



2017 CATEGORIES

A campaign is THREE or more pieces for the same client with a common theme. The pieces can be in the same or mixed media. Entry fee per campaign, strategy or plan is \$160.
If you select other, please create your own category and write it on the form.

PRINT MEDIA

DIRECT MARKETING ADS

1. Banner/Sign
2. Bench/Shelter/Mass Transit
3. Billboard
4. Business/Trade Publication
5. Door Hanger
6. Flyer
7. Magazine
8. Mall/Airport/Station
9. Newspaper
10. Newspaper Insert
11. Point of Purchase
12. Poster
13. Trade Show Exhibit
- 14c. Advertising Campaign (\$160)
15. Other _____

DIRECT MAIL

16. Bill Insert
17. Catalog
18. Flyer
19. Brochure
20. Postcard
- 21c. Direct Mail Campaign (\$160)
22. Other _____

PUBLICATIONS ANNUAL REPORT

23. Association
24. Corporation
25. Corporate Social Responsibility
26. Educational Institution
27. Government
28. Medical
29. Nonprofit
30. Utility
31. Other _____

BROCHURE

32. Business to Business
33. Business to Consumer
34. Capabilities
35. Catalog
36. Company Overview
37. Consumer Awareness
38. Educational
39. Fund Raising
40. Handbook
41. Informational
42. Newspaper Supplement
43. Nonprofit
44. Pamphlet
45. Public Relations
46. Recruitment
47. Sales Promotion
48. Special Events
49. Viewbook
50. Other _____

EMPLOYEE PUBLICATION

51. Benefits
- 52c. Benefits Campaign (\$160)
53. Internal Communication
54. Internal Magazine
55. Internal Newsletter
56. Manual/Training
57. Special Edition
58. Other _____

MAGAZINE

59. Association
60. Consumer
61. Corporate
62. Educational Institution
63. Government
64. Industry
65. Internal
66. Nonprofit
67. Special Edition
68. Other _____

EXTERNAL NEWSLETTER

69. Advocacy Group
70. Association
71. Corporate
72. Educational Institution
73. Government
74. Industry
75. Nonprofit
76. Other _____

MARKETING/PROMOTION/MATERIALS

77. Book
78. Calendar
79. Holiday Card
80. Guide
81. Invitation
82. Poster
83. Postcard
84. Promotional Item
85. T-Shirt
86. Specialty Item
87. Other _____

PRINT CREATIVITY DESIGN (Print)

88. Ad
89. Annual Report
90. Annual Report Cover
91. Annual Report Interior
92. Benefits/HR Materials
93. Brochure
94. Brochure Cover
95. Business Card
96. Calendar
97. Cartoon
98. Direct Mail
99. Holiday Card
100. Illustration/Graphic Design/Infographic
101. Invitation
102. Letterhead

103. Logo
104. Magazine
105. Magazine Cover
106. Magazine Interior
107. Media Kit
108. Menu
109. Newsletter
110. Newsletter Cover
111. Newsletter Interior
112. Packaging
113. Postcard
114. Poster
115. Program Guide
116. T-Shirt
117. Other _____

PHOTOGRAPHY

118. Advertising
119. Annual Report
120. Brochure
121. Calendar
122. Magazine
123. People/Portrait
124. Product
125. Other _____

WRITING

126. Ad Copy
127. Advertorial
128. Annual Report/CSR
129. Brand Journalism
130. Brochure
131. Column
132. Communication Plan
133. Editorial
134. Feature Article
135. Magazine
136. Marketing Material
137. News Article
138. Newsletter
139. News Release
140. Technical
141. Speech
142. White Paper
143. Other _____



STRATEGIC COMMUNICATIONS

MARKETING/PROMOTION CAMPAIGN

(If explanation needed, attach one page summary of objectives, challenges, solutions) (Entry Fee for Categories 144-153 is (\$160))

- 144c. Benefits/HR Materials (\$160)
- 145c. Branding (\$160)
- 146c. Branding Refresh (\$160)
- 147c. Digital Marketing (\$160)
- 148c. Integrated Marketing (\$160)
- 149c. Product Launch(\$160)
- 150c. Promotion/Marketing Materials (\$160)
- 151c. Self Promotion (\$160)
- 152c. Special Event (\$160)
- 153c. Other _____ (\$160)

COMMUNICATIONS/PUBLIC RELATIONS

(If explanation needed, attach one page summary of objectives, challenges, solutions) (Entry Fee for Categories 154-162 is (\$160))

- 154c. Communication Plan (\$160)
- 155c. Communication Program (\$160)
- 156c. Corporate Social Responsibility (\$160)
- 157c. Crisis Communication Plan or Response (\$160)
- 158c. Public Relations Program (\$160)
- 159c. Research/Study (\$160)
- 160c. Social Media Campaign (\$160)
- 161c. Special Event (\$160)
- 162c. Other _____ (\$160)

MEDIA KIT

(Entry Fee for Categories 163-166 is \$160)

- 163c. Marketing/Promotion (\$160)
- 164c. Product/Service Launch (\$160)
- 165c. Special Event (\$160)
- 166c. Other _____ (\$160)

MEDIA RELATIONS/PUBLICITY

- 167. Online Placement
- 168. Magazine Placement
- 169. Newspaper Placement
- 170. Radio Placement
- 171. Television Placement
- 172c. Publicity Campaign (\$160)
- 173c. Media Response (\$160)
- 174. Other _____

DIGITAL MEDIA

WEBSITE

- 175. Business to Business
- 176. Business to Consumer
- 177. Redesign *(upload old site as document)*
- 178. Association
- 179. Benefits
- 180. Corporation
- 181. Educational Institution
- 182. Entertainment
- 183. Event
- 184. Financial Services
- 185. Government
- 186. Informational
- 187. Legal
- 188. Manufacturer
- 189. Marketing, PR, Advertising Agency
- 190. Medical
- 191. Municipality
- 192. Nonprofit
- 193. Professional Service
- 194. Small Business
- 195. Tourism
- 196. Other _____

MOBILE APP/WEB

- 197c. App for Business (\$160)
- 198c. App for Entertainment (\$160)
- 199c. App for Information (\$160)
- 200c. App for Training/Learning (\$160)
- 201c. App for Product (\$160)
- 202c. App for Service (\$160)
- 203. Mobile Website Company
- 204. Mobile Website Product
- 205. Mobile Website Service
- 206. Mobile Website Event
- 207. Mobile Website Information
- 208. Mobile/Other

SOCIAL MEDIA

- 209. Blog Overall
- 210. Blog Writing
- 211c. Social Engagement (\$160)
- 212. Social Branding
- 213. Social Content
- 214. Social Video
- 215. Facebook Site
- 216. Facebook Engagement
- 217. LinkedIn Site
- 218. Twitter Site

- 219. Twitter Engagement
- 220. Instagram Sit
- 221. Instagram Engagement
- 222. Tumblr Engagement
- 223. Snapchat Filter
- 224c. Social Media Campaign (\$160)
- 225c. Viral Marketing Campaign (\$160)
- 226. YouTube Video
- 227. Other _____

WEBSITE ELEMENT

- 228. Home Page
- 229. Landing Page
- 230. Intranet
- 231. Podcast
- 232. Portal
- 233. Microsite Event
- 234. Microsite Information
- 235. Microsite Product
- 236. Microsite Service
- 237. Benefits Module
- 238. Training Module
- 239c. Games, Contests (\$160)
- 240. Infographic
- 241. Streaming Video
- 242. Webcast
- 243. Webmercial
- 244. Web Display Ad (Pop-Ups, Banners etc.)
- 245c. Web Advertising Campaign (\$160)
- 246. Other _____

WEB VIDEO

- 247. Educational
- 248. Event
- 249. Image
- 250. Informational
- 251. Marketing
- 252. Medical
- 253. Overview
- 254. Self Promotion
- 255. Training
- 256. YouTube Video
- 257. Other _____

E-COMMUNICATION

- 258. E-Book (iBook)
- 259. E-Annual Report
- 260. E-Blast
- 261. E-Brochure
- 262. E-Magazine

- 263c. E-Mail Campaign (\$160)
- 264. E-Newsletter
- 265. Other _____

WEB CREATIVITY

DESIGN (Web)

- 266. Blog
- 267. E-Communication
- 268c. Mobile App (\$160)
- 269. Mobile Website
- 270. Social Media Site
- 271. Website
- 272. Website Redesign *(upload old site as document)*
- 273. Website Home Page
- 274. Website Interior
- 275c. Web Multi-Media Games, Contests (\$160)
- 276. Web Animation
- 277. Web Graphics
- 278. Web Interactive Capabilities
- 279. Other _____

WRITING

- 280. Blog
- 281. Web Content
- 282. E-Communication
- 283. Other _____

VIDEO/AUDIO

TELEVISION (Broadcast & Cable)

- 284. Program
- 285. Promotion
- 286. PSA
- 287c. PSA Campaign (\$160)
- 288. Single Spot
- 289c. Campaign (\$160)
- 290. Other _____

VIDEO/FILM

- 291. Corporate Image
- 292. Educational Institution
- 293. Fund Raiser
- 294. Government
- 295. Informational
- 296. Internal Communication
- 297. Marketing Product or Service
- 298. Medical
- 299. Meeting Open/Close
- 300. Nonprofit



- 301. Powerpoint Presentation
- 302. Recruitment
- 303. Special Event
- 304. Training
- 305. Video Script
- 306. Other _____

DIGITAL VIDEO CREATION

- 307. Animation
- 308. Motion Graphic Video
- 309. White Board Video
- 310. Virtual Tour

AUDIO/RADIO

- 311. Original Music
- 312. Podcast
- 313. Radio Program
- 314. Radio Promotion
- 315. Sports
- 316. PSA
- 317c. PSA Campaign (\$160)
- 318. Single Spot
- 319c. Campaign (\$160)
- 320. Other _____

NEW CATEGORY

My project doesn't fit any of the categories. (\$160)

- 321c. Other _____ (\$160)

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 such as a brochure, website, video, etc. 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 free.

- 322. Pro Bono