



Best of CAMA 2016 – CATEGORIES

ALL CATEGORIES ARE ONLINE SUBMISSION ONLY.

Category	Integrated marketing campaign <i>Campaigns targeted to sell a product or service, elevate a particular brand's position, or raise public awareness of a company, product, service or issue. Must use a minimum of two tactics (radio, TV, print, direct marketing, POP, online/electronic media, dealer support materials, special events, premiums, displays, public relations or communication elements). Demonstrate research in campaign development.</i>
1A	Total campaign \$100,000 or less
1B	Total campaign \$100,000 - \$250,000
1C	Total campaign \$250,000 - \$500,000
1D	Total campaign over \$500,000
Category	Print ads
2A	Single ad, any size
2B	Ad Series, any size
Category	Radio commercials
3A	Single, 30 or 60 seconds
3B	Series, 30 or 60 seconds
Category	Television commercials
4A	Single, 30 or 60 seconds
Category	Out of home <i>These products are intended for a public audience. Examples include billboards, murals, public sculpture, transit interior and exterior, shelters, resto-bar, airport terminals, wrapped buildings, cars, decorations, neon signs, awnings and street furniture.</i>
5A	Billboard, single
5B	Billboards, series
5C	Other outdoor (custom signage, bin wraps, vehicle wraps, and other non-traditional outdoor)

Category

Electronic/Online media

This category focuses on computer/web-based projects that use electronic production or delivery mechanisms to provide audiences with information such as electronic newsletters, other electronic publications, internet (www) sites, intranet (internal web) sites, wikis, podcasts, interactive communication programs and presentations.

- 6A Web design - Corporate
- 6B Web design - Microsite, promotional
- 6C Video targeted to external audiences
- 6D Online advertising (e-mail or banner ads)
- 6E Electronic newsletters
- 6F Online magazine or publications
- 6G Social media
- 6H Mobile Apps
- 6I Online video advertising (YouTube Pre-roll) - **NEW**

Category

Merchandising aids, promotional or specialty advertising

- 7A Point of purchase material (posters, banners, mobiles, packaging)
- 7B Exhibits or displays (tradeshow booths, mobile displays and exhibits)
- 7C Promotional items (calendars, hats, give-aways)
- 7D Contests

Category

Product sales

Materials developed for the primary purpose of promoting sales of a specific product or service.

- 8A Single piece literature
- 8B Series literature
- 8C Digital presentation
- 8D Direct marketing or direct response advertising specific to product or service
- 8E Electronic or interactive media (media that engages the audience and solicits user interaction)

Category 9

Consumer-focused campaigns for agri-business or agricultural association

Campaigns that promote value-added agriculture products marketed to the end consumer such as processed food (cookies, specialty meats, ice cream, pasta), ethanol and other products that are ready for market. Does not include farm input products. Campaigns must use a minimum of two tactics (radio, TV, print, direct marketing, POP, online/electronic media, dealer support materials, special events, premiums, displays, public relations or communication elements). Demonstrate research in campaign development.

Category 10 Advertising or communication materials produced in Canada for foreign markets

Category French language marketing

11A Print ads, French

11B Online media (web, mobile, social), French

11C Specialty promotion, sales support materials, literature, corporate literature, French

11D Electronic media (radio, TV, DVD), French

Category 12 Experiential marketing, non-traditional guerilla tactics, street teams, sampling

Category 13 Special events

Includes tradeshow, customer appreciation initiatives, large fundraisers, official openings, road shows, product launches, town hall or annual meetings, stakeholder consultations or other events that mark a significant occasion or supports the goals of an organization.

Category 14 Media relations

Campaign or ongoing program targeted to the news media.

Category 15 Crisis communication, issues management, government relations

Programs targeted to internal or external audiences that address issues, trends or attitudes that have a significant impact on an organization such as government relations, labour relations, mergers, acquisitions, public policy, the environment or emergency preparedness.

Category 16 Internal communication

Communication initiatives targeted to internal audiences or audience segments that may create awareness, influence opinion or behavioural change including brand ambassador programs, change management initiatives, benefits and compensation, ethics, morale, internal culture or education.



Category 17

Community relations

Programs targeted to community audiences that support a worthy cause, influence awareness, opinion, create partnerships or raise funds. Campaign or tactical elements may include television, radio, all print mediums, all online mediums, and all electronic and multi-media mediums.

Category

Print publications

This includes external or internal publications in all formats except electronic such as one to four-colour magazines, newspapers, magapapers, tabloids, newsletters, annual reports and special purpose publications.

- 18A
- 18B
- 18C

Magazines and newspapers – internal or external
Annual reports
Special publications

Category 19

Writing

Includes original material written for a particular project including personality profiles, recurring features or columns, other features, editorials and advertorials or original writing of news articles, marketing or interpretive articles, speeches, scripts, news releases, sales promotion and marketing, writing for online distribution, technical writing and blogs.

Category 20

Logo/Wordmark (product, brand, service, business, association)