

16th Annual w3 Awards Categories

New Categories *

Marketing

General Marketing Categories

Augmented Reality

Work that merges the real-world environment with digital imagery and interfaces.

Banner, Display, and Rich Media Advertising

Includes individual banners, buttons, pop-ups/unders, etc. Can include static or dynamic banners.

Branded Content

Content hubs, videos, commercials, sites, articles, or native programs that promote brands, products, or services for commercial purposes.

Contests & Promotions

An online contest or promotion made specifically to market a good, service, event, or brand.

Email Marketing

Emails created specifically to market goods, products, services, events, etc.

Events

Online marketing messaging created specifically to promote events.

Experiential

Online marketing that directly engages consumers and invites and encourages them to participate in the evolution of a brand or a brand experience. Online marketing that directly engages consumers and invites and encourages them to participate in the evolution of a brand or a brand experience.

Game or App

An online game or application made specifically to market a good, service, or event.

Innovative & Experimental

Online marketing utilizing innovative or experimental elements.

Mobile Advertising

Online marketing created specifically for mobile phones or other mobile devices.

Online Video - Short Form

Online marketing video content that typically ranges from 15 seconds to two minutes in length.

Polls & Surveys

An poll or survey made specifically to market a good, service, event, or brand.

Social Media

Online marketing content created specifically for social media platforms.

Social Video

Online marketing video content created specifically for use on various social media platforms.

Viral

Online marketing content shared via email or social media that spreads quickly.

Website/Microsite

Online marketing content created for and displayed on a website or through a microsite.

Branded Content Categories

Automotive

Branded content videos, articles, or native programs that promote automobiles, automotive accessories and parts, performance, and culture.

B2B

Branded content focusing on communication or commerce between companies.

B2C

Branded content focusing on communication or commerce between a company and the consumer.

Cause Awareness *

Branded content videos, articles, or native programs that promote a cause or cause-related events, activities, or organizations.

Crisis Communications *

Branded content videos, articles, or native programs that provide information, give directives, or offer support during a crisis.

Diversity, Equity & Inclusion

Branded content focusing on diversity and inclusion of all kinds.

Fashion & Beauty

Branded content focusing on fashion & beauty, including clothing, makeup, products, etc.

Finance & Banking

An online game or application made specifically to market a good, service, or event.

Food & Beverage

Branded content videos, articles, or native programs that promote food and beverage products.

Game or App

Branded content featured in a game or app.

Health & Wellness

Branded content videos, articles, or native programs that promote personal health and well-being.

Interactive Experience

Branded content that utilizes interaction with the user(s).

Media & Entertainment

Branded content focusing on media and entertainment ventures including film, television shows, and live performances.

Products & Services

Branded content videos, articles, or native programs that promote products and services.

Public Service & Activism

Reform-related content that aims to facilitate political change, public participation in civics, government policies, or social activism.

Social Impact

Branded content created to inform or influence the viewer about social issues.

Sports

Branded content videos, articles, or native programs that promote athletic games and events, players, sports history and culture, statistics, etc.

Tourism & Leisure

Branded content videos, articles, or native programs that promote travel and tourism destinations.

Early Entry Deadline is May 7, 2021 - w3award.com



Marketing

Campaign Categories

Banner, Display, and Rich Media Advertising

Campaign that includes banners, buttons, pop-ups/unders, etc. Can include static or dynamic banners.

Brand Strategy

Online advertising campaigns with a purposefully executed brand strategy.

Cause-Related

Campaigns that promote a cause or cause-related events, activities, or organizations.

Email Campaign

Marketing campaign featuring content distributed solely by email.

Integrated Campaign

Campaigns utilizing more than one form of media created for launching or furthering a company or product brand recognition.

Marketing Effectiveness

Campaigns that effectively execute the intended marketing strategy to reach target goals.

Mobile Campaign

Campaigns recognizing content and execution on mobile platforms.

Social Campaign

Campaigns recognizing content and execution on social platforms.

Video Campaign

Campaigns recognizing content and execution on video platforms.

Marketing Features Categories

Animation

Best Art Direction

Only the art direction of the entry will be evaluated.

Best Copywriting

Only the copywriting of the piece will be judged.

Best Use of Smart Device

Only the use of a smart device or product within the piece will be judged.

Best Use of Video

Only the use of video within the piece will be judged.

Best User Experience

Only the user experience of the piece will be evaluated.

Best Virtual or Remote Experience *

Only the virtual or remote aspects of the piece will be evaluated.

Best Visual Effects and Motion Graphics

Only the visual effects and motion graphics used within the piece will be evaluated.