### PRINT MEDIA

#### 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 ($195)
15. Other __________

#### DIRECT MAIL
16. Bill Insert
17. Catalog
18. Flyer
19. Brochure
20. Postcard
21. Direct Mail Campaign ($195)
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
52. Benefits Campaign ($195)
53. Internal Communication
54. Internal Magazine
55. Internal Newsletter
56. Manual/Training
57. Special Edition
58. Other __________

### EXTERNAL NEWSLETTER
69. Healthcare
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 / CSR
90. Annual Report / CSR Cover
91. Annual Report / CSR 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. Identity Suite
103. Logo
104. Magazine
105. Magazine Cover
106. Magazine Interior
107. Media Kit
108. Menu
109. Newsletter
110. Newsletter Cover
111. Promotional Item
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 __________
**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 ($195)
- 198c. App for Entertainment ($195)
- 199c. App for Information ($195)
- 200c. App for Training/Learning ($195)
- 201c. App for Product ($195)
- 202c. App for Service ($195)
- 203. Mobile Website Company
- 204. Mobile Website Product
- 205. Mobile Website Service
- 206. Mobile Buying Experience
- 207. Mobile Experience Information
- 208. Mobile/Other

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

**SOCIAL MEDIA**
- 209c. Social Campaign ($195)
- 210c. Social Ad Campaign ($195)
- 211c. Social Engagement ($195)
- 212c. Social Branding Campaign ($195)
- 213. Social Content
- 214. Social Video
- 215. Facebook Site
- 216. Facebook Engagement
- 217. LinkedIn Site
- 218. Twitter Site
- 219. Twitter Engagement
- 220. Instagram Site
- 221. Instagram Engagement
- 222. Influencer Content
- 223c. Viral Marketing Campaign ($195)
- 224. YouTube Video
- 225. Other _____

**E-COMMUNICATION**
- 258. E-Book (iBook)
- 259. E-Annual Report
- 260. E-Brochure
- 261. E-Magazine
- 262. E-Mail Communication
- 263c. E-Mail Campaign ($195)
- 264. E-Newsletter
- 265. Other _____

**WEB CREATIVITY**

**DESIGN (Web)**
- 266. Blog
- 267. E-Communication
- 268c. Mobile App ($195)
- 269. Mobile Website
- 270. Social Media Site
- 271. Website
- 272. Website Redesign (upload old site as document)
- 273. Website Home Page
- 274. Website Interior
- 275. Web Multi-Media Games, Contests ($195)
- 276. Web Animation
- 277. Web Graphics
- 278. Web Interactive Capabilities
- 279. Other ********

**WRITING**
- 280. Blog Overall
- 281. Blog Single Post
- 282. Web Content
- 283. Other _____

**VIDEO/AUDIO**

**TELEVISION (Broadcast & Cable)**
- 284. Program
- 285. Promotion
- 286. PSA
- 287c. PSA Campaign ($195)
- 288. Single Spot
- 289c. Campaign ($195)
- 290. Other ********

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

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**MARKETING/PROMOTION CAMPAIGN**
(If explanation needed, attach one page summary of objectives, challenges, solutions) (Entry Fee for Categories 144-153 is $195)

- 144c. Benefits/HR Materials ($195)
- 145c. Branding ($195)
- 146c. Branding Refresh ($195)
- 147c. Digital Marketing ($195)
- 148c. Integrated Marketing ($195)
- 149c. Product Launch($195)
- 150c. Promotion/Marketing Materials ($195)
- 151c. Self Promotion ($195)
- 152c. Special Event ($195)
- 153c. Other _________($195)

**COMMUNICATIONS/PUBLIC RELATIONS**
(If explanation needed, attach one page summary of objectives, challenges, solutions) (Entry Fee for Categories 154-162 is $195)

- 154c. Communication Plan ($195)
- 155c. Communication Program ($195)
- 156c. Corporate Social Responsibility ($195)
- 157c. Crisis Communication Plan or Response ($195)
- 158c. Internal Communication Campaign ($195)
- 159c. Public Relations Program ($195)
- 160c. Research/Study ($195)
- 161c. Social Media Campaign ($195)
- 162c. Special Event ($195)
- 163c. Other _________($195)

**MEDIA KIT**
(Entry Fee for Categories 164-167 is $195)

- 164c. Marketing/Promotion ($195)
- 165c. Product/Service Launch ($195)
- 166c. Special Event ($195)
- 167c. Other _________($195)

**MEDIA RELATIONS/PUBLICITY**

- 168. Online Placement
- 169. Magazine Placement
- 170. Newspaper Placement
- 171. Television Placement
- 172c. Publicity Campaign ($195)
- 173c. Media Response ($195)
- 174. Other _________
2022 CATEGORIES

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

DIGITAL VIDEO CREATION
308. Animation
309. Motion Graphic Video
310. White Board Video
311. Virtual Tour
312. Virtual / Augmented / Mixed Reality
313. Other

AUDIO/RADIO
314. Original Music
315c. Podcast Series ($195)
316. Podcast Episode
317. Radio Program
318. Radio Promotion
319. Sports
320. PSA
321c. PSA Campaign ($195)
322. Single Spot
323c. Campaign ($195)
324. Other ________________

NEW CATEGORY
My project doesn’t fit any of the categories. ($195)
325c. Other _____ ($195)

ACHIEVEMENT

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.

327. Individual Achievement ($250)
328. Team Achievement ($250)

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 fee.

326. Pro Bono