

AUTOMOTIVE COMMUNICATION AWARDS CATEGORIES

CATEGORY		DESCRIPTION
BUSINESS-TO-CONSUMER		
B1	Television commercial(s)	Include link to view commercial, along with brief description of the campaign and any analytics/results.
B2	Print ad - Best use of graphic	Include a brief description and any analytics/results along with a copy of the ad.
B3	Print Ad - Best use of copy	Include a brief description and any analytics/results along with a copy of the ad.
B4	Digital Display ad - Best use of graphic	Include a brief description and any analytics/results along with a copy of the ad.
B5	Digital Display ad - Best use of copy	Include a brief description and any analytics/results along with a copy of the ad.
B6	Direct mail piece, brochures, booklets, handouts	Include a brief description and any analytics/results along with a copy of the piece.
B7	Article/ Blog/ Content piece	Include where the content piece was published and any analytics/results.
B8	Video	Demo video, training, educational. Include link to video along with brief description of campaign along with any analytics results.
B9	Special promotions	Promotional events, marketing materials.
B10	Consumer/community event	
B11	Posters and signage	Bill board, posters in the community or posters in the shop
B12	Website	Include website before/after. Analytics showing success of new website.
B13	Website (Specifically for Independent Repair Shops)	Include website before/after photos. Analytics showing success of new website.
B14	Social media campaign	Please include screenshots of the effort along with a campaign description and analytics. Could be company's social media page(s), or a campaign with social media influencers.
B15	Social media campaign (Specifically for Independent Repair Shops)	Please include screenshots of the effort along with a campaign description and analytics.
B16	App for a mobile device	Please include screenshots of the effort along with a campaign description and analytics.
B17	Media outreach to non-English speaking audiences	
B18	Radio or podcast	
B19	Media Outreach to Female Audience	
B20	Co-op Advertising (Repair shop partnered with manufacturer/distributor to market)	
B21	Best 360 degree marketing Campaign	
B22	Merchandising - Point of purchase, displays, on/off shelf merchandising"	
BUSINESS-TO-BUSINESS		
BB1	Ad campaign to distribution/retail audience	
BB2	Ad campaign to technician/repair audience	
BB3	Ad - best use of graphic (to either distribution/retail or technician/repair audience)	
BB4	Ad - best use of copy (to either distribution/retail or technician/repair audience)	
BB5	Training materials	
BB6	Article/blog/content piece - Technical	Technical to include HD, mechanical and collision.
BB7	Article/blog/content piece - general market/special interest	
BB8	Newsletter	Include screenshot or link to newsletter along with the purpose and audience for the newsletter.
BB9	Logo design/usage	
BB10	Website	Include website before/after. Analytics showing success of new website.
BB11	Promotional goods, gear, marketing collateral	
BB12	Special promotion and/or promotional event	
BB13	Packaging	
BB14	Social media campaign	
BB15	Tradeshaw booth	
BB16	App for a mobile device	
BB17	Use of Video - technical	
BB18	Use of video general market/special interest	
BB20	Best 360 degree marketing campaign	Print, digital, social, content, promotions, full marketing campaign. Include the ad materials/screenshots, etc. Brief description of the campaign and analytics.