

# CREATIVE EXCELLENCE AWARDS

## Print Advertising Newspaper

A1	In-Column Ad	Best in-column newspaper ad
A2	B&W Single Ad	Best black and white single newspaper ad
A3	B&W Campaign	Best series of black and white print ads in newspaper
A4	Color Single Ad	Best print advertising, single ad, color, in newspaper
A5	Color Campaign	Best series of color newspaper ads.

## Print Advertising Magazine & Trade Publications

B1	In-Column Ad	An in-column ad in a magazine or trade publication
B2	B&W Single Ad	Black and white single ad in a magazine or trade publication.
B3	B&W Campaign	Series of ads in black and white in a magazine or trade publication
B4	Color Single Ad	Single color ad in a magazine or trade publication
B5	Color Campaign	Series of color ads in a magazine or trade publication

## Print Promotions and Collateral

C1	Single Brochure	Single brochure as a print promotion
C2	Collateral Package	A coordinated collateral package of at least 3 pieces
C3	Direct Mail/Postcards	A direct mail/postcard promotion
C4	Other	Other promotional material and collateral, posters, flyers, table top materials, referral cards

## Non-Print Promotions

D1	Radio	Radio ads
D2	Television	Television ads
D3	Video or Film	Video or film promotional pieces
D4	CD-ROM/DVD	CD-ROM or DVD promotional pieces
D5	Out-of-Home	Outdoor billboards, airport or transit displays, etc
D6	Electronic Display	Digital billboards, kiosks, POP electronics, projection devices
D7	Booths	Job fair, career fair, trade show
D8	Giveaways	Gadgets, gimmicks, t-shirts, etc.
D9	Movie Slides	Also called cinema slides
D10	Other	Other Live Media promotions & collateral

## Online Media

E1	Tile or Banner	Online tiles and banners
E2	Corporate Employment Website	Company website or career site
E3	Microsite	Event or position microsite (no more than 5 pages)
E4	Electronic Direct Mail (E-card)	Best electronic direct media (e-cards)
E5	Mobile Marketing	Recruitment mobile marketing campaigns
E6	Mobile Marketing (Media)	Recruitment mobile marketing campaigns created and issued by the media (Newspapers, TV Stations, Radio Stations, etc.)
E7	Other	Any other online media not covered by the above categories

## Best Campaign for a General Audience

F1	Best Multimedia Campaign	Best Campaign - General Audience, using multiple media
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## College Communications

G1	Newspaper Ad	Any B/W or color newspaper ad designed specifically for college audience
G2	Magazine/Trade Publication Ad	Ad placed in magazine/trade publication designed specifically for college audience
G3	Brochure	Brochure designed specifically for college audience
G4	Collateral Package	Package of 3 or more coordinated pieces, designed specifically for the college audience
G5	Direct Mail	Postcard or other direct mailer, designed specifically for the college audience
G6	Posters/Printed Materials	College posters, flyers, designed specifically for the college audience
G7	CD-ROM/DVD	College multimedia (CD-ROMs, DVDs) designed specifically for the college audience

G8 Career Fair Booth	Design for career fair booth designed specifically for college audiences
G9 Giveaways	College giveaways such as gadgets, gimmicks, T-shirts, etc.
G10 Tile or Banner	College internet tile or banner designed specifically for college audience
G11 Website	Website designed especially for the college audience
G12 Other Recruitment Program	Any other recruitment program designed to attract college students
G13 Best Multimedia Campaign	This award is given for the Best Multimedia Campaign for College Communications, designed specifically for the college audience.

### Employee/Internal Communications

H1 Employee Referral Program (Single Medium)	Best employee referral program using a single medium
H2 Employee Referral Program (Multiple Media)	Best employee referral program using multiple media
H3 Employee Retention Program	Best program promoting employee retention
H4 Employee Motivation or Mentoring Program	Best program promoting employee motivation; best mentoring program
H5 Best Multimedia Campaign	Best multimedia campaign for employee/internal communications

### Special Award

I1 Recruitment Advertising Effectiveness – M.O.R.E.	Recruitment Advertising Effectiveness – M.O.R.E. Award
I2 Best Research Project	An advertising strategy developed from the use of research such as focus groups, market studies, etc... Samples of the research results must be included and a description of the objective; the research developed; the results of the research; the marketing strategy developed as a result of the research.

### Global Communications (Non-North American Agencies)

J1 Print Publication Ad	Best print ad published
J2 Print Promotion or Collateral	Best print promotion or collateral
J3 Non-Print Promotion or Collateral	Best non-print promotion or collateral
J4 Radio	Best radio ad
J5 Television	Best television ad
J6 Event Marketing Strategy	Best marketing strategy for recruitment event
J7 Online Media	Best online media
J8 Mobile Marketing Strategy	Best mobile marketing strategy
J9 Other	Any other recruitment program used by global agencies
J10 Best Multimedia Campaign	Best multimedia campaign

### Media/Publishing

K1 Special Section	Special Section
K2 Direct Mail	Best direct mail campaign by a media/publishing company
K3 Banner Pages	Best banner pages by a media/publishing company
K4 Job Fair/Event Marketing	Best marketing of a job fair or event by a media/publishing company
K5 Online Advertising Product/Service	Best online advertising product/service by a company
K6 Recruitment Website or Job Board	Best recruitment website or job board by a media company
K7 Media Plan	A sample of a media plan developed for a specific advertiser. Must include the goal of the advertiser; the strategy behind the plan; result of the plan.
K8 Research	Research used to help a specific advertiser achieve a goal. Must include the goal; the research developed, the strategy developed as a result of the research.

### Temporary Employment

L1 Print Ad	Any print recruitment advertisement identified as a Temporary Employment Agency
L2 Radio Ad	Any radio recruitment advertisement identified as a Temporary Employment Agency
L3 Television Ad	Any Television recruitment advertisement identified as a Temporary Employment Agency
L4 Online Ad	Any Online recruitment advertisement identified as a Temporary Employment Agency
L5 Other	Any advertisement for recruitment advertising placed by a Temporary Employment Agency in non traditional media such as direct mail, outdoor etc...

L6 Best Multimedia Campaign An advertising campaign used for recruitment advertisement identified as a Temporary Employment Agency where a variety of media is used.

## Diversity

M1 Print Advertising Newspaper	Newspaper print advertising dealing with diversity
M2 Print Advertising Magazine & Trade Publications	Magazine print advertising dealing with diversity
M3 Print Promotions and Collateral	Brochures, collateral packages, direct mail and other promotional pieces dealing with diversity
M4 Non-Print Promotions	Non-print collateral, promotions, including radio, television, video, CD's, DVD's, electronic displays, booths, giveaways, etc. dealing with diversity
M5 Online	Online media promotions including tiles and banners, corporate employment websites, E-cards and other online media dealing with diversity
M6 College Communications	Ads, websites, giveaways, brochures,etc - all designed specifically for the college audience dealing with diversity
M7 Employee/Internal Communications	Motivation, referral, retention campaigns and programs designed for employees dealing with diversity
M8 Media/Publishing	Direct mail, banners, special sections job fairs, recruitment websites or job boards done by companies dealing with diversity
M9 Temporary Employment	Print, radio, television, or online temporary ads dealing with diversity
M10 Best Campaign for Diversity Recruitment	Best campaign for Diversity Recruitment

## Self Promotion

Any company, advertising agency, temporary employment agency or media can enter the self promotion category. This category is reserved for those companies entering an advertisement or campaign for the promotion of their own organization. A company advertising in this category should be promoting their company as a great place to work and not necessarily promoting specific job openings.

N1 Print Ad	Best print ad published
N2 Radio Ad	Best radio ad
N3 Television Ad	Best television ad
N4 Online Ad	Best online ad
N5 Giveaway	Gadgets, gimmicks, t-shirts, etc.
N6 Other (Outdoor, Direct Mail, etc.)	Any other self promotion not covered by the above categories
N7 Multimedia Campaign	A variety of media must be used when entering this category