

# AMERICAN ADVERTISING AWARDS

If you previously entered		Then you will now enter		(Please note, there are some new categories, which are in red)			
<b>Sales Promotion</b>							
1A	Product or Service Sales Presentation	Catalog	Sales & Marketing	1A	Sales Promotion	Product or Service Sales Promotion	Catalog
1B		Sales Kit or Product Information Sheets	Sales & Marketing	1B	Sales Promotion	Product or Service Sales Promotion	Sales Kit or Product Information Sheets
1C		Printed Newsletter	Sales & Marketing	6A/6B	Collateral Material	Printed Newsletter	Single Newsletter/Campaign
1D		Menu	Sales & Marketing	1C	Sales Promotion	Product or Service Sales Promotion	Menu
1E		Campaign (2-4 of the above)	Sales & Marketing	1D	Sales Promotion	Product or Service Sales Promotion	Campaign (2-4 from 1A-C)
2A	Packaging	Single Unit	Sales & Marketing	2A	Sales Promotion	Packaging (including CD & DVD)	Single Unit
2B		CD or DVD	Sales & Marketing	2A	Sales Promotion	Packaging (including CD & DVD)	Single Unit
2C		Campaign (2-4 of the above)	Sales & Marketing	2B	Sales Promotion	Packaging (including CD & DVD)	Campaign (2-4 of the above)
3A	Point-of-Purchase (POP)	Counter Top or Attached	Sales & Marketing	3A	Sales Promotion	Point of Purchase	Countertop
3B		Free-Standing	Sales & Marketing	3B	Sales Promotion	Point of Purchase	Free Standing
3C		Trade Show Exhibit	Out of Home & Ambient Media	25A/25B	Ambient Media	Installations	Single Installation/Multiple Installation
3D		Branded Environment	Out of Home & Ambient Media	25A/25B	Ambient Media	Installations	Single Installation/Multiple Installation
4		Campaign (2-4 Sales Promotion pieces from categories 1A - 3C)	Sales & Marketing	1D or 2B	Sales Promotion	Various	See above
5	Audio/Visual	Audio/Visual Sales Presentation	Film, Video & Sound	63	Sales Promotion	Audio/Visual Sales Presentation	
<b>Collateral Material</b>							
6	Stationery Package	Single Package	Sales & Marketing	4	Collateral Material		Stationery Package
7	Annual Report	Single Unit	Sales & Marketing	5	Collateral Material		Annual Report
8A	Brochure	Single unit	Sales & Marketing	7A	Collateral Material	Brochure	Single unit
8B		Campaign (2-4 of the above)	Sales & Marketing	7B	Collateral Material	Brochure	Campaign
9A	Publication Design	Cover	Sales & Marketing	8A	Collateral Material	Publication Design	Cover
9B		Editorial Spread or Feature	Sales & Marketing	8B	Collateral Material	Publication Design	Editorial Spread or Feature
9C		Series	Sales & Marketing	8C	Collateral Material	Publication Design	Cover/Editorial Spread or Feature - Series
9D		Magazine Design	Sales & Marketing	8D	Collateral Material	Publication Design	Magazine Design
9E		Book Design	Sales & Marketing	8E	Collateral Material	Publication Design	Book Design
10A	Poster	Single	Out of Home & Ambient Media	27A	Out-of-Home	Poster	Poster - Single Unit
10B		Campaign (2-4 of the above)	Out of Home & Ambient Media	27B	Out-of-Home	Poster	Poster - Campaign
11A	Special Event Material	Card	Sales & Marketing	9A	Collateral Material	Special Event Material	Card, Invitation, Announcement - Single Unit
11B		Invitation	Sales & Marketing	9A	Collateral Material	Special Event Material	Card, Invitation, Announcement - Single Unit
11C		Announcement	Sales & Marketing	9A	Collateral Material	Special Event Material	Card, Invitation, Announcement - Single Unit
11D		Campaign	Sales & Marketing	9B	Collateral Material	Special Event Material	Card, Invitation, Announcement - Campaign
<b>Direct Marketing</b>							
12A	Business-to-Business or Consumer, Single	Flat	Sales & Marketing	10A	Direct Marketing	Direct Mail	Flat - Single
12B		Three Dimensional (3-D)/Mixed	Sales & Marketing	10C	Direct Marketing	Direct Mail	3D/Mixed - Single
13A	Business-to-Business or Consumer, Campaign (2-4 of the above)	Flat	Sales & Marketing	10B	Direct Marketing	Direct Mail	Flat - Campaign
13B		3-D/Mixed	Sales & Marketing	10D	Direct Marketing	Direct Mail	3D/Mixed - Campaign
14A	Specialty Advertising	Apparel	Sales & Marketing	11A	Direct Marketing	Specialty Advertising	Apparel
14B		Other Merchandise	Sales & Marketing	11B	Direct Marketing	Specialty Advertising	Other Merchandise
			Sales & Marketing	11C	Direct Marketing	Specialty Advertising	Campaign
<b>Out-of-Home</b>							
15A	Outdoor Board	Flat	Out-of-Home & Ambient Media	28A	Out-of-Home	Outdoor Board	Flat - Single Unit
15B		Extension/Dimensional	Out-of-Home & Ambient Media	28B	Out-of-Home	Outdoor Board	Super-sized, Extension/Dimensional, Digital or Animated - Single Unit
15C		Digital or Animated	Out-of-Home & Ambient Media	28B	Out-of-Home	Outdoor Board	Super-sized, Extension/Dimensional, Digital or Animated - Single Unit
15D		Super-Sized	Out-of-Home & Ambient Media	28B	Out-of-Home	Outdoor Board	Super-sized, Extension/Dimensional, Digital or Animated - Single Unit
15E		Vehicle Graphic Advertising	Out-of-Home & Ambient Media	29B	Out-of-Home	Mass Transit/Airlines	Exterior - Single
16A	Mass Transit/Public/Airline	Interior	Out-of-Home & Ambient Media	29A	Out-of-Home	Mass Transit/Airlines	Interior - Single
16B		Exterior	Out-of-Home & Ambient Media	29B	Out-of-Home	Mass Transit/Airlines	Exterior - Single
17A	Site	Interior Animated (with motion)	Out-of-Home & Ambient Media	30A	Out-of-Home	Site	Interior - Single
17B		Interior Still or Static	Out-of-Home & Ambient Media	30A	Out-of-Home	Site	Interior - Single
17C		Exterior Animated (with motion)	Out-of-Home & Ambient Media	30B	Out-of-Home	Site	Large Venue - Single
17D		Exterior Still or Static	Out-of-Home & Ambient Media	30B	Out-of-Home	Site	Large Venue - Single
18	Campaign	Out-of-Home Campaign (2-4 Out-of-Home pieces from categories 15A - 17D)	Out-of-Home & Ambient Media	31	Out-of-Home	Out-of-Home Campaign	Campaign
19A	Out-of-Home Self-Promotion	Single	Out-of-Home & Ambient Media	32A	Out-of-Home Self-Promotion	Out-of-Home Self-Promotion	Single Unit
19B		Campaign (2-4 of the above)	Out-of-Home & Ambient Media	32B	Out-of-Home Self-Promotion	Out-of-Home Self-Promotion	Campaign
			Out-of-Home & Ambient Media	26A	Ambient Media	Events	Single Event
			Out-of-Home & Ambient Media	24B	Ambient Media	Events	Multiple Events
<b>Non-Traditional Advertising</b>							
20A		Single	Out-of-Home & Ambient Media	24A	Ambient Media	Guerrilla Marketing	Single Occurrence
20B		Campaign	Out-of-Home & Ambient Media	24B	Ambient Media	Guerrilla Marketing	Campaign
<b>Consumer or Trade Publication</b>							
21A	Fractional Page	Less than four-color	Print Advertising	17A	Magazine Advertising	Magazine Advertising	Full Page or Less - Single Unit
21B		Four-color	Print Advertising	17A	Magazine Advertising	Magazine Advertising	Full Page or Less - Single Unit
22A	Full Page	Less than four-color	Print Advertising	17A	Magazine Advertising	Magazine Advertising	Full Page or Less - Single Unit
22B		Four-color	Print Advertising	17A	Magazine Advertising	Magazine Advertising	Full Page or Less - Single Unit
23A	Spread, Multiple Page or Insert	Less than four-color	Print Advertising	17B	Magazine Advertising	Magazine Advertising	Spread, Multiple Page or Insert
23B		Four-color	Print Advertising	17B	Magazine Advertising	Magazine Advertising	Spread, Multiple Page or Insert
24A	Campaign (2-4 of the above)	Less than four-color	Print Advertising	17C	Magazine Advertising	Magazine Advertising	Campaign
24B		Four-color	Print Advertising	17C	Magazine Advertising	Magazine Advertising	Campaign
25A	Magazine Self-Promotion	Single	Print Advertising	18A	Magazine Self-Promotion	Magazine Self-Promotion	Single Unit - Any Size
25B		Campaign	Print Advertising	18B	Magazine Self-Promotion	Magazine Self-Promotion	Campaign
			Print Advertising	21	Branded Content & Entertainment		Branded Content & Entertainment - Any print medium
<b>Newspaper</b>							
26A	Fractional Page	Black and White	Print Advertising	Page 8A	Newspaper Advertising	Newspaper Advertising	Fractional Page - Single Unit

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26B	Color (any color other than black)	Print Advertising	19A	Newspaper Advertising	Newspaper Advertising	Fractional Page - Single Unit	
27A	Full Page	Print Advertising	19B	Newspaper Advertising	Newspaper Advertising	Full Page - Single Unit	
27B	Color (any color other than black)	Print Advertising	19B	Newspaper Advertising	Newspaper Advertising	Full Page - Single Unit	
28A	Spread or Multiple Page	Print Advertising	19C	Newspaper Advertising	Newspaper Advertising	Spread or Multiple Page - Single Unit	
28B	Color (any color other than black)	Print Advertising	19C	Newspaper Advertising	Newspaper Advertising	Spread or Multiple Page - Single Unit	
29A	Newspaper Specialty Advertising	Print Advertising	19D	Newspaper Advertising	Newspaper Advertising	Specialty Advertising - Single Unit	
29B	Poly Bag/Wrapper	Print Advertising	19D	Newspaper Advertising	Newspaper Advertising	Specialty Advertising - Single Unit	
30A	Campaign (2-4 pieces from categories 26A - 29B)	Print Advertising	19E	Newspaper Advertising	Newspaper Advertising	Campaign	
30B	Color (any color other than black)	Print Advertising	19E	Newspaper Advertising	Newspaper Advertising	Campaign	
31A	Newspaper Self-Promotion	Print Advertising	20A	Newspaper Self-Promotion	Newspaper Self-Promotion	Single Unit - Any Size	
31B	Insert	Print Advertising	20A	Newspaper Self-Promotion	Newspaper Self-Promotion	Single Unit - Any Size	
31C	Campaign (2-4 of the above)	Print Advertising	20B	Newspaper Self-Promotion	Newspaper Self-Promotion	Campaign	
<b>Digital Advertising</b>							
32A	Websites, B-to-B	Products	Online/Interactive	37B	Websites	Websites	B-to-B
32B	Outlets	Outlets	Online/Interactive	37B	Websites	Websites	B-to-B
32C	Services	Services	Online/Interactive	37B	Websites	Websites	B-to-B
33A	Websites, Consumer	Products	Online/Interactive	37A	Websites	Websites	Consumer
33B	Outlets	Outlets	Online/Interactive	37A	Websites	Websites	Consumer
33C	Services	Services	Online/Interactive	37A	Websites	Websites	Consumer
34A	Mobile Websites	Products	Online/Interactive	37A	Websites	Websites	Consumer
34B	Outlets	Outlets	Online/Interactive	37A	Websites	Websites	Consumer
34C	Services	Services	Online/Interactive	37A	Websites	Websites	Consumer
35A	Micro Sites	Products	Online/Interactive	37C	Websites	Websites	Microsites
35B	Outlets	Outlets	Online/Interactive	37C	Websites	Websites	Microsites
35C	Services	Services	Online/Interactive	37C	Websites	Websites	Microsites
36A	Social Media	Single Platform, B-to-B	Online/Interactive	37A	Social Media	Social Media	Single Platform
36B	Single Platform, Consumer	Single Platform, Consumer	Online/Interactive	37A	Social Media	Social Media	Single Platform
36C	Social Media Campaign	Social Media Campaign	Online/Interactive	37B	Social Media	Social Media	Multiple Platforms
37A	Apps	Tablet	Online/Interactive	39A	Apps	Apps	Mobile App
37B	Web-based (Browser)	Web-based (Browser)	Online/Interactive	39B	Apps	Apps	Website Based App
37C	Mobile (Phone)	Mobile (Phone)	Online/Interactive	39A	Apps	Apps	Mobile App
38A	Online Publication	Newsletter	Online/Interactive	44	Syndicated Content	Syndicated Content	Digital Publications
38B	Magazine	Magazine	Online/Interactive	44	Syndicated Content	Syndicated Content	Digital Publications
38C	Annual Report	Annual Report	Online/Interactive	44	Syndicated Content	Syndicated Content	Digital Publications
38D	Email	Email	Online/Interactive	42	Advertising & Promotion	Advertising & Promotion	Email
38A	Advertising and Promotion	Banners, Rich Media	Online/Interactive	40	Advertising & Promotion	Advertising & Promotion	Web Banner Ads
38B	Banners, Standard	Banners, Standard	Online/Interactive	40	Advertising & Promotion	Advertising & Promotion	Web Banner Ads
38C	Games	Games	Online/Interactive	39C	Apps	Apps	Games
38D	Podcasts	Podcasts	Film, Video & Sound	56A/56B	Online Film, Video & Sound	Podcast	Single Podcast/Campaign
40A	Video	Websisodes	Film, Video & Sound	57	Online Film, Video & Sound	Podcast	Websisodes
40B	Internet Commercials	Internet Commercials	Film, Video & Sound	55A/55B	Online Film, Video & Sound	Internet Commercial	Single Spot - Any Length/Campaign
40C	Branded content, 60 seconds or less	Branded content, 60 seconds or less	Film, Video & Sound	58A	Branded Content & Entertainment	Branded Content & Entertainment	Single Entry :60 or less
40C	Branded content, 60 seconds or more	Branded content, 60 seconds or more	Film, Video & Sound	58B	Branded Content & Entertainment	Branded Content & Entertainment	Single entry more than :60
41A	Multimedia DVD	B-to-B					
41B	Consumer	Consumer					
41C	Campaign (a series of 2-4 DVDs)	Campaign (a series of 2-4 DVDs)					
42	Digital Campaign	Campaign, (2-4 Digital Advertising pieces from categories 32A-41C)	Cross Platform	73	Online/Interactive Campaign		Online Interactive Campaign
			Online/Interactive	39D	Apps	Apps	Tools & Utilities
			Online/Interactive	41	Advertising & Promotion	Advertising & Promotion	Website Takeovers
			Online/Interactive	43	Syndicated Content		Blogs
<b>Radio</b>							
43A	Local, Single	:30	Film, Video & Sound	48A	Radio Advertising	Radio Advertising/Local	Single Spot :30 or less
43B	:60 or more	:60 or more	Film, Video & Sound	48B	Radio Advertising	Radio Advertising/Local	Single Spot more than :30
43C	Campaign, (2-4 of the above)	Campaign, (2-4 of the above)	Film, Video & Sound	48C	Radio Advertising	Radio Advertising/Local	Campaign
44A	Regional/National, Single	:30	Film, Video & Sound	49A	Radio Advertising	Radio Advertising - Regional/National	Single Spot :30 or less
44B	:60 or more	:60 or more	Film, Video & Sound	49B	Radio Advertising	Radio Advertising - Regional/National	Single Spot more than :30
44C	Campaign, (2-4 of the above)	Campaign, (2-4 of the above)	Film, Video & Sound	49C	Radio Advertising	Radio Advertising - Regional/National	Campaign
45A	Radio Self-Promotion	Single	Film, Video & Sound	50A	Radio Self-Promotion	Radio Self-Promotion	Single Spot - Any Length
45B	Campaign	Campaign	Film, Video & Sound	50B	Radio Self-Promotion	Radio Self-Promotion	Campaign
<b>Television</b>							
46A	Local, Single	:15 or less	Film, Video & Sound	51A	Television Advertising	Television Advertising - Local (One DMA)	Single Spot :15 or Less
46B	:30	:30	Film, Video & Sound	51B	Television Advertising	Television Advertising - Local (One DMA)	Single Spot :30
46C	:60 or more	:60 or more	Film, Video & Sound	51C	Television Advertising	Television Advertising - Local (One DMA)	Single Spot :60 or more
46D	Campaign, (2-4 of the above)	Campaign, (2-4 of the above)	Film, Video & Sound	51D	Television Advertising	Television Advertising - Local (One DMA)	Campaign
47A	TV Self-Promotion	Local (one DMA) Single	Film, Video & Sound	53A	Television Self-Promotion	Television Self-Promotion/Local	Single Spot - Any Length
47B	Local (one DMA) Campaign	Local (one DMA) Campaign	Film, Video & Sound	53B	Television Self-Promotion	Television Self-Promotion/Local	Campaign
47C	Regional/National Single	Regional/National Single	Film, Video & Sound	54A	Television Self-Promotion	Television Self-Promotion - Regional/National	Single Spot - Any Length
47D	Regional/National Campaign	Regional/National Campaign	Film, Video & Sound	54B	Television Self-Promotion	Television Self-Promotion - Regional/National	Campaign
48A	Regional/National TV, Single Product/Service	Products	Film, Video & Sound	52A	Television Advertising	Television Advertising - Regional/National	Single Spot up to 2:00
48B	Outlets	Outlets	Film, Video & Sound	52A	Television Advertising	Television Advertising - Regional/National	Single Spot up to 2:00
48C	Services	Services	Film, Video & Sound	52A	Television Advertising	Television Advertising - Regional/National	Single Spot up to 2:00
49A	Regional/National TV, Campaign	Products	Film, Video & Sound	52B	Television Advertising	Television Advertising - Regional/National	Campaign
49B	Outlets	Outlets	Film, Video & Sound	52B	Television Advertising	Television Advertising - Regional/National	Campaign
49C	Services	Services	Film, Video & Sound	52B	Television Advertising	Television Advertising - Regional/National	Campaign
50	Infomercials	Infomercials	Film, Video & Sound	59	Branded Content & Entertainment	Branded Content & Entertainment for Television	Branded Content & Entertainment for Television
51A	Cinema Advertising	Movie Trailers	Film, Video & Sound	61	Cinema Advertising		Movie Trailer
51B	In-Theatre Commercials or Slides	In-Theatre Commercials or Slides	Film, Video & Sound	62	Cinema Advertising		In-Theatre Commercials or Slides
			Film, Video & Sound	64	Music Videos		Music Video
			Film, Video & Sound	60	Branded Content & Entertainment	Branded Content & Entertainment - Non-Broadcast	Branded Content & Entertainment - Non-Broadcast
<b>Integrated Campaigns</b>							
52	B-to-B, Local	B-to-B, Local	Cross Platform	70A	Integrated Campaigns	Integrated Advertising Campaigns	B-toB Campaign, local
53	B-to-B, Regional/National	B-to-B, Regional/National	Cross Platform	70B	Integrated Campaigns	Integrated Advertising Campaigns	B-toB Campaign, regional/national
54	Consumer, Local	Consumer, Local	Cross Platform	70C	Integrated Campaigns	Integrated Advertising Campaigns	Consumer Campaign, local
55	Consumer, Regional/National	Consumer, Regional/National	Cross Platform	70D	Integrated Campaigns	Integrated Advertising Campaigns	Consumer Campaign/regional/national
			Cross Platform	71	Integrated Campaigns	Integrated Brand Identity Campaign	Integrated Brand Identity Campaign
			Cross Platform	71	Integrated Campaigns	Integrated Branded Content Campaign	Integrated Branded Content Campaign

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<b>Advertising for the Arts &amp; Sciences</b>						
56A	Collateral	Stationery Package	Sales & Marketing	4	Collateral Material	Stationery Package
56B		Annual Report	Sales & Marketing	5	Collateral Material	Annual Report
56C		Brochure/Sales Kit	Sales & Marketing	7A/7B	Collateral Material	Brochure
56D		PDP or POS Materials (Other than posters)	Sales & Marketing	3A/3B	Sales Promotion	Point of Purchase
56E		Poster	Out-of-Home & Ambient Media	27A/27B	Out-of-Home	Poster
56F		Newsletter	Sales & Marketing	6A/6B	Collateral Material	Printed Newsletter
56G		Cards, Invitations or Announcements (Special Event Material)	Sales & Marketing	9A/9B	Collateral Material	Special Event Material
57A	Print	Magazine	Print Advertising	17A-C	Magazine Advertising	Full, Spread, Campaign
57B		Newspaper	Print Advertising	19A-E	Newspaper Advertising	Depending on size and/or campaign
58A	Broadcast/Electronic/Digital	TV	Film, Video & Sound		Television Advertising	Categories vary depending on what is entered
58B		Radio	Film, Video & Sound		Radio Advertising	Categories vary depending on what is entered
58C		Audio/Visual	Film, Video & Sound	63	Sales Promotion	Audio Visual Sales Presentation
58D		Digital Advertising	Online/Interactive		Varies	Categories vary depending on what is entered
59		Out-of-Home	Out-of-Home & Ambient Media		Varies	Categories vary depending on what is entered
60		Non-traditional	Cross Platform		Varies	Categories vary depending on what is entered
61		Direct Marketing, Specialty Items	Sales & Marketing	11A-C	Direct Marketing	Apparel, other merchandise, Campaign
62A	Campaign	Single Medium Campaign (For categories 56-61)	Cross Platform		Varies	Categories vary depending on what is entered
62B		Integrated Campaign (For categories 56-61)	Cross Platform		Varies	Categories vary depending on what is entered
<b>Public Service</b>						
63A	Collateral	Stationery Package	Sales & Marketing	12A	Public Service	Public Service Collateral
63B		Annual Report	Sales & Marketing	12B	Public Service	Public Service Collateral
63C		Brochure/Sales Kit	Sales & Marketing	12C	Public Service	Public Service Collateral
63D		POP or POS Materials (Other than posters)	Sales & Marketing	12A	Public Service	Public Service Collateral
63E		Poster	Out-of-Home & Ambient Media	33A	Public Service	Public Service Out-of-Home
63F		Newsletter	Sales & Marketing	12A	Public Service	Public Service Collateral
63G		Cards, Invitations or Announcements (Special Event Material)	Sales & Marketing	12A	Public Service	Public Service Collateral
64A	Print	Magazine	Print Advertising	22	Public Service	Public Service Print Advertising
64B		Newspaper	Print Advertising	22	Public Service	Public Service Print Advertising
65A	Broadcast/Electronic	TV	Film Video & Sound	65	Public Service	Public Service Television
65B		Radio	Film Video & Sound	66	Public Service	Public Service Radio
65C		Audio/Visual	Film Video & Sound	68	Public Service	Public Service Non-Broadcast Audio/Visual
65D		Digital Advertising	Online/Interactive	46	Public Service	Public Service Online/Interactive
66		Out-of-Home	Out-of-Home & Ambient Media	33B	Public Service	Public Service Out-of-Home
67		Non-traditional	Out-of-Home & Ambient Media	34	Public Service	Public Service Ambient Media
68		Direct Marketing, Specialty Items	Sales & Marketing	13	Public Service	Public Service Collateral
69A	Campaign	Single Medium Campaign (For categories 63-68)	Cross Platform	74A	Public Service	Public Service Campaigns
69B		Integrated Campaign (For categories 63-68)	Cross Platform	74B	Public Service	Public Service Campaigns
			Film, Video & Sound	67	Public Service	Public Service Online Film Video & Sound
<b>Advertising Industry Self-Promotion</b>						
70A		Collateral (Brochures, posters, etc.)	Sales & Marketing	14	Advertising Industry Self-Promotion	Collateral
70B		Stationery Package	Sales & Marketing	14	Advertising Industry Self-Promotion	Collateral
70C		Print	Print Advertising	23	Advertising Industry Self-Promotion	Advertising Industry Self-Promotion - Print Advertising
70D		Newsletter, Printed	Sales & Marketing	14	Advertising Industry Self-Promotion	Brand Elements
70E		Newsletter, Online	Sales & Marketing	14	Advertising Industry Self-Promotion	Brand Elements
70F		Broadcast (Demo Reels go in this category)	Film, Video & Sound	69	Advertising Industry Self-Promotion	Brand Elements
70G		Digital Advertising	Online/Interactive	47	Advertising Industry Self-Promotion	Self-Promotion Film, Video & Sound
70H		Out-of-Home	Out-of-Home & Ambient Media	35	Advertising Industry Self-Promotion	Advertising Industry Self-Promotion - Online/Interactive (might go in film, video & sound)
70I		Non-traditional	Out-of-Home & Ambient Media	36	Advertising Industry Self-Promotion	Out-of-Home
70J		Direct Marketing/Specialty Items	Sales & Marketing	15	Advertising Industry Self-Promotion	Ambient Media
70K		Cards, Invitations or Announcements (Special Events Material)	Sales & Marketing	16	Advertising Industry Self-Promotion	Ambient Media
71		Ad Club or Marketing Club	Cross Platform	75	Advertising Industry Self-Promotion	Direct Marketing & Specialty Advertising
72A	Campaign	Single Medium Campaign (For categories 70-71)	Cross Platform	76A	Advertising Industry Self-Promotion	Special Event Materials
72B		Integrated Campaign (For categories 70-71)	Cross Platform	76B	Advertising Industry Self-Promotion	Collateral
			Cross Platform	76A	Advertising Industry Self-Promotion	Ad Club or Marketing Club
			Cross Platform	76B	Advertising Industry Self-Promotion	Ad Club or Marketing Club
			Cross Platform	76A	Advertising Industry Self-Promotion	Single Medium Campaign
			Cross Platform	76B	Advertising Industry Self-Promotion	Single Medium Campaign
			Cross Platform	76A	Advertising Industry Self-Promotion	Integrated Media Campaign
			Cross Platform	76B	Advertising Industry Self-Promotion	Integrated Media Campaign
<b>Elements of Advertising</b>						
73	Copywriting	Copywriting	Elements of Advertising	77	Copywriting	Copywriting
74A	Visual	Logo. An icon, symbol, or trademark designed to represent a product, service, or organization	Elements of Advertising	78	Visual	Logo Design
74B		Illustration, Single Flat or Dimensional (any number of colors)	Elements of Advertising	79A	Visual	Logo Design
74C		Illustration, Campaign	Elements of Advertising	79B	Visual	Illustration
74D		Photography, Black & White	Elements of Advertising	80A	Visual	Illustration - Series
74E		Photography, Color	Elements of Advertising	80B	Visual	Black & White - Single
74F		Photography, Digitally Enhanced	Elements of Advertising	80C	Visual	Color, Single
74G		Photography, Campaign	Elements of Advertising	80D	Visual	Digitally Enhanced - Single
74H		Animation or Special Effects	Elements of Advertising	83	Film & Video	Campaign
74I		Cinematography	Elements of Advertising	82	Film & Video	Animation & Special Effects
75A	Sound	Music Only	Elements of Advertising	85A	Sound	Cinematography
75B		Music with Lyrics	Elements of Advertising	85B	Sound	Music without Lyrics
75C		Sound Design	Elements of Advertising	87	Sound	Music with Lyrics
76A	Digital Creative Technology	Interface & Navigation	Elements of Advertising	88	Digital Creative Technology	Sound design
76B		Responsive Design	Elements of Advertising	89	Digital Creative Technology	Interface & Navigation
76C		GPS & Location Technology	Elements of Advertising	90	Digital Creative Technology	Responsive Design
			Elements of Advertising	81	Visual	GPS & Location Technology
			Elements of Advertising	84	Film & Video	Art Direction
			Elements of Advertising	86	Sound	Video Editing
			Elements of Advertising	91	Digital Creative Technology	Voiceover Talent
			Elements of Advertising	92	Digital Creative Technology	Augmented Reality
			Elements of Advertising	93	Digital Creative Technology	Mobile Interaction
			Elements of Advertising	94	Digital Creative Technology	User Experience
			Elements of Advertising	95	Digital Creative Technology	Data Driven Media
			Elements of Advertising	95	Digital Creative Technology	Innovative Use of Interface/Technology