

16th Annual w3 Awards Categories

New Categories *

Video

General Video Categories

Activism

Original content documenting societal concerns.

Animation

Includes cartoons, illustrations, motion graphics, and images. Can include single episodes or series submissions.

Arts

Content primarily to display or promote all aspects of the arts community.

Cause Awareness *

Content that promotes a cause or cause-related events, activities, or organizations.

Comedy - Extended or Series

Content of a humorous nature - over Marketing minutes total running time.

Comedy - Short

Content of a humorous nature - under Marketing minutes total running time.

Crisis Communications *

Content that provides information, give directives, or offer support during a crisis.

DIY/How-To

Content focused on how-to instructional topics as well as do-it-yourself projects. Includes Videos from all topics of interest.

Documentary - Long Form

Single, one-off long form (over 5 mins) documentary films.

Documentary - Short Form

Single, one-off short form (under 5 mins) documentary films.

Documentary Series

Series or a collection of documentary films or content that premiered exclusively online.

Drama

Content providing an exciting or gripping emotional experience - provokes an emotional reaction.

Educational/Training

Videos providing training or educational content, includes Job Training and advancement as well as general educational films.

Entertainment

Video content promoting entertainment of any form, including concerts and shows, movies, music, television shows, comedians, etc.

Events and Webcasts

Film and Video content promoting various festivals, music concerts, performing arts, sporting events, shows, speeches, or other events aired via the web.

Fashion and Beauty

Video promoting clothing, design, trends and other general beauty related content, news and general information.

Food & Beverage

Video content marketing food and drink items including candy, fresh and frozen food, perishable and canned goods, soft drinks, juices, and water. Also works providing recipes, recommendations, or instruction on food and beverage related topics.

Innovative/Experimental

Online film & Video that introduces and incorporates new technology and a fresh perspective in the presentation of web Video. This also includes new ideas and unique/groundbreaking film and Video content.

Interview

Includes Special Reports and conversations in a group or one-on-one discussion format.

Live Streaming

Experiences filmed live that includes interviews, concerts, and events as well as live streams from social networks.

Miscellaneous

Online videos that may not fit into another category.

Music

Includes music Videos, talk shows, interviews, performances, reviews, behind the scenes content as well as artist bios and interviews.

Music Video

News & Politics

Online content presenting information, breaking news, updates and coverage of relevant issues and happenings.

Non-Profit

Online videos promoting non-profit organizations.

Political & Campaigns

Original content regarding politics, candidates and various political issues and agendas.

Public Service/Activism

Content created for public service issues, activism and/or societal interests.

Remote Production *

Content captured live at a remote location while production is performed at a main studio.

Science & Technology

Film and Video content dedicated to technology and the sciences.

Sports

Video content for sporting news, teams, scores, statistics, predictions, sporting events, history, rules and regulations. Includes fantasy, fan, and general information and content.

Student

For students of any age who have designed or developed web Videos or projects for academic purposes or as part of a personal portfolio. Exclusively for works created and inspired by students.

Trailer

Short-form teaser video content created on behalf of a brand in order to promote a film or TV series, game, live event, or other form of entertainment.

Travel

Original content focusing on Travel and Travel information. Includes travel promotions, reviews, tools and guides.

Veteran & Service Support *

Content created for, or featuring, persons who served in the active military, naval, or air service.

Viral

Low-budget, self-produced film and Video that is unpaid, non-commercial material.

Web Series

A series of scripted or non-scripted videos, generally in episodic form, released on the Internet.

Web Series - Individual Episode

An individual episode taken from a series of scripted or non-scripted videos released on the Internet.

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



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Video

Branded Entertainment Categories

Animation

Video content featuring original cartoons, illustrations or digitally animated images on behalf of a brand in order to convey a marketing message.

B2B

Content directed from one business to another.

B2C

Video content directed to a consumer audience.

Banking & Finance

Video content to promote Banking & Finance.

Cause Awareness *

Video content that promotes a cause or cause-related events, activities, or organizations on behalf of a brand in order to convey a marketing message.

Comedy

Video content dedicated to comedy or humor that integrates products or services on behalf of a brand in order to convey a marketing message.

Commercials

Video content in commercial form produced in order to deliver a marketing message on behalf of a brand.

Corporate Social Responsibility

Video Content that promotes a brand's quest to improve civil and social life.

Crisis Communications *

Video content that provides information, give directives, or offer support during a crisis on behalf of a brand in order to convey a marketing message.

Diversity, Equity & Inclusion

Video created on behalf of a brand that celebrates diversity and inclusion of all kinds.

Documentary

Branded content in documentary form that promotes products or services on behalf of a brand in order to convey a marketing message.

Entertainment

Video content created to promote or provide entertainment value or interest, can include lifestyle, interest and hobbies.

Food & Beverage

Video created on behalf of a brand that celebrates the food and drink industry, including sites providing recipes, recommendations, or instruction on food and beverage related topics.

Games

Video content related to games and the gaming industry.

Health & Wellness

Video content related to Health and Wellness.

Integrated Campaign

Video content or series created to promote a general theme or promotion.

Interactive Experience

Video created on behalf of a brand that features content that interacts with the user.

Live Experiences

Experiences filmed live that integrate a product or service on behalf of a brand.

Long-Form

Individual or episodic video content of at least 3 minutes that integrates products, facilities, or services on behalf of a brand..

Music

Video content that utilizes music and/or musicians to communicate a message on behalf of a brand or product.

Not-for-Profit

Videos, commercials and advertisements created for a governmental, educational, non-profit, or political body.

Products & Services

Video content to promote products & services.

Promotional/Branding

Videos, commercials and advertisements created to promote a new product, service, or identity.

Public Service & Activism

Video content created on behalf of a group or organization to support or promote a particular societal cause or issue.

Science & Technology

Video content created to promote science and technology.

Series

Episodic video content that integrates products, facilities, services, or marketing messages on behalf of a brand.

Short-Form

Individual or episodic video content less than 3 minutes in length that integrates products, facilities, or services on behalf of a brand.

Social Impact

Video created on behalf of a brand that features content which brought about a significant, positive change that addresses a pressing social challenge.

Sports

Video content centralized on athletes, teams, or sports in general to effectively and creatively communicate a message on behalf of a brand or product.

Story

Video created on behalf of a brand that features photos, videos, texts, emoticons, and/or tags to create both long-form and short-form content.

Viral

Videos, commercials and advertisements that encourage the viewer to pass along an advertising or Marketing message.

Virtual & Remote Experiences Categories

Arts & Culture *

Remote or Virtual experiences including conferences, virtual exhibits, events, concerts, etc, dedicated to arts and culture.

Business & Finance *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, dedicated to business and finance.

Education *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, dedicated to education.

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Video

Virtual & Remote Experiences Categories Cont.

Events & Festivals *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, that pertain to specific events and festivals.

Media & Entertainment *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, dedicated to media and entertainment.

Music *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, dedicated to music and/or musicians.

Public Service & Activism *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, dedicated to public service and activism.

Sports *

Remote or Virtual experiences including conferences and meetings, virtual exhibits, events, concerts, etc, dedicated to sports and/or sporting figures and personalities.

Virtual & Remote Features Categories

Best Audience Integration *

Best audience integration into a virtual or remote event, conference, celebration, media/entertainment experience.

Best Host or Speaker *

Best host or speech by an individual in a virtual or remote experience, conference, event, concert, or other virtual execution.

Best Remote Production *

Best content captured live at a remote location while production is performed at a main studio.

Brand or Partner Experience *

Best integration of a brand or partner into a virtual or remote event, conference, celebration, media/entertainment experience

Immersive Categories

360 Video

Most innovative, and effective use of video in which the viewer can pan and rotate the camera view 360 degrees, creating an immersive environment.

360 Video - Branded

Best, most effective or creative 360 degree video created on behalf of a brand or that promotes products or services on behalf of a brand.

Best Animated Experience *

Best Documentary Experience *

Most innovative, effective or creative use of a VR experience or 360 video in a documentary.

Best Immersive Game *

Most innovative, effective or creative use of a VR experience or 360 video in a game.

Best Interactive Design

VR or 360 degree video experiences that set a standard in facilitating interaction between the viewer and the video content.

Best Multiplayer Experience *

Most innovative, effective or creative use of VR or 360 video in a game, or a portion of a game, in which more than one person plays at the same time in a shared game environment.

Best Narrative Experience

Most innovative, effective or creative use of VR experience or 360 video to build a narrative.

Best Series

Most innovative and effective use of VR and 360-degree video to tell a story.

VR - Branded

VR - Interactive

Best, most effective or creative use of VR or 360 degree video to facilitate an interactive experience for users.

Video Features Categories

Best Art Direction

Only art direction is judged. Online films here should appeal to the senses through striking visuals, sounds, effects, etc., in a unique way.

Best Copywriting

Only the copywriting elements of the video will be judged.

Best Directing

Only the directional elements of the video will be judged.

Best Editing

Only the editing elements of the video will be judged..

Best Use of Audio

Only the score, soundtrack, or sound effects of the piece will be judged.

Best Use of Design

Only the design elements of the video will be judged.

Best Use of Interactive Video

Only the interactive components of a video will be judged.

Best Use of Videography/Cinematography

Only the use of videography/cinematography in the piece will be judged.

Best Use of Visual Effects/Motion Graphics

Only the use of visual effects/motion graphics in the piece will be judged.

Best Use of Voiceover

Only the use of a voice that is not part of the narrative in the piece is judged.

Best Web Personality/Host

Best performance by a male or female, human, animal, robot or animated character acting as host of any reality, documentary, variety series or episode.