Brand Experience & Strategy		
Entries will be judged on how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and created an impact. Jury Criteria: 20% Idea; 20% strategy; 30% execution; 30% results.		
A) Channel (Where) - The strategic use of channels across a brand experience or activation.		
A01	Best 360 Integrated Brand Experience	Online and offline multi-channel experiences which engage and amplify a brand's message, product or service.
A02	Best Use of Ambient Media: Large Scale	Non-traditional outdoor / billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscapes, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. 'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.
A03	Best Use of Ambient Media: Small Scale	Including items in bars & restaurants and all other hand-held (or equivalent in size) items. 'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.
A04	Best Use of Broadcast	Brand experience or activations using Cinema, TV, Online or Audio.
A05	Best Use of Print or Outdoor	Brand experience or activations using Print or Outdoor. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.
A06	Best Use of Social & Digital Platforms	Brand experience or activations that use social and digital platforms to enhance interaction with consumers
B) Formats (What) - These sub-categories focus on strategic planning and execution of brand experiences.		
B01	Best Brand Experience through Competitions & Promotional Games	Competitions or promotional incentives used to drive customer engagement. (Both Online and Offline)
B02	Best Brand Experience through Exhibitions / Installations	Brand experience or activations creating a space or using a more permanent spatial feature to drive customer engagement. Including but not limited to, galleries, exhibitions, fairs, trade shows, vending machines, signage, floor graphics, etc. (Both Online and Offline)
B03	Best Brand Experience through Live Shows / Concerts / Festivals	Brand experience or activations using large-scale events to engage with customers such as sport, festivals, concerts, corporate entertainment, built stages, etc. (Both Online and Offline)
B04	Best Customer Acquisition & Retention	Online/Offline work that pushes boundaries, creating meaningful, engaging experiences and activations in order to attract or maintain customers, encourage customer activity and increase overall transaction value.
B05	Best Customer Retail / In-Store Brand Experience	In-store and retail activities including, but not limited to, product launches, demonstrations, sampling activities and pop-ups that engage and guide consumers across all channels of their path to purchase.
B06	Best Trends/Moments Brand Experience (Digital)	Brand experience or activations using guerrilla marketing, short term/one-off online live events and executions, and online publicity stunts that aim to piggy back on a current trend and/or live event to drive customers' engagement.

B07	Best Trends/Moments Brand Experience (Offline)	Brand experience or activations using guerrilla marketing, short term/one-off live pop up events and executions, street teams, publicity stunts and street stunts that aim to piggy back on a current trend and/or live event to drive customers' engagement.
C) Strategy (Why) - Work in these categories should focus on the brand challenge or opportunity identified and their strategic response.		
C01	Best Acquisition & Retention Branding	Work which effectively attracts new customers, drives new engagement or strengthens existing customer relationships. Entries should show an increase in new business or customer activity.
C02	Best Challenger Brand	Brands which have creatively adapted their approach in response to competitor pressure/disruption or challenged the status quo in their sector creating game-changing work that uses progressive thinking and innovative creativity.
C03	Best Corporate Purpose/ Social Responsibility Campaign	Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.
C04	Best Launch / Re-launch	Brand experiences or activations created to launch or re-launch a brand, product or service.
C05	Best Local Brand	Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.
C06	Best Long-term Strategy	Work which demonstrates how a single vision and strategic platform have had the most effective long term impact on the development and growth of a brand. Entries in this category must show results over several years. Entries in this category must demonstrate strategic planning over three or more years.
C07	Best Low Budget Campaign	Strategic and creative use of modest budgets and/or resources to create maximum impact.
C08	Best Multi-Market Brand Strategy	Successful translation and integration of strategy across multiple markets. Entries should demonstrate how a global or regional strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose.
C09	Best Regional Campaign	Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.
C10	Best Social Behaviour Campaign	Work inspired by a specific audience / community, hinging on identifiable social behaviour.
C11	Best Sponsorship & Brand Partnership	Partnerships / sponsorships that create immediate and long term brand experiences or activations. Entries will be judged on how effective the partnership / sponsorship was.
C12	Bravest Brand	Outstanding brand bravery including progressive thinking relating to a brand challenge. Entries should demonstrate risk-taking that produced tangible results for the brand.
C13	Most culturally Insightful Campaign	Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.
C14	Most Disruptive Campaign	Brands that have creatively embraced an 'adapt & adopt' approach to their work in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.
D) Touchpoints & Technology (How) - The use of technology and multiple touchpoints across a brand experience or activation.		
D01	Best Branded Games	Console, online and mobile games specifically created for a brand, including emerging tech for games.
D02	Best Branded Tech	Digital products, activations, utilities and tools that create brand value and enhance lifestyle or behaviour. Including, but not limited to robotics, biotech, installations, exhibitions, interactive screens, etc.

D03	Best Digital Installations	Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with consumers. This can include, but is not limited to VR / AR installations, motion chairs, multi-screen and multi-dimensional experiences.
D04	Best Tech-led Brand Experience	Campaigns that use new or existing technology to enhance a brand experience or activation.
D05	Best Use of Insights & Analytics	Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem / opportunity in order to drive tangible business results. Including, but not limited to, the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data etc.
D06	Best Use of Mobile & Devices	Brand experience or activations that use a mobile app, portable device or mobile technology to create or enhance interaction with consumers

Brand Identity (Design)
Entries should demonstrate how design has been used to define a brand or communicate its key messages; work in which a unique visual identity leads to consumer recognition or understanding.   Jury Criteria: 40% Idea; 10% strategy; 40% execution; 10% results.
E) Branding Exercise - Evaluating designs and ideas across multiple brand touchpoints and media platforms. Entries should demonstrate the brand experience across a variety of media including, but not limited to, packaging, print, brand collateral, digital content, environments and film content.

E01	Best Digital & Interactive Design	Digital design including but not limited to websites, microsites, online publications, digital installations, apps, data visualisation etc.
E02	Best Events Storytelling	Attendees' physical and emotional journey that enhances the key messaging of the event through narrative and storytelling. The elements of focus include the use of technology, interactivity and the multisensory experience.
E03	Best Multi Channel Experience Design	Work designed for multiple online or offline channels which demonstrates a holistic user experience across multiple touchpoints.
E04	Best New Brand Identity	Creation of a new brand or corporate identity for any product, service or organisation.
E05	Best Rebrand / Refresh of an existing Brand	Rebrand / refresh of an existing brand identity for any product, service or organisation.
E06	Best Retail Experience Design	The design and construction of a permanent or temporary retail space / installation. Entries should demonstrate functionality, presentation of the brand values and ease of sale. Including, but not limited to, pop-up stores, seasonal displays, mobile demo units, department and specialist stores, banks, salons etc.
E07	Best Spatial & Sculptural Exhibitions and Experiences	Exhibitions / experiences that make use of community & public spaces. Including, but not limited to, how the space is curated, designed and built to enhance the experience of the attendee.

F) Packaging and Product Design - Design that increases brand value through functional and aesthetic resolution demonstrating brand qualities / product identity through form, function, usability, aesthetics, problem solving, production, research and manufacturability.

F01	Best Beauty / Healthcare Packaging Design	Beauty products & cosmetics, pharma, OTC drugs and wellness.
F02	Best Beauty / Healthcare Product Design	Beauty products & cosmetics, pharma, OTC drugs and wellness.
F03	Best Consumer Durables Packaging Design	Consumer technology, homeware, furniture, lighting, toys, fashion, home appliances, other durables.
F04	Best Consumer Durables Product Design	Consumer technology, homeware, furniture, lighting, toys, fashion, home appliances, other durables.
F05	Best Consumer Goods Packaging Design	All food / drink, cleaning products, household goods and other FMCG packaging.
F06	Best Consumer Goods Product Design	All food / drink, cleaning products, household goods and other FMCG packaging.
F07	Best Eco-Friendly / Sustainable Packaging Design	The use of packaging design to positively impact society. This may include but is not limited to, education, health, medical, global social challenges etc.
F08	Best Eco-Friendly / Sustainable Product Design	The use of product design to positively impact society. This may include but is not limited to, education, health, medical, global social challenges etc.
F09	Most Innovative Packaging Design	Innovative solutions in association with packaging. Brand-aligned, breakthrough and revolutionary ideas with forward-thinking methods that are rooted in finding solutions to challenges and / or propelling a brand forward.
F10	Most Innovative Packaging Design	The use of new technologies, depth of development, techniques, methods and materials to create a truly innovative product with design solutions that enhance the quality of life through their functionality, problem solving, ease of use, ergonomics and product compliance with appropriate standards.
**G) Backstage - Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.**	
G01	Best Art Direction - Brand & Communications Design	The overall design, direction and visual execution for brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.
G02	Best Art Direction - Packaging Design	Entries in these categories will focus on the overall design, direction and visual execution in a packaging design
G03	Best Copywriting - Brand & Communications Design	How the copywriting brings the creative idea to life in a brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.
G04	Best Copywriting - Packaging Design	Entries in these categories will focus on how the copywriting brings the creative idea to life in a packaging design
G05	Best Illustration - Brand & Communications Design	Creative impact of the illustration on a brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.

G06	Best Illustration - Packaging Design	Entries in these categories will focus on the creative impact of the illustration in a packaging design
G07	Best Photography - Brand & Communications Design	Engagement through creative expression in a brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.
G08	Best Photography - Packaging Design	Entries in these categories will focus on engagement through creative expression in a packaging design
G09	Best Use of Typography - Brand & Communications Design	Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.
G10	Best Use of Typography - Packaging Design	Design aesthetics and storytelling conveyed through the use of typography in Packaging Design

Brand Advertising (PR)		
Entries will need to demonstrate ideas that engage in-the-field; work which leverages public spaces to communicate a message or immerse consumers in a brand experience. Jury Criteria: 20% idea; 30% strategy; 20% execution; 30% impact and results		
H) Sectors		
H01	Best PR - Business Services	Legal, financial, B2B technology, consultancies & professional services, marketing, advertising, PR, internal & corporate comms & other business services.
H02	Best PR - Conglomerate	All groups and major collaborative conglomerates
H03	Best PR - Consumer Goods	All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.
H04	Best PR - Consumer Services	All enterprises/brands/websites/apps/protals providing consumer services including but not limiting to food and other deliveries, bookings, lifestyle, news, telecommunication, professional services etc.
H05	Best PR - eCommerce / mCommerce	All digital platform engaged in any kind of sales of products / services
H06	Best PR - Education	All instiues, enterprises, apps and websites dealing with education/educational content
H07	Best PR - Finanical Services/Banking Enterprises	All enterprises/brands/websites/apps/portals dealing in Financial services and products including but not limited to banking, insurance, fintech, payment gateways, forex, money transfer etc.
H08	Best PR - Healthcare	All Fitness and healthcare products and services including but not limited to Pharma, OTC drugs, wellness apps and devices
H09	Best PR - Media / Entertainment / Sports	Music, film, television, sports, publications & media, books, news, digital platforms and indivduals (celebs)
H10	Best PR - Not-for-profit / Charity / Government	Government, public information, other not-for-profit, military, charities, non-profit.
H11	Best PR - Real Estate	Including but not limited to residential, commercial, Industrial, Sustainable Real Estate

H12	Best PR - Retail	All shops and outlets, including online shopping, opticians, hairdressers and estate agents
H13	Best PR - Travel, Leisure, Restaurants & Fast Food Chains	All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All restaurants and fast food chains, including cafes and bars.
I) Platforms - Entries should focus on how various platforms were leveraged to support or execute the PR campaign.		
I01	Best PR - Community Management	Recognising the development, maintenance and nurturing of brand relationships. Entries should demonstrate how engaging with a brands online community / targeted audience built its reputation and established trust & authority within the online community.
I02	Best PR - Social Engagement	Celebrating Public Relations and social media storytelling that builds brand awareness and advocacy. Entries should demonstrate how social media was harnessed to increase brand awareness and relevance.
I03	Best PR through Content Creation & Production	Content created and produced to entertain, inspire or educate. Entries should demonstrate how the content created was audience relevant and engaging as well as in line with brand messaging.
I04	Best PR through Content Discovery & Amplification	Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. Entries should demonstrate how a combination of earned, paid, shared and owned media contributed to increased brand engagement and awareness.
I05	Best PR through Innovative Use of Influencers	The creative and innovative use of influencers to drive brand message and awareness to a specific audience.
I06	Best PR Using Research, Data & Analytics	Research, data-led or actionable insight that provides a meaningful contribution or input to a public relations program. Entries should provide evidence of research or insight, quality of thinking and the development of a strategy.
I07	Best Real-time Response	Real-time social activity designed to respond and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.
J) PR Tools & Effectivness - Entries should focus on The creative implementation of the chosen PR techniques in order to increase reach and achieve desired campaign outcomes.		
J01	Best Brand Voice & Strategic Storytelling	Customised strategies designed to communicate a particular point of view / story of a brand / organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.
J02	Best Low Budget PR	Strategic and creative use of modest budgets and/or resources to create maximum impact.
J03	Best Media Relations	PR that puts journalism at the forefront of the campaign, with evidence of a high-degree of innovation intended to engage, educate or influence editorial. Entries should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.
J04	Best PR - Launch / Re-launch	Work created to launch or re-launch a product or service.
J05	Best Use of Events & Stunts	Work which uses stunts, events, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, live streamed events, festivals etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.
J06	Best Use of Technology	Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign, including artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.

J07	Integrated Campaign led by PR	Work that has successfully integrated the chosen elements or channels throughout the campaign, with evidence of how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.
J08	PR Effectiveness	Recognises creative work that has a proven impact on business and reputation. Entries should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.
	K) PR Excellence - Exceptional and creative best practice within the chosen PR specialism.	
K01	Best Corporate Image, Communication & Reputation Management	Work which builds the image / raise the profile and shape the perceptions of a corporate brand, organisation or corporation.
K02	Best Crisis Communications & Issue Management	The planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation. Entries should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved. Content of entries in this category can be kept entirely confidential and used for judging purposes only.
K03	Best Internal Communications & Employee Engagement	Engaging internal communications and activities, including change management, intended to connect employees with a company identity or message. Entries should demonstrate how activities translated into measurable results, employee satisfaction, and business growth.
K04	Best Public Affairs & Lobbying	Work planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies, as well as political or ballot initiatives.
K05	Best Sponsorship & Brand Partnership	Work which utilised sponsorship and/or partnership programs in order to meet specific awareness / business goals as well as to enhance the image of a brand, organisation or corporation.
	Brand Advertising (Traditional)	
	Entries will need to demonstrate ideas that engage consumers using any and every form of Traditional (Below the line and Above the line) media including but not limited to TV, Print, Radio, OOH, Cinema, Direct, Events & Activations to communicate a message or immerse consumers in a brand experience. Jury Criteria: 20% idea; 30% strategy; 20% execution; 30% impact and results	
	L) Sectors	
L01	Best Traditional Campaign - Business Services	Legal, financial, B2B technology, consultancies & professional services, marketing, advertising, PR, internal & corporate comms & other business services.
L02	Best Traditional Campaign - Conglomerate	All groups and major collaborative conglomerates
L03	Best Traditional Campaign - Consumer Goods	All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.

L04	Best Traditional Campaign - Consumer Services	All enterprises/brands/websites/apps/protals providing consumer services including but not limiting to food and other deliveries, bookings, lifestyle, news, telecommunication, professional services etc.
L05	Best Traditional Campaign - eCommerce / mCommerce	All digital platform engaged in any kind of sales of products / services
L06	Best Traditional Campaign - Education	All institues, enterprises, apps and websites dealing with education/educational content
L07	Best Traditional Campaign - Finanical Services/Banking Enterprises	All enterprises/brands/websites/apps/portals dealing in Financial services and products including but not limited to banking, insurance, fintech, payment gateways, forex, money transfer etc.
L08	Best Traditional Campaign - Healthcare	All Fitness and healthcare products and services including but not limited to Pharma, OTC drugs, wellness apps and devices
L09	Best Traditional Campaign - Media / Entertainment / Sports	Music, film, television, sports, publications & media, books, news, digital platforms and indivduals (celebs)
L10	Best Traditional Campaign - Not-for-profit / Charity / Government	Government, public information, other not-for-profit, military, charities, non-profit.
L11	Best Traditional Campaign - Real Estate	Including but not limited to residential, commercial, Industrial, Sustainable Real Estate
L12	Best Traditional Campaign - Retail	All shops and outlets, including online shopping, opticians, hairdressers and estate agents
L13	Best Traditional Campaign - Travel, Leisure, Restaurants & Fast Food Chains	All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All restaurants and fast food chains, including cafes and bars.
M) Platforms - Entries should focus on how various platforms were leveraged to support or execute the campaign.		
M01	Best Traditional Campaign - Cinema	Celebrating Cinema Campaigns including but not limited to Cinema Advertising, Brand Placements, In-Theatre Advertising etc. that build brand awareness and advocacy. Entries should demonstrate how the media was harnessed to increase brand awareness and relevance.
M02	Best Traditional Campaign - Direct	Celebrating Direct to Consumer Campaigns including but not limited to Brand Literature Distribution, Telemarketing, Voicemail, Broadcast Faxing, Couponing, Direct-mail, Insert Media, Direct selling, Grassroots or Community Advertising etc. that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.
M03	Best Traditional Campaign - Events & BTL	Celebrating Events/BTL Campaigns including but not limited to events, activations, live-shows, concerts, point-of-sale installations, flash-mobs, etc. that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.

M04	Best Traditional Campaign - OOH	Celebrating OOH Campaigns including but not limited to Billborads, Hoardings, Structure Branding, Wall Paintings, Digital Screens, etc. that build brand awareness and advocacy. Entries should demonstrate how OOH as a Medium was harnessed to increase brand awareness and relevance.
M05	Best Traditional Campaign - Print	Celebrating Print Campaigns including but not limited to Newspapers, Magazines, periodicals, books, In-house literature etc. that build brand awareness and advocacy. Entries should demonstrate how Print Media was harnessed to increase brand awareness and relevance.
M06	Best Traditional Campaign - Radio	Celebrating Radio Campaigns including but not limited to Sopt Ads, RJ mentions, Sponsored Content, Shows etc. that build brand awareness and advocacy. Entries should demonstrate how Radio Media was harnessed to increase brand awareness and relevance.
M07	Best Traditional Campaign - Trends/Moment	Real-time campiagns designed to respond and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.
M08	Best Traditional Campaign - TV	Celebrating TV Campaigns including but not limited to TVCs, Sposnored Shows, Branded Content, Live Shows that build brand awareness and advocacy. Entries should demonstrate how TV as a medium was harnessed to increase brand awareness and relevance.
M09	Best Traditional Campaign - Community Management	Recognising the development, maintenance and nurturing of brand relationships. Entries should demonstrate how engaging with a brand's community / targeted audience using traditional media built its reputation and established trust & authority within the community.
M10	Best Traditional Campaign through Content Creation & Production	Content created and produced to entertain, inspire or educate. Entries should demonstrate how the content created was audience relevant and engaging as well as in line with brand messaging.
M11	Best Traditional Campaign through Content Discovery & Amplification	Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. Entries should demonstrate how a combination of tradional media adverts contributed to increased brand engagement and awareness.
M12	Best Traditional Campaign through Innovative Use of Influencers	The creative and innovative use of influencers to drive brand message and awareness to a specific audience.
N) Traditional Media Effectivness - Entries should focus on the creative implementation of the chosen techniques in order to increase reach and achieve desired campaign		
N01	Best Low Budget Traditional Media	Strategic and creative use of modest budgets and/or resources to create maximum impact.
N02	Best Traditional Media Integrated Campaign	Work that has successfully integrated the chosen elements or channels throughout the campaign, with evidence of how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.
N03	Best Use of Technology	Existing or new technology that pushes the boundaries of traditional media to execute or support a campaign, including but not limited to artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.

N04	Best Use of Traditional Media for Brand Voice & Strategic Storytelling	Customised Traditional Media strategies designed to communicate a particular point of view / story of a brand / organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.
N05	Best Use of Traditional Media for Launch / Re-launch	Work created to launch or re-launch a product or service.
N06	Traditional Media Effectiveness	Recognises creative work that has a proven impact toward building brand affinity/sales. Entries should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.
**O) Use of Data -Entries should demonstrate an inspiring and innovative implementation of ideas; work which is enhanced and amplified by a game-changing channel strategy driven by data**	
O01	Best Use of Data Integration	The creative interpretation of data to demonstrate how different streams were integrated to provide new insights from planning through to delivery of a creative campaign or brand strategy.
O02	Best Use of Data-Driven Insight	The use of data to uncover or generate insights that contribute to the effectiveness of a campaign execution.
O03	Best Use of Data-Driven Targeting	The creative use or interpretation of data delivered effective targeting. Entries should show how data contributed either to effective targeting, or provided a key quantitative insight that helped define the target, brand message or channel.
O04	Best Use of Real-Time Data	The use of data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship.
O05	Best Use of Social Data	The creative use of data specifically generated from social media. Insights gained through the strategic use of social data and associated targeting methods will be considered.
**Brand Advertising (Digital)**	
Entries will need to demonstrate ideas that engage consumers using any and every form of Digital media including but not limited to Social Media, Search Engine Otimization, Mobile Advertising, Affiliate, Cross Channel, Display etc to communicate a message or immerse consumers in a brand experience. Jury Criteria: 20% idea; 30% strategy; 20% execution; 30% impact and results	
**P) Sectors**	
P01	Best Digital Campaign - Business Services	Legal, financial, B2B technology, consultancies & professional services, marketing, advertising, PR, internal & corporate comms & other business services.
P02	Best Digital Campaign - Conglomerate	All groups and major collaborative conglomerates
P03	Best Digital Campaign - Consumer Goods	All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.
P04	Best Digital Campaign - Consumer Services	All enterprises/brands/websites/apps/protals providing consumer services including but not limiting to food and other deliveries, bookings, lifestyle, news, telecommunication, professional services etc.

P05	Best Digital Campaign - eCommerce / mCommerce	All digital platform engaged in any kind of sales of products / services
P06	Best Digital Campaign - Education	All institues, enterprises, apps and websites dealing with education/educational content
P07	Best Digital Campaign - Finanical Services/Banking Enterprises	All enterprises/brands/websites/apps/portals dealing in Financial services and products including but not limited to banking, insurance, fintech, payment gateways, forex, money transfer etc.
P08	Best Digital Campaign - Healthcare	All Fitness and healthcare products and services including but not limited to Pharma, OTC drugs, wellness apps and devices
P09	Best Digital Campaign - Media / Entertainment / Sports	Music, film, television, sports, publications & media, books, news, digital platforms and indivduals (celebs)
P10	Best Digital Campaign - Not-for-profit / Charity / Government	Government, public information, other not-for-profit, military, charities, non-profit.
P11	Best Digital Campaign - Real Estate	Including but not limited to residential, commercial, Industrial, Sustainable Real Estate
P12	Best Digital Campaign - Retail	All shops and outlets, including online shopping, opticians, hairdressers and estate agents
P13	Best Digital Campaign - Travel, Leisure, Restaurants & Fast Food Chains	All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All restaurants and fast food chains, including cafes and bars.
P) Platforms - Entries should focus on how various platforms were leveraged to support or execute the campaign.		
Q01	Best Digital Campaign - Affiliate	Celebrating Affiliate Campaigns that build brand awareness and advocacy. Entries should demonstrate how Digital Media was harnessed to increase brand awareness and relevance.
Q02	Best Digital Campaign - Display	Celebrating Display Campaigns including but not limited to digital banners, buttons, pop-ups, videos etc. that build brand awareness and advocacy. Entries should demonstrate how the media was harnessed to increase brand awareness and relevance.
Q03	Best Digital Campaign - Email	Celebrating Email Campaigns that build brand awareness and advocacy. Entries should demonstrate how Emailers as a media was harnessed to increase brand awareness and relevance.
Q04	Best Digital Campaign - Facebook	Celebrating Facebook Campaigns that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.
Q05	Best Digital Campaign - Instagram	Celebrating Instagram Campaigns that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.
Q06	Best Digital Campaign - LinkedIn	Celebrating LinkedIn Campaigns that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.

Q07	Best Digital Campaign - Mobile	Celebrating Mobile Campaigns that build brand awareness and advocacy. Entries should demonstrate how Mobile was harnessed to increase brand awareness and relevance.
Q08	Best Digital Campaign - Search	Celebrating Search Marketing Campaigns that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.
Q09	Best Digital Campaign - Social (Others)	Celebrating Social Campaigns which were carried out on a social platform (except Facebook, Instagram, Youtube, Twitter and LinkedIn) that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.
Q10	Best Digital Campaign - Trends/Moment	Real-time campiagns designed to respond and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.
Q11	Best Digital Campaign - Twitter	Celebrating Twitter Campaigns that build brand awareness and advocacy. Entries should demonstrate how the media was harnessed to increase brand awareness and relevance.
Q12	Best Digital Campaign - Video	Celebrating Video Marketing Campaigns that build brand awareness and advocacy. Entries should demonstrate how video as a media was harnessed to increase brand awareness and relevance.
Q13	Best Digital Campaign - Youtube	Celebrating Youtube Campaigns that build brand awareness and advocacy. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.
Q14	Best Digital Campaign - Community Management	Recognising the development, maintenance and nurturing of brand relationships. Entries should demonstrate how engaging with a brand's community / targeted audience using traditional media built its reputation and established trust & authority within the community.
Q15	Best Digital Campaign through Content Creation & Production	Content created and produced to entertain, inspire or educate. Entries should demonstrate how the content created was audience relevant and engaging as well as in line with brand messaging.
Q16	Best Digital Campaign through Content Discovery & Amplification	Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. Entries should demonstrate how a combination of tradional media adverts contributed to increased brand engagement and awareness.
Q17	Best Digital Campaign through Innovative Use of Influencers	The creative and innovative use of influencers to drive brand message and awareness to a specific audience.
Q18	Best Digital Campaign through Social Messenger	Celebrating Messaging Campaigns including but not limited to instant messaging, push notifications, video messaging, photo sharing, SMS etc. that build brand awareness and advocacy. Entries should demonstrate how Messaging as a medium was harnessed to increase brand awareness and relevance.
Q19	Best Digital Gamification Campaign	Games either specifically made for a brand or the strategic and creative integration of a brand into a game designed for and played on a mobile device. Entries should demonstrate how this media was harnessed to increase brand awareness and relevance.

R) Digital Effectivness - Entries should focus on the creative implementation of the chosen Digital techniques in order to increase reach and achieve desired campaign outcomes.		
R01	Best Digital Media Integrated Campaign	Work that has successfully integrated the chosen elements or channels throughout the campaign, with evidence of how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.
R02	Best Low Budget Digital Media	Strategic and creative use of modest budgets and/or resources to create maximum impact.
R03	Best Use of Digital Media for Brand Voice & Strategic Storytelling	Customised Digital Media strategies designed to communicate a particular point of view / story of a brand / organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.
R04	Best Use of Digital Media for Launch / Re-launch	Work created to launch or re-launch a product or service.
R05	Best Use of Technology	Existing or new technology that pushes the boundaries of digital media to execute or support a campaign, including but not limited to artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.
R06	Digital Media Effectiveness	Recognises creative work that has a proven impact toward building brand affinity/sales. Entries should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.
S) Use of Data - Entries should demonstrate an inspiring and innovative implementation of ideas; work which is enhanced and amplified by a game-changing channel strategy driven by data		
S01	Best Use of Data Integration	The creative interpretation of data to demonstrate how different streams were integrated to provide new insights from planning through to delivery of a creative campaign or brand strategy.
S02	Best Use of Data-Driven Insight	The use of data to uncover or generate insights that contribute to the effectiveness of a campaign execution.
S03	Best Use of Data-Driven Targeting	The creative use or interpretation of data delivered effective targeting. Entries should show how data contributed either to programmatic targeting, or provided a key quantitative insight that helped define the target, brand message or channel.
S04	Best Use of Real-Time Data	The use of data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship.
S05	Best Use of Social Data	The creative use of data specifically generated from social media. Insights gained through the strategic use of social data and associated targeting methods will be considered.
Brand Advertising (Media Planning)		
Entries should demonstrate an inspiring and innovative implementation of ideas; work which is enhanced and amplified by a game-changing channel strategy. Jury Criteria: 30% insight & idea; 20% strategy; 20% execution; 30% impact and results		
T) Sectors		
T01	Best Media Planning - Business Services	Legal, financial, B2B technology, consultancies & professional services, marketing, advertising, PR, internal & corporate comms & other business services.

T02	Best Media Planning - Conglomerate	All groups and major collaborative conglomerates
T03	Best Media Planning - Consumer Goods	All fast moving & durable consumer goods, including food and drinks, toiletries, cleaning products, other household goods, other FMCG, clothing and accessories, furniture, consumer electronics and cars and automotive products & services.
T04	Best Media Planning - Consumer Services	All enterprises/brands/websites/apps/protals providing consumer services including but not limiting to food and other deliveries, bookings, lifestyle, news, telecommunication, professional services etc.
T05	Best Media Planning - eCommerce / mCommerce	All digital platform engaged in any kind of sales of products / services
T06	Best Media Planning - Education	All institues, enterprises, apps and websites dealing with education/educational content
T07	Best Media Planning - Finanical Services/Banking Enterprises	All enterprises/brands/websites/apps/portals dealing in Financial services and products including but not limited to banking, insurance, fintech, payment gateways, forex, money transfer etc.
T08	Best Media Planning - Healthcare	All Fitness and healthcare products and services including but not limited to Pharma, OTC drugs, wellness apps and devices
T09	Best Media Planning - Media / Entertainment	Music, film, television, publications & media, books, news, digital platforms and indivduals (celebs)
T10	Best Media Planning - Not-for-profit / Charity / Government	Government, public information, other not-for-profit, military, charities, non-profit.
T11	Best Media Planning - Real Estate	Including but not limited to residential, commercial, Industrial, Sustainable Real Estate
T12	Best Media Planning - Retail	All shops and outlets, including online shopping, opticians, hairdressers and estate agents
T13	Best Media Planning - Travel, Leisure, Restaurants & Fast Food Chains	All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms. All restaurants and fast food chains, including cafes and bars.
U) Excellence in Media Planning		
U01	Best Media Insights & Strategy	The use of unlocked insights and understanding of consumer behaviour / needs in order to develop a customised media strategy to meet a brands specific business objectives, marketing goals and overall brand's positioning.
U02	Best Media Planning	The sourcing and selection of media platforms to deliver a brand's message. Entries should detail reach, penetration and frequency of the message to generate the desired response.
U03	Best Use of Integrated Media	Integration of chosen media throughout a campaign. Entries should demonstrate how well the different mediums complement and build on each other to communicate the brand's message.
U04	Media Execution	Entries should demonstrate how media thinking and skilful negotiations with media owners contributed to the execution of a campaign across selected channels and achieved business goals. Consideration will be given to the buying of media as part of brand storytelling and to the creative delivery.

	Brand Advertising (Excellence)	
	The apex category shall acknowledge the highest achievers in the Advertising / Branding Domain	
V01	Best Advertising Startup	This award shall acknowledge the entrepreneurial venture, enterprise or property in the Advertising services space which has attained immense success, popularity and acclaim for its utility and/or services rendered in a short span of Three years. The Start-up must have been registered and started its operations only on or after 01 April 2018
V02	Best Brand Services Startup	This award shall acknowledge the entrepreneurial venture, enterprise or property in the Branding services space which has attained immense success, popularity and acclaim for its utility and/or services rendered in a short span of Three years. The Start-up must have been registered and started its operations only on or after 01 April 2018
V03	Advertising Agency of the Year	This award shall honour the agency which supercedes the others in the Grand Score. The Grand Score of each agency shall be an aggregate of following: 1. The total number of entries made across all the categories of this year's edition of AdWorld Showdown (3 points per entry) 2. The number of entries qualifying to the Top-5 nominations and their cumulative bonus points (5 points per nominated entry) 3. The number of Awards won by the agency and their cumulative bonus points (10 points per winning entry)
V04	Brand of the Year	This award shall acknowledge the Brand which has excelled in its business on the basis of it's communication strategy, magnitude and scale of production of advertising and/or branding properties/campaigns, and the effective reach and/or consumer perception since its inception.
V05	Advertising/Branding Enterprise of the Year	This award shall acknowledge the agency/enterprise which has excelled in its business on the basis of the quantum of work done, magnitude and scale of production of properties/campaigns, and the number of clients served and/or projects executed since its inception.
V06	Social Influencer of the Year	This award shall recognize the individual/personality who has been the major force in making a brand, product, service, idea or concept immensely successful, popular, and/or profitable through his creativity, innovations, and leadership in the marketing/advertising/branding space