

## Election Campaigns

### **GE** General Elections

This category is for work carried out in the context of national or federal parliamentary elections.

#### A - Campaigns: Channels

- A01 Online Advertising**  
Best use of online advertising in a general election campaign involving a series of different executions.
- A02 Online Video**  
Best use of online video content in a general election campaign involving a series of different executions.
- A03 Websites**  
Best websites and microsites created for a general election campaign.
- A04 Mobile**  
Best use of mobile platforms in a general election campaign.
- A05 Social Media**  
Best use of social media platforms in a general election campaign.
- A06 Email**  
Best use of email in a general election campaign.
- A07 Direct Mail**  
Best use of direct mail in a general election campaign.
- A08 TV & Cinema (Single)**  
Best single TV and/or cinema advertisement created for a general election campaign.
- A09 TV & Cinema (Multiple)**  
Best use of TV and/or cinema advertising in a general election campaign involving a series of different executions.
- A10 Outdoor (Single)**  
Best single outdoor advertisement created for a general election campaign.
- A11 Outdoor (Multiple)**  
Best use of outdoor advertising in a general election campaign involving a series of different executions.
- A12 Ambient**  
Best use of non-standard outdoor media in a general election campaign.
- A13 Print (Single)**  
Best single print advertisement created for a general election campaign.

- A14 Print (Multiple)**  
Best use of print advertising in a general election campaign involving a series of different executions.
- A15 Radio & Audio (Single)**  
Best radio and/or audio advertisement created for a general election campaign.
- A16 Radio & Audio (Multiple)**  
Best use of radio and/or audio advertising in a general election campaign involving a series of different executions.
- A17 Phone**  
Best use of phone calls in a general election campaign.

#### B - Campaigns: Tactics

- B01 Humour**  
Best use of humour in a general election campaign.
- B02 Negative or Contrast**  
Best use of negative or contrast advertisements in a general election campaign.
- B03 Guerrilla**  
Best use of guerrilla marketing in a general election campaign.
- B04 Celebrity**  
Best use of celebrity, including influencer, endorsements in a general election campaign.
- B05 Viral**  
Best use of viral content in a general election campaign.
- B06 Gamification**  
Best use of gamification in a general election campaign.
- B07 Personalisation**  
Best use of personalisation in a general election campaign.
- B08 Reactive**  
Best campaign activity in a general election campaign designed in response to significant news, events, or moments.
- B09 Opposition Research**  
Best use of opposition research in a general election campaign.

## C - Campaigns: Overall

- C01 Fundraising Campaigns**  
Best fundraising effort in a general election campaign involving a series of activities geared towards soliciting donations and raising money for the campaign.
- C02 Field Campaigns**  
Best field effort in a general election campaign involving a series of activities geared towards voter identification, direct voter contact, supporter mobilisation, and getting out the vote.
- C03 Media Campaigns**  
Best media effort in a general election campaign involving a series of different channels, formats, and executions.
- C04 Small Budget Campaigns**  
Best general election campaign run on a budget of less than €500K.
- C05 Third Party / Non-Party Campaigns**  
Best general election campaign created for a third party or non-party organisation including PACs, Super PACs, and NGOs.

## D - Craft

- D01 Logo**  
Best campaign logo created for a general election campaign.
- D02 Slogan**  
Best campaign slogan created for a general election campaign.
- D03 Music**  
Best campaign music created for a general election campaign.
- D04 Photography**  
Best use of photography in a work created for a general election campaign.

- D05 Animation**  
Best use of animation or motion graphics in a work created for a general election campaign.
- D06 Digital & Interactive Design**  
Best digital and interactive design for websites, microsities, and applications in a general election campaign.
- D07 Collateral Design**  
Best campaign collateral design in a general election campaign.

## E - Technology

- E01 Data Analytics**  
Innovative use of data analytics in a general election campaign for insights, targeting, personalisation, measurement, or other purposes.
- E02 Mobile Technology**  
Innovative use of mobile technologies in a general election campaign including geolocation, proximity, extended reality, mobile-enabled connected devices, voice activated technologies, and others.
- E03 Virtual Events**  
Innovative use of virtual events in a general election campaign.
- E04 Field**  
Innovative use of technology for the field effort in a general election campaign.
- E05 Fundraising**  
Innovative use of technology for the fundraising effort in a general election campaign.
- E06 Artificial Intelligence**  
Innovative use of artificial intelligence technology in a general election campaign.
- E07 Emerging Technology**  
Innovative use of emerging technology in a general election campaign including AR, VR, IoT, blockchain, metaverse, and others.

### Election Campaigns

## PE Presidential Elections

This category is for work carried out in the context of presidential elections.

## A - Campaigns: Channels

- A01 Online Advertising**  
Best use of online advertising in a presidential election campaign involving a series of different executions.
- A02 Online Video**  
Best use of online video content in a presidential election campaign involving a series of different executions.

- A03 Websites**  
Best websites and microsities created for a presidential election campaign.
- A04 Mobile**  
Best use of mobile platforms in a presidential election campaign.
- A05 Social Media**  
Best use of social media platforms in a presidential election campaign.

- A06 Email**  
Best use of email in a presidential election campaign.
- A07 Direct Mail**  
Best use of direct mail in a presidential election campaign.
- A08 TV & Cinema (Single)**  
Best single TV and/or cinema advertisement created for a presidential election campaign.
- A09 TV & Cinema (Multiple)**  
Best use of TV and/or cinema advertising in a presidential election campaign involving a series of different executions.
- A10 Outdoor (Single)**  
Best single outdoor advertisement created for a presidential election campaign.
- A11 Outdoor (Multiple)**  
Best use of outdoor advertising in a presidential election campaign involving a series of different executions.
- A12 Ambient**  
Best use of non-standard outdoor media in a presidential election campaign.
- A13 Print (Single)**  
Best single print advertisement created for a presidential election campaign.
- A14 Print (Multiple)**  
Best use of print advertising in a presidential election campaign involving a series of different executions.
- A15 Radio & Audio (Single)**  
Best radio or audio advertisement created for a presidential election campaign.
- A16 Radio & Audio (Multiple)**  
Best use of radio and audio advertising in a presidential election campaign involving a series of different executions.
- A17 Phone**  
Best use of phone calls in a presidential election campaign.

## B - Campaigns: Tactics

- B01 Humour**  
Best use of humour in a presidential election campaign.
- B02 Negative or Contrast**  
Best use of negative or contrast advertisements in a presidential election campaign.
- B03 Guerrilla**  
Best use of guerrilla marketing in a presidential election campaign.
- B04 Celebrity**  
Best use of celebrity, including influencer, endorsements in a presidential election campaign.

- B05 Viral**  
Best use of viral content in a presidential election campaign.
- B06 Gamification**  
Best use of gamification in a presidential election campaign.
- B07 Personalisation**  
Best use of personalisation in a presidential election campaign.
- B08 Reactive**  
Best campaign activity in a presidential election campaign designed in response to significant news, events, or moments.
- B09 Opposition Research**  
Best use of opposition research in a presidential election campaign.

## C - Campaigns: Overall

- C01 Fundraising Campaigns**  
Best fundraising effort in a presidential election campaign involving a series of activities geared towards soliciting donations and raising money for the campaign.
- C02 Field Campaigns**  
Best field effort in a presidential election campaign involving a series of activities geared towards voter identification, direct voter contact, supporter mobilisation, and getting out the vote.
- C03 Media Campaigns**  
Best media effort in a presidential election campaign involving a series of different channels, formats, and executions.
- C04 Small Budget Campaigns**  
Best presidential election campaign run on a budget of less than €500K.
- C05 Third Party / Non-Party Campaigns**  
Best presidential election campaign created for a third party / non-party organisation including PACs, Super PACs, and NGOs.

## D - Craft

- D01 Logo**  
Best campaign logo created for a presidential election campaign.
- D02 Slogan**  
Best campaign slogan created for a presidential election campaign.
- D03 Music**  
Best campaign music created for a presidential election campaign.
- D04 Photography**  
Best use of photography in a work created for a presidential election campaign.

**D05 Animation**

Best use of animation or motion graphics in a work created for a presidential election campaign.

**D06 Digital & Interactive Design**

Best digital and interactive design for websites, microsities, and applications in a presidential election campaign.

**D07 Collateral Design**

Best campaign collateral design in a presidential election campaign.

**E - Technology**

**E01 Data Analytics**

Innovative use of data analytics in a presidential election campaign for insights, targeting, personalisation, measurement, or other purposes.

**E02 Mobile Technology**

Innovative use of mobile technologies in a presidential election campaign including geolocation, proximity, extended reality, mobile-enabled connected devices, voice activated technologies, and others.

**E03 Virtual Events**

Innovative use of virtual events in a presidential election campaign.

**E04 Field**

Innovative use of technology for the field effort in a presidential election campaign.

**E05 Fundraising**

Innovative use of technology for the fundraising effort in a presidential election campaign.

**E06 Artificial Intelligence**

Innovative use of artificial intelligence technology in a presidential election campaign.

**E07 Emerging Technology**

Innovative use of emerging technology in a presidential election campaign including AR, VR, IoT, blockchain, metaverse, and others.

**Election Campaigns**

**RE Regional Elections**

This category is for work carried out in the context of statewide or regional elections.

**A - Campaigns: Channels**

**A01 Online Advertising**

Best use of online advertising in a regional election campaign involving a series of different executions.

**A02 Online Video**

Best use of online video content in a regional election campaign involving a series of different executions.

**A03 Websites**

Best websites and microsities created for a regional election campaign.

**A04 Mobile**

Best use of mobile platforms in a regional election campaign.

**A05 Social Media**

Best use of social media platforms in a regional election campaign.

**A06 Email**

Best use of email in a regional election campaign.

**A07 Direct Mail**

Best use of direct mail in a regional election campaign.

**A08 TV & Cinema (Single)**

Best single TV and/or cinema advertisement created for a regional election campaign.

**A09 TV & Cinema (Multiple)**

Best use of TV and/or cinema advertising in a regional election campaign involving a series of different executions.

**A10 Outdoor (Single)**

Best single outdoor advertisement created for a regional election campaign.

**A11 Outdoor (Multiple)**

Best use of outdoor advertising in a regional election campaign involving a series of different executions.

**A12 Ambient**

Best use of non-standard outdoor media in a regional election campaign.

**A13 Print (Single)**

Best single print advertisement created for a regional election campaign.

**A14 Print (Multiple)**

Best use of print advertising in a regional election campaign involving a series of different executions.

**A15 Radio & Audio (Single)**

Best radio or audio advertisement created for a regional election campaign.

**A16 Radio & Audio (Multiple)**

Best use of radio and audio advertising in a regional election campaign involving a series of different executions.

**A17 Phone**  
 Best use of phone calls in a regional election campaign.

## B - Campaigns: Tactics

- B01 Humour**  
Best use of humour in a regional election campaign.
- B02 Negative or Contrasts**  
Best use of negative or contrast advertisements in a regional election campaign.
- B03 Guerrilla**  
Best use of guerrilla marketing in a regional election campaign.
- B04 Celebrity**  
Best use of celebrity, including influencer, endorsements in a regional election campaign.
- B05 Viral**  
Best use of viral content in a regional election campaign.
- B06 Gamification**  
Best use of gamification in a regional election campaign.
- B07 Personalisation**  
Best use of personalisation in a regional election campaign.
- B08 Reactive**  
Best campaign activity in a regional election campaign designed in response to significant news, events, or moments.
- B09 Opposition Research**  
Best use of opposition research in a regional election campaign.

## C - Campaigns: Overall

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Best fundraising effort in a regional election campaign involving a series of activities geared towards soliciting donations and raising money for the campaign.
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Best field effort in a regional election campaign involving a series of activities geared towards voter identification, direct voter contact, supporter mobilisation, and getting out the vote.
- C03 Media Campaigns**  
Best media effort in a regional election campaign involving a series of different channels, formats, and executions.
- C04 Small Budget Campaigns**  
Best regional election campaign run on a budget of less than €500K.

**C05 Third Party / Non-Party Campaigns**  
 Best regional election campaign created for a third party / non-party organisation including PACs, Super PACs, and NGOs.

## D - Craft

- D01 Logo**  
Best campaign logo created for a regional election campaign.
- D02 Slogan**  
Best campaign slogan created for a regional election campaign.
- D03 Music**  
Best campaign music created for a regional election campaign.
- D04 Photography**  
Best use of photography in a work created for a regional election campaign.
- D05 Animation**  
Best use of animation or motion graphics in a work created for a regional election campaign.
- D06 Digital & Interactive Design**  
Best digital and interactive design for websites, microsites, and applications in a regional election campaign.
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Best campaign collateral design in a regional election campaign.

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Innovative use of virtual events in a regional election campaign.
- E04 Field**  
Innovative use of technology for the field effort in a regional election campaign.
- E05 Fundraising**  
Innovative use of technology for the fundraising effort in a regional election campaign.

**E06 Artificial Intelligence**  
 Innovative use of artificial intelligence technology in a regional election campaign.

**E07 Emerging Technology**  
 Innovative use of emerging technology in a regional election campaign including AR, VR, IoT, blockchain, metaverse, and others.

**Election Campaigns**

## LE Local Elections

This category is for work carried out in the context of local, mayoral, and municipal elections.

### A - Campaigns: Channels

- A01 Online Advertising**  
Best use of online advertising in a local election campaign involving a series of different executions.
- A02 Online Video**  
Best use of online video content in a local election campaign involving a series of different executions.
- A03 Websites**  
Best websites and microsites created for a local election campaign.
- A04 Mobile**  
Best use of mobile platforms in a local election campaign.
- A05 Social Media**  
Best use of social media platforms in a local election campaign.
- A06 Email**  
Best use of email in a local election campaign.
- A07 Direct Mail**  
Best use of direct mail in a local election campaign.
- A08 TV & Cinema (Single)**  
Best single TV and/or cinema advertisement created for a local election campaign.
- A09 TV & Cinema (Multiple)**  
Best use of TV and/or cinema advertising in a local election campaign involving a series of different executions.
- A10 Outdoor (Single)**  
Best single outdoor advertisement created for a local election campaign.
- A11 Outdoor (Multiple)**  
Best use of outdoor advertising in a local election campaign involving a series of different executions.
- A12 Ambient**  
Best use of non-standard outdoor media in a local election campaign.
- A13 Print (Single)**  
Best single print advertisement created for a local election campaign.

- A14 Print (Multiple)**  
Best use of print advertising in a local election campaign involving a series of different executions.
- A15 Radio & Audio (Single)**  
Best radio or audio advertisement created for a local election campaign.
- A16 Radio & Audio (Multiple)**  
Best use of radio and audio advertising in a local election campaign involving a series of different executions.
- A17 Phone**  
Best use of phone calls in a local election campaign.

### B - Campaigns: Tactics

- B01 Humour**  
Best use of humour in a local election campaign.
- B02 Negative or Contrast**  
Best use of negative or contrast advertisements in a local election campaign.
- B03 Guerrilla**  
Best use of guerrilla marketing in a local election campaign.
- B04 Celebrity**  
Best use of celebrity, including influencer, endorsements in a local election campaign.
- B05 Viral**  
Best use of viral content in a local election campaign.
- B06 Gamification**  
Best use of gamification in a local election campaign.
- B07 Personalisation**  
Best use of personalisation in a local election campaign.
- B08 Reactive**  
Best campaign activity in a local election campaign designed in response to significant news, events, or moments.
- B09 Opposition Research**  
Best use of opposition research in a local election campaign.

## C - Campaigns: Overall

- C01 Fundraising Campaigns**  
Best fundraising effort in a local election campaign involving a series of activities geared towards soliciting donations and raising money for the campaign.
- C02 Field Campaigns**  
Best field effort in a local election campaign involving a series of activities geared towards voter identification, direct voter contact, supporter mobilisation, and getting out the vote.
- C03 Media Campaigns**  
Best media effort in a local election campaign involving a series of different channels, formats, and executions.
- C04 Small Budget Campaigns**  
Best local election campaign run on a budget of less than €500K.
- C05 Third Party / Non-Party Campaigns**  
Best local election campaign created for a third party / non-party organisation including PACs, Super PACs, and NGOs.

## D - Craft

- D01 Logo**  
Best campaign logo created for a local election campaign.
- D02 Slogan**  
Best campaign slogan created for a local election campaign.
- D03 Music**  
Best campaign music created for a local election campaign.
- D04 Photography**  
Best use of photography in a work created for a local election campaign.

- D05 Animation**  
Best use of animation or motion graphics in a work created for a local election campaign.
- D06 Digital & Interactive Design**  
Best digital and interactive design for websites, microsities, and applications in a local election campaign.
- D07 Collateral Design**  
Best campaign collateral design in a local election campaign.

## E - Technology

- E01 Data Analytics**  
Innovative use of data analytics in a local election campaign for insights, targeting, personalisation, measurement, or other purposes.
- E02 Mobile Technology**  
Innovative use of mobile technologies in a local election campaign including geolocation, proximity, extended reality, mobile-enabled connected devices, voice activated technologies, and others.
- E03 Virtual Events**  
Innovative use of virtual events in a local election campaign.
- E04 Field**  
Innovative use of technology for the field effort in a local election campaign.
- E05 Fundraising**  
Innovative use of technology for the fundraising effort in a local election campaign.
- E06 Artificial Intelligence**  
Innovative use of artificial intelligence technology in a local election campaign.
- E07 Emerging Technology**  
Innovative use of emerging technology in a local election campaign including AR, VR, IoT, blockchain, metaverse, and others.

### Election Campaigns

## RF Referendums

This category is for work carried out in the context of referendums and ballot initiatives.

## A - Campaigns: Channels

- A01 Online Advertising**  
Best use of online advertising in a referendum campaign involving a series of different executions.
- A02 Online Video**  
Best use of online video content in a referendum campaign involving a series of different executions.
- A03 Websites**  
Best websites and microsities created for a referendum campaign.
- A04 Mobile**  
Best use of mobile platforms in a referendum campaign.
- A05 Social Media**  
Best use of social media platforms in a referendum campaign.

- A06 Email**  
Best use of email in a referendum campaign.
- A07 Direct Mail**  
Best use of direct mail in a referendum campaign.
- A08 TV & Cinema (Single)**  
Best single TV and/or cinema advertisement created for a referendum campaign.
- A09 TV & Cinema (Multiple)**  
Best use of TV and/or cinema advertising in a referendum campaign involving a series of different executions.
- A10 Outdoor (Single)**  
Best single outdoor advertisement created for a referendum campaign.
- A11 Outdoor (Multiple)**  
Best use of outdoor advertising in a referendum campaign involving a series of different executions.
- A12 Ambient**  
Best use of non-standard outdoor media in a referendum campaign.
- A13 Print (Single)**  
Best single print advertisement created for a referendum campaign.
- A14 Print (Multiple)**  
Best use of print advertising in a referendum campaign involving a series of different executions.
- A15 Radio & Audio (Single)**  
Best radio or audio advertisement created for a referendum campaign.
- A16 Radio & Audio (Multiple)**  
Best use of radio and audio advertising in a referendum campaign involving a series of different executions.
- A17 Phone**  
Best use of phone calls in a referendum campaign.

## B - Campaigns: Tactics

- B01 Humour**  
Best use of humour in a referendum campaign.
- B02 Negative or Contrast**  
Best use of negative or contrast advertisements in a referendum campaign.
- B03 Guerrilla**  
Best use of guerrilla marketing in a referendum campaign.
- B04 Celebrity**  
Best use of celebrity, including influencer, endorsements in a referendum campaign.
- B05 Viral**  
Best use of viral content in a referendum campaign.

- B06 Gamification**  
Best use of gamification in a referendum campaign.
- B07 Personalisation**  
Best use of personalisation in a referendum campaign.
- B08 Reactive**  
Best campaign activity in a referendum campaign designed in response to significant news, events, or moments.
- B09 Opposition Research**  
Best use of opposition research in a referendum campaign.

## C - Campaigns: Overall

- C01 Fundraising Campaigns**  
Best fundraising effort in a referendum campaign involving a series of activities geared towards soliciting donations and raising money for the campaign.
- C02 Field Campaigns**  
Best field effort in a referendum campaign involving a series of activities geared towards voter identification, direct voter contact, supporter mobilisation, and getting out the vote.
- C03 Media Campaigns**  
Best media effort in a referendum campaign involving a series of different channels, formats, and executions.
- C04 Small Budget Campaigns**  
Best referendum campaign run on a budget of less than €500K.
- C05 Third Party / Non-Party Campaigns**  
Best referendum campaign created for a third party / non-party organisation including PACs, Super PACs, and NGOs.

## D - Craft

- D01 Logo**  
Best campaign logo created for a referendum campaign.
- D02 Slogan**  
Best campaign slogan created for a referendum campaign.
- D03 Music**  
Best campaign music created for a referendum campaign.
- D04 Photography**  
Best use of photography in a work created for a referendum campaign.
- D05 Animation**  
Best use of animation or motion graphics in a work created for a referendum campaign.

- D06 Digital & Interactive Design**  
Best digital and interactive design for websites, microsites, and applications in a referendum campaign.
- D07 Collateral Design**  
Best campaign collateral design in a referendum campaign.

## E - Technology

- E01 Data Analytics**  
Innovative use of data analytics in a referendum campaign for insights, targeting, personalisation, measurement, or other purposes.
- E02 Mobile Technology**  
Innovative use of mobile technologies in a referendum campaign including geolocation, proximity, extended reality, mobile-enabled connected devices, voice activated technologies, and others.

- E03 Virtual Events**  
Innovative use of virtual events in a referendum campaign.
- E04 Field**  
Innovative use of technology for the field effort in a referendum campaign.
- E05 Fundraising**  
Innovative use of technology for the fundraising effort in a referendum campaign.
- E06 Artificial Intelligence**  
Innovative use of artificial intelligence technology in a referendum campaign.
- E07 Emerging Technology**  
Innovative use of emerging technology in a referendum campaign including AR, VR, IoT, blockchain, metaverse, and others.

## Public Sector Campaigns



This category is for work created for government departments, agencies, public bodies, municipalities, and other local and regional government institutions

### A - Campaigns: Channels

- A01 Online Advertising**  
Best use of online advertising in a campaign created for a governmental organisation involving a series of different executions.
- A02 Online Video**  
Best use of online video content in a campaign created for a governmental organisation involving a series of different executions.
- A03 Websites**  
Best websites and microsites created for a campaign created for a governmental organisation.
- A04 Mobile**  
Best use of mobile platforms in a campaign created for a governmental organisation.
- A05 Social Media**  
Best use of social media platforms in a campaign created for a governmental organisation.
- A06 Email**  
Best use of email in a campaign created for a governmental organisation.
- A07 Direct Mail**  
Best use of direct mail in a campaign created for a governmental organisation.
- A08 TV & Cinema (Single)**  
Best single TV and/or cinema advertisement created for a campaign created for a governmental organisation.
- A09 TV & Cinema (Multiple)**  
Best use of TV and/or cinema advertising in a campaign created for a governmental organisation involving a series of different executions.
- A10 Outdoor (Single)**  
Best single outdoor advertisement created for a campaign created for a governmental organisation.
- A11 Outdoor (Multiple)**  
Best use of outdoor advertising in a campaign created for a governmental organisation involving a series of different executions.
- A12 Ambient**  
Best use of non-standard outdoor media in a campaign created for a governmental organisation.
- A13 Print (Single)**  
Best single print advertisement created for a campaign created for a governmental organisation.
- A14 Print (Multiple)**  
Best use of print advertising in a campaign created for a governmental organisation involving a series of different executions.

**A15 Radio & Audio (Single)**  
 Best radio or audio advertisement created for a campaign created for a governmental organisation.

**A16 Radio & Audio (Multiple)**  
 Best use of radio and audio advertising in a campaign created for a governmental organisation involving a series of different executions.

**A17 Phone**  
 Best use of phone calls in a campaign created for a governmental organisation.

**A18 Events**  
 Best use of events in a campaign created for a governmental organisation.

**A19 Branded Content**  
 Best use of branded content in a campaign created for a governmental organisation.

## B - Campaigns: Tactics

**B01 Celebrity**  
 Best use of celebrity, including influencer, endorsements in a campaign created for a governmental organisation.

**B02 Viral**  
 Best use of viral content in a campaign created for a governmental organisation.

**B03 Gamification**  
 Best use of gamification in a campaign created for a governmental organisation.

**B04 Personalisation**  
 Best use of personalisation in a campaign created for a governmental organisation.

**B05 Sponsorship**  
 Best use of sponsorship in a campaign created for a governmental organisation.

## C - Campaigns: Themes

**C01 Business**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to business.

**C02 Culture**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to culture.

**C03 Education**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to education.

**C04 Employment**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to employment.

**C05 Environment**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to environment.

**C06 Finance**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to finance.

**C07 Health**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to health.

**C08 Planning & Building**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to planning and building.

**C09 Public Safety**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to public safety.

**C10 Social Groups**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to social groups.

**C11 Transport**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to transport.

**C12 Welfare**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues related to welfare.

**C13 Other**  
 Best campaign created for a governmental organisation dealing with policies, services, programmes, and issues in other areas.

## D - Campaigns: Overall

**D01 Media Relations**  
 Best use of media relations in a campaign created for a governmental organisation.

**D02 Partnership**  
 Best use of partnerships with private sector and civil society organisations in a campaign created for a governmental organisation.

**D03 Behaviour Change**  
 Best behaviour change campaign created for a governmental organisation.

**D04 Citizen Experience**  
 Best citizen experience programme created for a governmental organisation geared towards improving citizens' experience of public services.

**D05 Citizen Engagement**

Best citizen engagement programme created for a governmental organisation geared towards increasing citizens' involvement in government decision making.

**D06 Recruitment**

Best recruitment campaign created for a governmental organisation.

**D07 Crisis Communication**

Best crisis communication campaign created for a governmental organisation.

**D08 Internal Communication**

Best internal communication campaign created for a governmental organisation.

**Public Sector Campaigns**

## NGO

### Non-Governmental & Intergovernmental Organisations

This category is for work created for NGOs and intergovernmental organisations.

#### A - Campaigns: Channels

**A01 Online Advertising**

Best use of online advertising in a campaign created for a non-governmental or intergovernmental organisation involving a series of different executions.

**A02 Online Video**

Best use of online video content in a campaign created for a non-governmental or intergovernmental organisation involving a series of different executions.

**A03 Websites**

Best websites and microsites created for a campaign created for a non-governmental or intergovernmental organisation.

**A04 Mobile**

Best use of mobile platforms in a campaign created for a non-governmental or intergovernmental organisation.

**A05 Social Media**

Best use of social media platforms in a campaign created for a non-governmental or intergovernmental organisation.

**A06 Email**

Best use of email in a campaign created for a non-governmental or intergovernmental organisation.

**A07 Direct Mail**

Best use of direct mail in a campaign created for a non-governmental or intergovernmental organisation.

**A08 TV & Cinema (Single)**

Best single TV and/or cinema advertisement created for a campaign created for a non-governmental or intergovernmental organisation.

**A09 TV & Cinema (Multiple)**

Best use of TV and/or cinema advertising in a campaign created for a non-governmental or intergovernmental organisation involving a series of different executions.

**A10 Outdoor (Single)**

Best single outdoor advertisement created for a campaign created for a non-governmental or intergovernmental organisation.

**A11 Outdoor (Multiple)**

Best use of outdoor advertising in a campaign created for a non-governmental or intergovernmental organisation involving a series of different executions.

**A12 Ambient**

Best use of non-standard outdoor media in a campaign created for a non-governmental or intergovernmental organisation.

**A13 Print (Single)**

Best single print advertisement created for a campaign created for a non-governmental or intergovernmental organisation.

**A14 Print (Multiple)**

Best use of print advertising in a campaign created for a non-governmental or intergovernmental organisation involving a series of different executions.

**A15 Radio & Audio (Single)**

Best radio or audio advertisement created for a campaign created for a non-governmental or intergovernmental organisation.

**A16 Radio & Audio (Multiple)**

Best use of radio and audio advertising in a campaign created for a non-governmental or intergovernmental organisation involving a series of different executions.

**A17 Phone**

Best use of phone calls in a campaign created for a non-governmental or intergovernmental organisation.

**A18 Events**

Best use of events in a campaign created for a non-governmental or intergovernmental organisation.

**A19 Branded Content**

Best use of branded content in a campaign created for a non-governmental or intergovernmental organisation.

## B - Campaigns: Tactics

- B01 Celebrity**  
Best use of celebrity, including influencer, endorsements in a campaign created for a non-governmental or intergovernmental organisation.
- B02 Viral**  
Best use of viral content in a campaign created for a non-governmental or intergovernmental organisation.
- B03 Gamification**  
Best use of gamification in a campaign created for a non-governmental or intergovernmental organisation.
- B04 Personalisation**  
Best use of personalisation in a campaign created for a non-governmental or intergovernmental organisation.
- B05 Sponsorship**  
Best use of sponsorship in a campaign created for a non-governmental or intergovernmental organisation.

## C - Campaigns: Themes

- C01 Animals & Wildlife**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to animals and wildlife.
- C02 Anti-Violence**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to violence.
- C03 Business**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to business.
- C04 Communities**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to communities.
- C05 Culture**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to culture.
- C06 Education**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to education.
- C07 Emergency Aid**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to emergency aid.

- C08 Employment**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to employment.
- C09 Environment**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to environment.
- C10 Equalities**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to social equality.
- C11 Food & Water**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to food and water.
- C12 Governance**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to democracy and good governance.
- C13 Health**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to health.
- C14 Human Rights**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to human rights.
- C15 Immigration**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to immigration.
- C16 Poverty**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to poverty.
- C17 Welfare**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to welfare.
- C18 Other**  
Best campaign created for a non-governmental or intergovernmental organisation dealing with issues related to other areas.

## D - Campaigns: Overall

- D01 Media Relations**  
Best use of media relations in a campaign created for a non-governmental or intergovernmental organisation.
- D02 Partnership**  
Best use of partnerships with governmental and private sector organisations in a campaign created for a non-governmental or intergovernmental organisation.

**D03 Fundraising**

Best fundraising campaign created for a non-governmental or intergovernmental organisation.

**D04 Behaviour Change**

Best behaviour change campaign created for a non-governmental or intergovernmental organisation.

**D05 Policy Change**

Best policy change campaign created for a non-governmental or intergovernmental organisation.

**D06 Recruitment**

Best recruitment campaign created for a non-governmental or intergovernmental organisation.

**D07 Small Budget Campaigns**

Best campaign created for a non-governmental or intergovernmental organisation run on a budget of less than €35K.

**D08 International Campaigns**

Best international campaign created for a non-governmental or intergovernmental organisation.