

On your entry form, please designate if your entry is:

- Non-Profit
- Small Business <\$100,000 budget
- Large Business >\$100,000 budget
- Student

## 2019 PRISM ENTRY CATEGORIES

### 1. Marketing Campaign

Awards in this category recognize the success of a complete or in-progress campaign.

- 1A B-2-B Marketing Campaign
- 1B Consumer Marketing Campaign
- 1C Product Launch Campaign
- 1D Brand Launch Campaign

### 2. Marketing Maverick

Awards in this category recognize outstanding and innovative marketing achievement, marketing plans and single product or project marketing strategies.

- 2A Marketing Maverick

### 3. Marketing Research

Awards in this category recognize qualitative and quantitative research plans, execution and results.

- 3A Marketing Research

### 4. Guerrilla Marketing Campaign

Awards in this category recognize the unconventional marketing that achieved maximum results from minimal resources.

- 4A Guerilla Marketing Campaign

### 5. Direct Marketing

Awards in this category recognize the use of direct marketing to send its message directly to the audience and is focused on driving purchases that can be attributed to a specific call to actions. These can be campaigns or individual efforts.

- 5A Print or Three-Dimensional Piece
- 5B Newsletter Series
- 5C Email Blast or Series

### 6. Website Design

This category includes website design and all incorporated media, except social media, which has its own category.

- 6A Website (more than 5 pages)
- 6B Microsite (5 pages or less)
- 6C Landing Page (single page)

### 7. Social Media

Awards in this category recognize outstanding use of social networks, blogs, virtual events and podcasts.

- 7A Organic Social Media (non paid)
- 7B Paid Social Media
- 7C Social Media Campaign (paid/organic)

### 8. Mobile Media

Awards in this category recognize effective use of phone apps, text messaging, Quick Response (QR) codes, etc.

- 8A Mobile Ads
- 8B Text Messaging
- 8C Apps

### 9. Point of Purchase

Awards in this category recognize excellent point of purchase or display marketing.

- 9A Point of Purchase

### 10. Integrated Public Relations

Awards in this category recognize submissions that deliver excellence for all elements of communications and integrated public relations.

- 10A Integrated Public Relations

### 11. Corporate Identity

Awards in this category recognize exceptional work related to company name, logo and corporate identity materials.

- 11A Corporate Identity/Branding
- 11B Logo Design

### 12. Advertising

Awards in this category recognize paid, one-way communication through a medium in which the client is identified and the message is controlled.

- 12A Newspaper
- 12B Out-of-Home
- 12C Magazine
- 12D Radio
- 12E Television
- 12F Digital/Internet

### 13. Special Event

Awards in this category recognize any and all elements of a special event.

- 13A Special Event

### 14. Collateral

Awards in this category recognize excellence in print collateral.

- 14A Collateral

### 15. Video

Awards in this category recognize outstanding videos as well as video that incorporated animation or motion graphics as main components.

- 15A Animation/Motion Graphics
- 15B Long-form video (>90 seconds)
- 15C Short-form video (<90 seconds)

### 16. Trade Shows

Awards in this category recognize excellence in trade show booth displays.

- 16A Trade Shows

### 17. Media Plans

Awards in this category recognize efficiency and effectiveness in media planning, buying and placement.

- 17A Media Plans

### 18. Marketing Department of One

Awards in this category recognize outstanding marketing work by a professional who does not have in-house or agency support to create and implement marketing plans.

- 18A Media Department of One Awards

**Work submitted  
must be completed  
in the year 2018.**