

# 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 is \$125.

If you select other, please create your own category and write it on the form.

## MARKETING

### 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
- 14. Advertising Campaign (\$125)
- 15. Other \_\_\_\_\_

### DIRECT MAIL

- 16. Catalog
- 17. Flyer
- 18. Brochure
- 19. Political
- 20. Direct Mail Campaign (\$125)
- 21. Other \_\_\_\_\_

## PUBLICATIONS

### ANNUAL REPORT

- 22. Association
- 23. Corporation
- 24. Educational Institution
- 25. Government
- 26. Medical
- 27. Non-Profit
- 28. Utility
- 29. Other \_\_\_\_\_

### BROCHURE

- 30. Business to Business
- 31. Business to Consumer
- 32. Capabilities
- 33. Catalog
- 34. Company Overview
- 35. Consumer Awareness
- 36. Educational
- 37. Fund Raising
- 38. Handbook
- 39. Informational
- 40. Pamphlet
- 41. Public Relations
- 42. Recruitment
- 43. Sales Promotion
- 44. Special Events
- 45. Viewbook
- 46. Other \_\_\_\_\_

### **EMPLOYEE PUBLICATION**

- 47. Annual Meeting
- 48. Benefits
- 49. Benefits Campaign (\$125)
- 50. Internal Communication
- 51. Internal Magazine
- 52. Internal Newsletter
- 53. Manual/Training
- 54. Special Edition
- 55. Other \_\_\_\_\_

### **MAGAZINE**

- 56. Association
- 57. Consumer
- 58. Corporate
- 59. Educational Institution
- 60. Government
- 61. Industry
- 62. Internal
- 63. Non-Profit
- 64. Special Edition
- 65. Other \_\_\_\_\_

### **EXTERNAL NEWSLETTER**

- 66. Association
- 67. Corporate
- 68. Educational Institution
- 69. Government
- 70. Industry
- 71. Non-Profit
- 72. Other

# **MARKETING/PROMOTION**

## **MATERIALS**

- 73. Book
- 74. Calendar
- 75. Christmas Card
- 76. Invitation
- 77. Mouse Pad
- 78. Poster
- 79. Presentation Jacket
- 80. Postcard
- 81. T-Shirt
- 82. Specialty Item
- 83. Other \_\_\_\_\_

## **MARKETING/PROMOTION CAMPAIGN**

(If explanation needed, attach one page summary of objectives, challenges, solutions) Entry Fee for Categories 85-90 is \$125

- 84. Corporate Branding
- 85. Internal Benefits/HR Material
- 86. Product Launch
- 87. Promotion/Marketing Materials
- 88. Self Promotion
- 89. Special Event
- 90. Postcards
- 91. Other \_\_\_\_\_

## **COMMUNICATIONS/PUBLIC RELATIONS**

(If explanation needed, attach one page summary of objectives, challenges, solutions) Entry Fee for Categories 91-98 is \$125

- 92. Communication Plan
- 93. Corporate Social Responsibility
- 94. External Communication Program
- 95. Internal Communication Program
- 96. Research/Study
- 97. Social Media Campaign
- 98. Other \_\_\_\_\_

## **MEDIA KIT**

Entry Fee for Categories 99-103 is \$125

- 99. Marketing/Promotion
- 100. Product Launch
- 101. Service Launch
- 102. Special Event
- 103. Other \_\_\_\_\_

## **MEDIA RELATIONS/PUBLICITY**

- 104. Magazine Placement
- 105. Newspaper Placement

- 106. Radio Placement
- 107. Television Placement
- 108. Publicity Campaign (\$125)
- 109. Other \_\_\_\_\_

## **CREATIVITY**

### **DESIGN**

- 110. Annual Report
- 111. Annual Report Cover
- 112. Annual Report Interior
- 113. Brochure
- 114. Brochure Cover
- 115. Brochure Interior
- 116. Business Card
- 117. Holiday Card
- 118. Cartoon
- 119. Electronic Communication
- 120. Illustration/Graphic Design
- 121. Invitation
- 122. Letterhead
- 123. Logo
- 124. Magazine
- 125. Magazine Cover
- 126. Magazine Interior
- 127. Media Kit
- 128. Newsletter
- 129. Newsletter Cover
- 130. Newsletter Interior
- 131. Packaging
- 132. Post Card
- 133. Poster
- 134. Program Guide
- 135. T-Shirt
- 136. Web Site
- 137. Web Site Home Page
- 138. Web Site Interior
- 139. Other \_\_\_\_\_

### **PHOTOGRAPHY**

- 140. Advertising
- 141. Annual Report
- 142. Brochure
- 143. Calendar
- 144. Magazine
- 145. Newsletter
- 146. People/Portrait
- 147. Product

- 148. Other \_\_\_\_\_

## **WRITING**

- 149. Ad Copy
- 150. Advertorial
- 151. Annual Report
- 152. Brochure
- 153. Column
- 154. Communication Plan
- 155. Editorial
- 156. Electronic Communication
- 157. Feature Article
- 158. Magazine
- 159. Media Kit
- 160. News Article
- 161. Newsletter
- 162. News Release
- 163. Product Catalog
- 164. Radio Script
- 165. Technical
- 166. Speech
- 167. Video Script
- 168. Web Copy
- 169. White Paper
- 170. Other \_\_\_\_\_

## **ELECTRONIC/SOCIAL/INTERACTIVE MEDIA**

- 171. Web Site Overall
- 172. Web Site Home Page
- 173. Web Animation
- 174. Web Interactive Capabilities
- 175. Web Multi-Media Games, Contests, Presentations (\$125)
- 176. Web Based Training (\$125)
- 177. Web Video
- 178. Intranet
- 179. Microsite
- 180. E-Commerce/Storefront
- 181. Blog
- 182. Podcast
- 183. E-Blast
- 184. E-Mail Campaign (\$125)
- 185. E-Newsletter
- 186. E-Zine
- 187. E-Annual Report
- 188. Social Media Site (\$125)
- 189. CD/DVD Based Multi-Media (\$125)
- 190. Web Based Multi-Media (\$125)
- 191. Viral Marketing
- 192. Other \_\_\_\_\_

**DVD/CD-ROM**

- 193. Interactive Presentation
- 194. Other \_\_\_\_\_

**RADIO**

- 195. PSA
- 196. PSA Campaign (\$125)
- 197. Single Spot
- 198. Campaign (\$125)
- 199. Other \_\_\_\_\_

**TELEVISION**

- 200. PSA
- 201. PSA Campaign (\$125)
- 202. Single Spot
- 203. Campaign (\$125)
- 204. Other \_\_\_\_\_

**VIDEO/FILM**

- 205. Corporate Image
- 206. Documentary
- 207. Educational
- 208. Educational Institution
- 209. Fund Raiser
- 210. Government
- 211. Instructional
- 212. Internal Communication
- 213. Marketing (Product)
- 214. Marketing (Service)
- 215. Medical
- 216. Meeting Open/Close
- 217. Non-Profit
- 218. Powerpoint Presentation
- 219. Recruitment
- 220. Religious
- 221. Self-Promotion
- 222. Special Event
- 223. Training
- 224. Videos For Sale
- 225. Video News Release
- 226. TV Program (Broadcast)
- 227. TV Program (Cable)
- 228. Other \_\_\_\_\_

**NEW CATEGORY**

My project doesn't fit any of the categories.

- 229. Other \_\_\_\_\_

**PRO BONO**

In recognition of the spirit of marketing and communication professionals, anyone who enters the MarCom Awards is encouraged to enter their pro bono work without charge. Please fill out the pro bono form and attach to your entry.

- 230. Pro Bono

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