

VIDDY AWARDS

2021 CATEGORIES

Most categories are \$110. All numbers followed with a "c" are considered campaigns and are \$185. Achievement categories are \$250. Judges recognize that some categories overlap and an entry doesn't always fit exactly into a certain category. Judges reserve the right to move an entry to a category they deem more suitable. If you select "other" please write in the new category in the line provided.

NON-BROADCAST

MARKETING / ADVERTISING CAMPAIGNS

(More than 1 video component)

- 1c. Branding Campaign (\$185)
- 2c. Digital Advertising Campaign (\$185)
- 3c. Digital Marketing Campaign (\$185)
- 4c. Employee Benefits Campaign (\$185)
- 5c. Integrated Marketing Campaign (\$185)
- 6c. Interactive Brand Experience (\$185)
- 7c. Influencer Endorsement Campaign (\$185)
- 8c. Social Media Campaign (\$185)
- 9c. Viral Marketing Campaign (\$185)
- 10c. Other _____ (\$185)

LONG FORM VIDEOS >3 MINUTES

- 100. Branded Content
- 101. Cause Related
- 102. Company Overview
- 103. Corporate Image
- 104. Culture / Lifestyle
- 105. Demo Reel
- 106. Documentary
- 108. Education
- 109. Entertainment
- 110. Environmental Issue
- 111. Event
- 112. Facility Overview
- 113. Fashion / Beauty
- 114. Food & Beverage
- 115. Fundraiser
- 116. Government
- 117. Health & Wellness
- 118. Historical
- 119. How-To / Explainer / DIY / Tutorial
- 120. Informational
- 121. Inspirational
- 122. Instructional
- 123. Marketing (Service)
- 124. Marketing (Product)
- 125. Medical
- 126. Meeting Open/Close
- 127. Music / Music Video
- 128. Nonprofit
- 129. Public Service / Activism
- 130. Recruitment
- 131. Religious/Spiritual
- 132. Self Promotion
- 133. Sizzle Reel
- 134. Sports
- 135. Student Production
- 136. Technology
- 137. Trailer
- 138. Training / Educational
- 139. Travel / Adventure

- 140. Tribute
- 141. Video Game / E-Sports
- 142. Video News Release
- 143. Video Remixes / Mashups
- 144c. Video Series (\$185)
- 145. Wedding
- 146. Wine / Spirits
- 147. Other _____

SHORT FORM WEB VIDEOS <3 MIN

- 200. Branded Content
- 201. Cause Related
- 202. Company Overview
- 203. Corporate Image
- 204. Culture / Lifestyle
- 205. Demo Reel
- 206. Documentary
- 208. Education
- 209. Entertainment
- 210. Environmental Issue
- 211. Event
- 212. Facility Overview
- 213. Fashion / Beauty
- 214. Food & Beverage
- 215. Fundraiser
- 216. Game
- 217. Government
- 218. Health & Wellness
- 219. Historical
- 220. Holiday Card
- 221. How-To / Explainer / DIY / Tutorial
- 222. Informational
- 223. Inspirational
- 224. Instructional
- 225. Invitation
- 226. Marketing (Service)
- 227. Marketing (Product)
- 228. Medical
- 229. Meeting Open/Close
- 230. Music / Music Video
- 231. Nonprofit
- 232. Public Service / Activism
- 233. Recruitment
- 234. Religious/Spiritual
- 235. Self Promotion
- 236. Sizzle Reel
- 237. Sports
- 238. Student Production
- 239. Technology
- 240. Trailer
- 241c. Training Module (\$185)
- 242. Travel / Adventure
- 243. Tribute
- 244. Video Book
- 245. Video Brochure

- 246. Video News Release
- 247. Video Remixes / Mashups
- 248c. Video Series (\$185)
- 249. Wedding
- 250. Wine / Spirits
- 251. Other _____

VIRTUAL EVENTS

- 300. Announcement
- 301. Conference
- 302. Feature / Product Video
- 303. Host or Speaker
- 304. How-To / Tutorial
- 305. Interview / Q&A
- 306. Live Streaming Interaction / Audience Participation
- 307. Live Event / Virtual Event
- 308. Performance
- 309. Product Launch / Service Launch
- 310. Streaming / Twitch
- 311. Technical Achievement
- 312c. Training
- 313. Webinar
- 314. Other _____

SOCIAL MEDIA VIDEOS

- 400. Short Form <:15
- 401. Short Form <:30
- 402. Short Form <1:00
- 403c. Social Video Campaign (\$185)
- 404. Facebook Single Post
- 405c. Facebook Series (\$185)
- 406. Facebook Use of Influencer
- 407. Instagram Use of Influencer
- 408. Instagram Reels Challenge
- 409. Instagram Reels Video
- 410. TikTok Use of Influencer
- 411. TikTok Channel
- 412. TikTok Challenge
- 413. Use of Celebrity/Influencer
- 414. Other _____

INFLUENCERS

- 500. Art / Culture
- 501. Beauty / Makeup
- 502. Contest / Giveaways
- 503. Family / Kids
- 504. Fashion / Lifestyle
- 505. Fitness
- 506. Food & Beverage
- 507. Gaming
- 508. Health / Wellness
- 509. How-To / DIY
- 510. Humor / Comedy / Skit
- 511. Music

- 512. Pet / Animal
- 513. Product Review
- 514. Social Good
- 515. Sports
- 516. Tourism / Leisure / Travel
- 517. Vlog
- 518. Other _____

YOUTUBE / VIMEO

- 600. Ad/ Bumper / Pre-Roll
- 601. Channel
- 602. Auto Related
- 603. Comedy
- 604. Education
- 605. Entertainment
- 606. Fashion / Beauty / Lifestyle
- 607. Film
- 608. Gaming
- 609. How To
- 610. Instructional
- 611. Kids
- 612. Music
- 613. News / Politics
- 614. Nonprofit and Activism
- 615. Pets & Animals
- 616. Science / Technology
- 617. Shows
- 618. Sports
- 619. Travel
- 620. Other _____

VIDEO PODCASTS

(Must have at least static Video component)

- 700. Arts
- 701. Business
- 702. Comedy
- 703. Education
- 704. Government
- 705. Health & Fitness
- 706. History
- 707. Kids & Family
- 708. Leisure
- 709. Music
- 710. News
- 711. Religion & Spirituality
- 712. Science
- 713. Society & Culture
- 714. Sports
- 715. TV & Film
- 716. Technology
- 717. True Crime
- 718. Other _____

VIDDY AWARDS

BROADCAST, CABLE, SUBSCRIPTION TV

PROGRAMS

- 1000. Automotive
- 1001. Biography
- 1002. Nonprofit
- 1003. Children's
- 1004. Cultural
- 1005. Documentary
- 1006. Education
- 1007. Entertainment
- 1008. Food & Beverage
- 1009. History
- 1010. Information
- 1011. Interview
- 1012. Live Event
- 1013. Music
- 1014. Nature
- 1015. News
- 1016. Spiritual
- 1017. Social Responsibility
- 1018. Sports
- 1019. Student
- 1020. Travel
- 1021. Other _____

BROADCAST CREATIVITY

- 1100. Cinematography
- 1101. Directing
- 1102. Editing
- 1103. Graphics/Design
- 1104. Original Music
- 1105. Special Effects/Animation
- 1106. Script Writing
- 1107. Videography
- 1108. Other _____

COMMERCIALS

BROADCAST / NON-BROADCAST / WEB COMMERCIALS

- 1200. < :70 Video / Bumper / Pre-Roll
- 1201c. Ad Campaign (\$185)
- 1202c. Social Ad Campaign (\$185)
- 1203c. PSA Campaign (\$185)
- 1204. Billboard
- 1205. In-Store
- 1206. Kiosk
- 1207. Auto & Auto Services
- 1208. Fashion, Beauty & Lifestyle
- 1209. Food & Beverage
- 1210. Health & Wellness
- 1211. Media & Entertainment
- 1212. Politics & Advocacy
- 1213. Products & Services
- 1214. PSA
- 1215. Public Service & Activism
- 1216. Tourism & Leisure
- 1217. Other _____

COMMERCIALS CREATIVITY

- 1300. Cinematography
- 1301. Directing
- 1302. Editing
- 1303. Graphics/Design
- 1304. Original Music
- 1305. Special Effects/Animation
- 1306. Script Writing
- 1307. Videography
- 1308. Other _____

NEW CATEGORY

My project doesn't fit any of the categories

Write your own category (\$185)

1400c. _____

PRO BONO

AMCP recognizes the talents and generosity of the creative community by not charging for work produced pro bono for outside nonprofits. Multiple pieces for the same client count as one entry. You can have up to three pro bono clients. You will be judged on creativity and the extent of your effort. If you want to submit pro bono work only, you must pay the regular entry fee.

1500. Pro Bono

ACHIEVEMENT

Over the years, we have been asked to recognize individuals and teams for their work on a specific project and also for their body of work. To nominate yourself or someone else, please follow the guidelines in the Achievement Categories explanation on the following page.

INDIVIDUAL ACHIEVEMENT

- 1600. Individual's Specific Project Achievement (\$250)
- 1601. Individual's Body of Work Achievement (\$250)

TEAM ACHIEVEMENT

- 1602. Team Achievement's Specific Project Achievement (\$250)
- 1603. Team's Body of Work Achievement (\$250)

VIDDY AWARDS

ACHIEVEMENT CATEGORIES

If there is an individual or team that has a story to tell, we would like to hear it. As every nomination is different, there is no set list of criteria. Nominees will be evaluated on their achievement(s) and organizational impact. Viddy Awards may contact the Nominator via email for clarifications or further questions.

To nominate yourself or someone else, please upload a document with the following information and examples of work product.

INDIVIDUAL ACHIEVEMENT

1600. Individual's Specific Project Achievement (\$250)

1601. Individual's Body of Work Achievement (\$250)

Nominator Name
Company/Organization
Title or Role
Email address

Nominee Name
Company/Organization
City/State or Province/Country

1. Nominee's creative title such as creative director, designer, writer, videographer, agency owner etc.
2. Creative role within the organization?
3. Why should this person be recognized? What does he or she do that is exceptional?
4. Number of years in industry, previous jobs, number of years in present position
5. Examples of work if appropriate

Examples for Nomination:

- The leader of a team who is responsible for a specific or numerous successful projects
- An individual responsible for growing the business through their outstanding creative work
- An individual who has brought recognition to the team through their outside work within the industry or community
- An individual who creates positive recognition for their organization through winning awards for their work

TEAM ACHIEVEMENT

1602. Team Achievement's Specific Project Achievement (\$250)

1603. Team's Body of Work Achievement (\$250)

Nominator Name
Company/Organization
Title/Role
Email address

Nominee Name (Company/Organization/Team)
Type of Creative Team (Ad Agency, Corporate Communication Department, Digital Firm, Public Relations Firm, etc.)
City/State or Province/Country

1. Team's creative function within the overall organization?
2. Why should this team be recognized? What do they do that is exceptional?
3. Team age, history, or perspective if relevant
4. Previous recognition: i.e. internal and/or awards
5. Examples of work product

Examples for Nomination

- Business growth over a period of years in terms of clients and/or income
- A team that wins major, contested projects
- A team that brings recognition to the company through industry or community endeavors
- A team that far surpasses goals or written expectations
- A team that worked together on a major successful project