

VIDDY AWARDS

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VIDDY AWARDS ANNOUNCES WINNERS FOR 2021

DALLAS, TX-- The Viddy Awards today announced winners for the 2021 international awards competition recognizing outstanding achievement in video and digital production skills. There were over 2,500 entries from throughout the United States, Canada, and many other countries in the 2021 competition.

The Viddy Awards, formerly the Videographer Awards, is one of the most coveted awards in the video industry. Since 1994, thousands of production and communication professionals have entered their best and most creative work. The goal of the Viddy Awards is to identify and recognize the video artisans who excel in the scope of their own environment. Winners range from network news operations to local cable access, from large production companies to freelancers, and from international advertising agencies to student producers.

Winners were selected from hundreds of categories under the headings of Non-Broadcast, Broadcast/Cable/Subscription TV, Commercials, Pro Bono, and Achievement. The Platinum Award was awarded to those projects that the judges deemed were written, produced, shot and/or edited in an exceptional manner. Approximately 16 percent of the entries won this award. The Gold Award was awarded for projects that exceeded industry standards. Approximately 17 percent of the entries won this award. Platinum and Gold winners are listed on the Viddy Awards website at www.viddyawards.com. About 5 percent of the entries received Honorable Mention designation for work that the judges felt was also worthy of recognition.

The Viddy Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals who have entered AMCP programs. The Advisory Board oversees awards and recognition programs, provides judges, and sets standards of excellence.

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