



2017 BIG APPLE AWARDS

Celebrating Excellence in Communications



AWARD CATEGORIES AND DESCRIPTIONS

CAMPAIGN AWARD CATEGORIES

1. Community Relations

Programs that improve or maintain an organization's relationship or image within the community (specific geographic location) in which it operates.

- a. Business Products and Services
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

2. Reputation and Brand Management

Programs that introduce, promote, or enhance the image, profile and reputation of an organization to its key constituents, either proactively or in response to an issue, event or market occurrence.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

3. Brand Engagement **[NEW]**

Programs that effectively and consistently communicate a brand's message while engaging audiences across multiple media channels.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

4. Events and Observances (One to Seven Days)

A stunt, event or series of events (e.g., opening, celebration, etc.) that draws attention to a product, service, organization or commemorative occasion of seven days or less.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

5. Events and Observances (More Than Seven Days)

An event or series of events (e.g., festivals, year-long anniversary, etc.) that draws attention to a product, service, organization or commemorative occasion of more than seven days.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

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6. Public Service

Programs that foster public understanding or promote a call to action regarding a societal issue or cause.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

7. Public Affairs

Programs that create public awareness of a specific issue or political candidate or that are designed to affect legislation, government regulations, or political action at the local, state or federal government level. (If federal, the candidate or issue must originate from the New York metro-area).

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

8. Marketing Consumer Products

Programs that publicize and promote new or existing products to a consumer audience.

- a. Healthcare
- b. Technology
- c. Beauty **[NEW]**
- d. Fashion **[NEW]**
- e. Food, Beverage and Hospitality
- f. Packaged Goods
- g. Non-Packaged Goods
- h. Other
- i. Campaigns with budgets of \$150,000 or less

9. Marketing Consumer Services

Programs that publicize and promote new or existing services to a consumer audience.

- a. Healthcare
- b. Technology
- c. Finance
- d. Travel and Tourism
- e. Restaurant/Bar and Retail **[NEW]**
- f. Real Estate **[NEW]**
- g. Sports
- h. Arts, Culture and Media **[NEW]**
- i. Other
- j. Campaigns with budgets of \$150,000 or less

10. Marketing Business-to-Business

Programs that publicize and promote new or existing products or services to a business audience.

- a. Professional and Financial Services
- b. Products
- c. Other
- d. Campaigns with budgets of \$150,000 or less

11. Targeted Marketing to Women

Programs that publicize and promote new or existing products or services specifically directed to women.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

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12. Targeted Marketing to Men

Programs that publicize and promote new or existing products or services specifically directed to men.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

13. Targeted Marketing to Youth

Programs that publicize and promote new or existing products or services specifically directed to youth.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

14. Marketing Targeted Specifically to Animal Care

Programs about animals (e.g., solved a problem, changed opinions, or created business opportunities) or programs that promoted new or existing products and services for animals and their owners.

- a. Campaigns with Budgets over \$150,000
- b. Campaigns with budgets of \$150,000 or less

15. Global Communications

Programs for implementation in more than one country that were planned, coordinated, and at least partially implemented by professionals in the New York metropolitan area.

- a. Campaigns with Budgets over \$150,000
- b. Campaigns with budgets of \$150,000 or less

16. Crisis Communications*

Programs that deal specifically with internal or external situations that required an immediate response (includes proactive and reactive programs designed to protect and defend an individual or organization facing a public challenge to its reputation as well as programs for crisis, disaster or emergency preparedness, response and management).

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

17. Issues Management*

Programs that deal with issues that could extraordinarily affect ongoing business strategy consistent with an organization's mission, values, vision and best practices.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

18. Internal Communications

Programs that enhance an organization's relationship with its employees and publics directly allied with the organization, such as members, affiliated dealers and franchisees.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

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19. Investor Relations

Programs that effectively communicate an organization's financial story and maintain relations with its shareholders, industry analysts, investment community and local business community.

- a. Campaigns with Budgets over \$150,000
- b. Campaigns with budgets of \$150,000 or less

20. Multicultural Public Relations

Programs that are specifically designed to consider multiple diversities and recognize the perceptions, attitudes and behaviors of an organization's cultural publics.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

21. Corporate Social Responsibility

Programs of a philanthropic nature that benefit charitable causes, the environment, consumers, communities, stakeholders and other members of the public sphere.

- a. Campaigns with Budgets over \$150,000
- b. Campaigns with budgets of \$150,000 or less

22. Integrated Communications

Programs that blend various promotional strategies, tactics and tools to effectively and consistently communicate an organization's brand, products and/or services to key audiences.

- a. Consumer Products
- b. Consumer Services
- c. Business-to-Business
- d. Government, Associations and Non-Profit Organizations
- e. Campaigns with budgets of \$150,000 or less

23. Content Marketing [NEW]

Programs that effectively leverage articles, videos, infographics, and other types of relevant and valuable narrative content to introduce and/or promote a brand or organization.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

24. Digital Media [REVISED TITLE]

Programs that utilize any form of digital media (social media, mobile, apps, or other technology) as the sole or primary source of outreach to generate awareness or influence behavior.

- a. Consumer Products and Services
- b. Business-to-Business
- c. Government, Associations and Non-Profit Organizations
- d. Campaigns with budgets of \$150,000 or less

25. Diversity and Inclusion in the Workplace [NEW]

Programs designed to advance diversity and inclusion in the workplace and yield measurable results.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

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SPOTLIGHT AWARD CATEGORIES

Spotlight Awards showcase specific, stand-alone projects or deliverables that may have been – but are not required to be – an aspect of a larger Campaign Award entry. Spotlight Award entries will be judged according to the same four pillars as the Campaign Award submissions (e.g., research, planning, execution and results). Consideration as part of a larger Campaign Award shall have no influence on the judging of independent entries in the Spotlight Award categories shown below.

26. Annual Reports

Creative print and/or digital representation of Annual Reports for businesses, foundations, academic institutions, organizations or other agencies; Sustainability Reports; Corporate Social Responsibility (CSR) Reports; and other documents designed to showcase organizational excellence to key audiences and the public at large.

27. Blogs [NEW]

Original, insightful and inspiring content published via a blog (or vlog) for the purpose of establishing authority and enhancing reputation in an industry.

28. Podcasts [NEW]

Audio or video delivered as part of a syndicated series that can be downloaded or streamed online. Listeners or viewers must be able to subscribe to updates that are either delivered automatically or are made available to the subscriber in some aggregated format.

29. Video [REVISED]

Creative content and/or innovative use of broadcast, streaming or other video content including B-Roll, Internal Video, Public Service Announcement, Satellite Media Tour, Mobile, Shared or Social Media, Vlog, Viral Videos, etc.

30. Brand Engagement [NEW]

An activity or program that effectively and consistently communicates the brand's message, engages the audience across media channels, and forms an attachment between the audience and the brand.

31. Experiential Marketing [NEW]

Programs by a brand, agency or publisher to connect with consumers and encourage brand or organizational loyalty through indoor or outdoor experiences or via social engagement such as Facebook Live or Twitter Live.

32. Media Relations [NEW]

Innovative, engaging or other successful techniques that captured the attention of influencers and media (consumer, trade, or business) and connected them with your brand or client.

33. Diversity and Inclusion [NEW]

Demonstrates diversity and inclusion through work on either an internal or external communications campaign.

34. Influencers [NEW]

Creative, appropriate and effective identification, engagement and use of an ambassador, celebrity or other influencer to introduce, enhance or promote an organization or brand message to key audiences.

35. Infographics

Creative graphical representation of information that might be more difficult to comprehend in another medium.

36. Websites

New or newly designed website that demonstrates exceptional content, design, navigation and presentation.

37. The Next Big Tech Thing: Innovative Technological Approaches to Execution [REVISED]

Creative use of an emerging technology, device, or mobile app in support of a communications program.

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