____

SOCIAL MEDIA SITE

- 38. Brand Identity
- 39. Consumer Engagement
- 40. Contest Promotion
- 41. Event Promotion
- 42. Graphics
- 43. Viral Marketing
- 44. Social Media Engagement
- 45. Facebook
- 46. Instagram
- 47. LinkedIn
- 48. Snapchat
- 49. Tumbler
- 50. Twitter
- 51. YouTube
- 52. Other _____

MOBILE WEB

- 53. App for Business
- 54. App for Entertainment
- 55. Information Experience
- 56. Website
- 57. Other _____

INTERACTIVE COMMUNICATION

- 58. E-Blast
- 59. E-Card
- 60c. E-Mail Campaign (\$175)
- 61. E-Newsletter
- 62c. E-Benefits Module (\$175)
- 63c. E-Brochure Module (\$175)
- 64c. E-Training Module (\$175)
- 65. Other _____

CREATIVITY (WEB DESIGN)

- 66. E-Communication
- 67. Mobile App

- 68. Mobile Website
- 69. Social Media Site
- 70. Website
- 71. Website Home Page
- 72. Website Interior
- 73. Web Multi-Media Games, Contests (\$175)
- 74. Web Animation
- 75. Web Graphics
- 76. Web Interactive Capabilities
- 77. Other _____

SHORT FORM WEB VIDEO < 3 MINUTES

- 78. Company Overview
- 79. Corporate Image
- 80. Cultural
- 81. Demo Reel
- 82. Documentary
- 83. Education
- 84. Employee Communication
- 85. Environmental Issue
- 86. Event
- 87. Facility Overview
- 88. Fund Raiser
- 89. Government
- 90. Healthcare
- 91. Informational
- 92. Instructional
- 93. Medical External
- 94. Medical Internal
- 95. Marketing (Service)
- 96. Marketing (Product)
- 97. Meeting Open/Close
- 98. Movie
- 99. Music
- 100. News & Information
- 101. Nonprofit
- 102. Orientation
- 103. Recruitment
- 104. Religious
- 105. Safety
- 106. Sales Motivation
- 107. Sales Presentation
- 108. Slides To Video
- 109. Special Event
- 110. Sports

- 111. Student Production
- 112. Travel
- 113. Tribute
- 114. Training
- 115. Other _____

CREATIVITY (WEB VIDEO)

- 116. Directing
- 117. Editing
- 118. Graphics/Design
- 119. Motion Graphics Design
- 120. On-Camera Talent
- 121. Original Music
- 122. Special Effects/Animation
- 123. Videography
- 124. Voice-Over Talent
- 125. Writing
- 126. Other _____

DIGITAL VIDEO CREATION

- 127. Animation
- 128. Motion Graphics Company Overview
- 129. Motion Graphics Product
- 130. Motion Graphics Service
- 131. Motion Graphics Explanation
- 132. Motion Graphics Information
- 133. Augmented or Virtual Reality
- 134. White Board Video
- 135. Other _____

VIDEO PRODUCTION

COMMERCIALS

- 136c. Ad Campaign (\$175)
- 137c. PSA Campaign (\$175)
- 138. Amusements/Entertainment

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- 139. Education/ College/ University/Trade
- 140. Financial Institution
- 141. Health Care
- 142. Hospital
- 143. Legal Services
- 144. Political Campaign
- 145. Product
- 146. PSA
- 147. Retail
- 148. Service
- 149. Student
- 150. Tourism
- 151. Travel
- 152. Utilities
- 153. Other _____

TV BROADCAST & CABLE

- 154. Program
- 155. Promotion
- 156. Government Access
- 157. News
- 158. Sports
- 159. Entertainment
- 160. Other _____

LONG FORM VIDEO

- 161. Company Overview
- 162. Corporate Image
- 163. Cultural
- 164. Demo Reel
- 165. Documentary
- 166. Educational Institution
- 167. Entertainment
- 168. Environmental Issue
- 169. Event
- 170. Facility Overview
- 171. Fund Raiser
- 172. Government
- 173. Image
- 174. Informational
- 175. Instructional
- 176. Legal
- 177. Medical External
- 178. Medical Internal
- 179. Marketing (Service)

- 180. Marketing (Product)
- 181. Meeting Open/Close
- 182. Movie
- 183. Music
- 184. Nonprofit
- 185. Overview
- 186. PowerPoint
- 187. Recruitment
- 188. Religious
- 189. Safety
- 190. Sales Presentation
- 191. Special Event
- 192. Sports
- 193. Student Production
- 194. Travel
- 195. Tribute
- 196. Training
- 197. Viral Video for Company
- 198. Viral Video for Entertainment
- 199. Video News Release
- 200. Wedding
- 201. YouTube
- 202. Other _____

CREATIVITY (VIDEO PRODUCTION)

- 203. 360°
- 204. Cinematography
- 205. Directing
- 206. Editing
- 207. Graphics/Design
- 208. On-Camera Talent
- 209. Original Music
- 210. Special Effects/Animation
- 211. Videography
- 212. Virtual Reality or Augmented Reality
- 213. Voice-Over Talent
- 214. Writing
- 215. Other _____

AUDIO PRODUCTION/RADIO

- 216c. Ad Campaign (\$175)
- 217. Ad Single Spot
- 218. Original Music
- 219. Podcast

- 220. Program
- 221. Promotion
- 222. PSA
- 223. PSA Campaign
- 224. Sports
- 225. Other _____

NEW CATEGORY

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

- 226c. New Category (\$175)

PRO BONO

Anyone who enters the AVA Digital Awards is encouraged to enter their pro bono work without charge. You should not have received any compensation. It is ok for the nonprofit or others to have paid for hard costs such as materials.

- 227. Pro Bono