



Advertising / Marketing

Ads

- 1c. Advertising Campaign (\$195)
2. Banner/Sign
3. Bench/Shelter/Mass Transit
4. Billboard
5. Business/Trade Publication
6. Door Hanger
7. Flyer
8. Magazine
9. Mall/Airport/Station
10. Newspaper
11. Newspaper Insert
12. Outdoor
13. Point of Purchase
14. Poster
15. Trade Show Exhibit
16. Other _____

Direct Mail

20. Bill insert
21. Brochure
22. Catalog
- 23c. Direct Mail Campaign (\$195)
24. Flyer
25. Postcard
26. Other _____

Marketing/Promotion Materials

30. Book
31. Calendar
32. Guide
33. Holiday Card
34. Invitation
35. Media Kit
36. Postcard
37. Poster
38. Promotional Item
39. Specialty Item
40. T-Shirt
41. Other _____

Online

50. Display Ad Campaign (\$195)
51. Display Ad
52. Display Ad Video or Animated
53. Native Advertising (Sponsored Posts)
54. Pre-Roll Video Ad
55. Video Ad
56. SEM Campaign (\$195)
57. Social Media Marketing Campaign \$195)
58. Other _____

Email Communication

60. Announcements
61. Benefits
62. Company Information
63. Curated Content
64. Marketing
65. Products
- 66c. Email Campaign (\$195)
- 67c. HR Campaign (\$195)
68. Other _____

Strategic Communications

Marketing/Promotion Campaign

- 100c. Benefits/HR Materials (\$195)
- 101c. Branding (\$195)
- 102c. Branding Refresh (\$195)
- 103c. Digital Marketing (\$195)
- 104c. Integrated Marketing (\$195)
- 105c. Product Launch (\$195)
- 106c. Promotion/Marketing Materials (\$195)
- 107c. Self-Promotion (\$195)
- 108c. Special Event (\$195)
- 109c. Viral Marketing Campaign (\$195)
- 110c. Other _____ (\$195)

Communications/Public Relations

- 120c. Communication Plan (\$195)
- 121c. Communication Program (\$195)
- 122c. Corporate Social Responsibility (\$195)
- 123c. Crisis Communication Plan/Response (\$195)
- 124c. Internal Communication Campaign (\$195)
- 125c. Public Relations Program (\$195)
- 126c. Research/Study (\$195)
- 127c. Social Media Campaign (\$195)
- 128c. Special Event (\$195)
- 129c. Other _____ (\$195)

Media Kit

- 140c. Marketing/Promotion (\$195)
- 141c. Product/Service Launch (\$195)
- 142c. Special Event (\$195)
- 143c. Other _____ (\$195)

Media Relations/Publicity

150. Magazine Placement
- 151c. Media Response (\$195)
152. Newspaper Placement
153. Online Placement
- 154c. Publicity Campaign (\$195)
155. Television Placement
156. Other _____

Publications

Annual Report

200. Association
201. Corporation
202. Corporate Social Responsibility
203. Educational Institution
204. Government
205. Medical
206. Nonprofit
207. Utility
208. Other _____

Brochure

210. Business to Business
211. Business to Consumer
212. Capabilities
213. Catalog

214. Company Overview
215. Consumer Awareness
216. Educational
217. Fund Raising
218. Handbook
219. Informational
220. Newspaper Supplement
221. Nonprofit
222. Pamphlet
223. Public Relations
224. Recruitment
225. Sales Promotion
226. Special Events
227. Viewbook
228. Other _____

Employee Publication

240. Benefits
- 241c. Benefits Campaign (\$195)
242. Internal Communication
243. Internal Magazine
244. Internal Newsletter
245. Manual/Training
246. Special Edition
247. Other _____

Magazine

250. Association
251. Consumer
252. Corporate
253. Educational Institution
254. Government
255. Industry
256. Nonprofit
257. Special Edition
258. Trade
259. Other _____

External Newsletter

260. Association
261. Corporate
262. Educational Institution
263. Government
264. Healthcare
265. Industry
266. Nonprofit
267. Other _____

Book (Business Related)

270. Biography
271. Company History
272. Educational
273. Marketing
274. Motivational
275. Thought Leadership
276. Other _____

Blog

- 280. Product/Service Single Post
- 281. Educational Single Post
- 282. Entertainment Single Post
- 283. Industry Focused Single Post
- 284. Informational Single Post
- 285. Internal Communication Single Post
- 286. Medical Single Post
- 287. Other _____ Single Post
- 288c. Product/Service Series (\$195)
- 289c. Educational Series (\$195)
- 290c. Entertainment Series (\$195)
- 291c. Industry Focused Series (\$195)
- 292c. Informational Series (\$195)
- 293c. Internal Communication Series (\$195)
- 294c. Medical Series (\$195)
- 295c. Other _____ Series (\$195)

Creativity (Print or Digital)

Design

- 300. Ad
- 301. Animation
- 302. Annual Report / CSR
- 303. Annual Report / CSR Cover
- 304. Annual Report / CSR Interior
- 305. Benefits/HR Materials
- 306. Blog
- 307. Brochure Cover
- 308. Brochure
- 309. Business Card
- 310. Calendar
- 311. Cartoon
- 312. Direct Mail
- 313. E-Communication
- 314. Games/Contests
- 315. Graphics
- 316. Holiday Card
- 317. Identity Suite
- 318. Illustration/Graphic Design
- 319. Infographic
- 320. Invitation
- 321. Logo
- 322. Magazine
- 323. Magazine Cover
- 324. Magazine Interior
- 325. Media Kit
- 326. Menu
- 327. Mobile App
- 328. Mobile Website
- 329. Newsletter
- 330. Newsletter Cover
- 331. Packaging
- 332. Postcard
- 333. Poster
- 334. Program Guide
- 335. Promotional Item
- 336. Social Media Site
- 337. T-Shirt
- 338. Web Interactive Capabilities
- 339. Website
- 340. Website Home Page
- 341. Website Interior
- 342. Website Redesign
- 343. Other _____

Photography

- 350. Advertising
- 351. Annual Report
- 352. Brochure
- 353. Calendar
- 354. Magazine
- 355. People/Portrait
- 356. Product
- 357. Other _____

Writing

- 360. Ad Copy
- 361. Advertorial
- 362. Annual Report/CSR
- 363. Blog Overall
- 364. Blog Single Post
- 365. Brand Journalism
- 366. Brochure
- 367. Column
- 368. Communication Plan
- 369. Editorial
- 370. Feature Article
- 371. Magazine
- 372. Marketing Material
- 373. News Article
- 374. News Release
- 375. Newsletter
- 376. Speech
- 377. Technical
- 378. White Paper
- 379. Web Content
- 380. Other _____

Web Based Website

- 400. Association
- 401. Benefits
- 402. Business to Business
- 403. Business to Consumer
- 404. Corporation
- 405. Educational Institution
- 406. Entertainment
- 407. Event
- 408. Financial Services
- 409. Government
- 410. Informational
- 411. Legal
- 412. Manufacturer
- 413. Marketing/PR/Advertising Agency
- 414. Medical
- 415. Municipality
- 416. Nonprofit
- 417. Professional Service
- 418. Redesign
- 419. Small Business
- 420. Tourism
- 421. Other _____

Mobile App/Web

- 430c. App for Business (\$195)
- 431c. App for Entertainment (\$195)
- 432c. App for Information (\$195)
- 433c. App for Training/Learning (\$195)
- 434c. App for Product (\$195)
- 435c. App for Service (\$195)
- 436. App Other _____
- 440. Mobile Website Company
- 441. Mobile Website Service
- 442. Mobile Buying Experience
- 443. Mobile Experience Information
- 444. Mobile Other _____

Social Media

- 450. Facebook Engagement
- 451. Facebook Site
- 452. Influencer Content
- 453. Instagram Engagement
- 454. Instagram Site
- 455. LinkedIn Site
- 456c. Social Ad Campaign (\$195)
- 457c. Social Branding Campaign (\$195)
- 458c. Social Campaign (\$195)
- 459. Social Content
- 460c. Social Engagement (\$195)
- 461. Social Video
- 462. Twitter Engagement
- 463. Twitter Site
- 464. YouTube Video
- 465. Other _____

Web Element

- 470. E-Commerce
- 471c. E-Learning (\$195)
- 472c. Games/Contests (\$195)
- 473. Home Page
- 474. Infographic
- 475. Intranet
- 476. Landing Page
- 477. Microsite Event
- 478. Microsite Information
- 479. Microsite Product
- 480. Podcast
- 481. Portal
- 482. Streaming Video
- 483. Web Based Training
- 484. Other _____

Web Video

- 490. Educational
- 491. Event
- 492. Informational
- 493. Marketing
- 494. Medical
- 495. Nonprofit
- 496. Overview
- 497. Self-Promotion
- 498c. Series (\$195)
- 499. Training
- 500. YouTube Video
- 501. Other _____

Video/Audio

Television

- 600. Program
- 601. Promotion
- 602c. Series (\$195)
- 603. PSA
- 60c4. PSA Campaign (\$195)
- 605. Single Spot
- 606c. Ad Campaign (\$195)
- 607. Other _____

Video/Film

- 608. Corporate Image
- 609. Documentary
- 610. Educational Institution
- 611. Fundraiser
- 612. Government
- 613. Informational
- 614. Internal Communication
- 615. Marketing Product/Service
- 616. Medical
- 617. Meeting Open/Close
- 618. Nonprofit
- 619. PowerPoint Presentation
- 620. Recruitment
- 621c. Series (\$195)
- 622. Special Event
- 623. Training
- 624. Video Script
- 625. Other _____

Digital Video Creation

- 630. Animation
- 631. Motion Graphic Video
- 632c. Series (\$195)
- 633. Virtual Tour
- 634. Virtual/Augmented/Mixed Reality
- 635. White Board Video
- 636. Other _____

Audio/Radio

- 640. Original Music
- 641. PSA
- 642c. PSA Campaign (\$195)
- 643. Radio Program
- 644. Radio Promotion
- 645. Single Spot
- 646c. Ad Campaign (\$195)
- 647. Other _____

Podcast

- 650. Educational Single Episode
- 651. Entertainment Single Episode
- 652. Industry Focused Single Episode
- 653. Informational Single Episode
- 654. Internal Communication Single Episode
- 655. Marketing Product/Service Single Episode
- 656. Medical Single Episode
- 657. Single Episode Other _____
- 658c. Educational Series (\$195)
- 659c. Entertainment Series (\$195)
- 660c. Industry Focused Series (\$195)

- 661c. Informational Series (\$195)
- 662c. Internal Communication Series (\$195)
- 663c. Marketing Product/Service Series (\$195)
- 664c. Medical Series (\$195)
- 665c. Series Other (\$195)
- 666. Outstanding Host(s)
- 667. Outstanding Guest(s)
- 668. Outstanding Production
- 669. Other _____

New Category

- 700. New Category

Pro Bono

- 800. Pro Bono

Achievement

Individual Achievement

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

Team Achievement

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



Achievement Categories

MarCom categories are designed to recognize recently completed, specific projects. However, over the years, we have been asked to recognize individuals and teams for their body of work. To nominate yourself or someone else, please upload a document with the following information and examples of work product.

If there is an individual or team that has a story to tell, we would like to hear it. As every nomination is different, there is no set list of criteria. Nominees will be evaluated on their achievements and organizational impact. MarCom Awards may contact the Nominator via email for clarifications or further questions.

Please don't hesitate to contact us with any questions: info@marcomawards.com, 214-377-3524 or click on Chat now in the lower right hand corner of the website.

INDIVIDUAL ACHIEVEMENT

900. Individual's Specific Project Achievement (\$250)

901. Individual's Body of Work Achievement (\$250)

Nominator Name
Company/Organization
Title or Role
Email address

Nominee Name
Company/Organization
City/State or Province/Country

1. Nominee's creative title such as creative director, designer, writer, videographer, agency owner etc.
2. Creative role within the organization?
3. Why should this person be recognized? What does he or she do that is exceptional?
4. Number of years in industry, previous jobs, number of years in present position
5. Previous recognition: i.e. internal and/or awards
4. Examples of work

Examples for Nomination:

- The leader of a team that is responsible for numerous successful projects
- An individual responsible for growing the business through their outstanding creative work
- An individual who has brought recognition to the team through their outside work within the industry or community
- An individual who creates positive recognition for their organization through winning awards for their work



TEAM ACHIEVEMENT

910. Team's Specific Project Achievement (\$250)

911. Team's Body of Work Achievement (\$250)

Nominator Name

Company/Organization

Title/Role

Email address

Nominee Name (Company/Organization/Team)

Type of Creative Team (Ad Agency, Corporate Communication Department, Digital Firm, Public Relations Firm, etc.)

City/State or Province/Country

1. Nominee's creative function within the overall organization?
2. Why should this team be recognized? What do they do that is exceptional?
3. Team age, history, or perspective if relevant
4. Previous recognition: i.e. internal and/or awards
5. Examples of work product

Examples for Nomination

- Business growth over a period of years in terms of clients and/or income
- A team that wins major, contested projects
- A team that brings recognition to the company through industry or community endeavors
- A team that far surpasses goals or written expectations