

NEWYORKFESTIVALS®

GLOBAL AWARDS

WORLD'S BEST HEALTHCARE AND WELLNESS ADVERTISING



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**RULES & REGULATIONS
AND CATEGORIES**

NEWYORKFESTIVALS
GLOBAL AWARDS®

ABOUT

Welcome! Your passport to the 25th Annual Global Awards Competition has arrived. **COMPETE WITH THE WORLD, FOR THE WORLD** in the most coveted health & wellness and pharma advertising awards.

The 2019 Global Awards will feature two main sections, Health & Wellness and Pharma (Rx). Within each section, there will be group disciplines and categories. The categories are consistent throughout each group discipline. In addition, we've added a student section this year for our industry's burgeoning talent.

DISCIPLINE GROUPS BY SECTION

Discipline Groups are the guideposts that bring context to our categories. Each discipline group has the same categories within. Refer to page 13 for the start of the category listing.

HEALTH & WELLNESS

- Animal Health
- Devices, Diagnostics, Products & Services
- Health Awareness & Advocacy
- Health Services & Corporate Communications
- Lifestyle & Personal Technology
- Over-the-Counter (OTC) Medicine, Nutraceuticals, and Applications

PHARMA (RX)

- Devices & Diagnostics
- Products & Services Direct-to-Consumer
- Products & Services Direct-to-Professional
- Health & Disease Awareness and Advocacy
- Veterinary
- Healthcare Professional Engagement
- Patient Engagement

STUDENTS

- Audio
- Design
- Digital/Mobile
- Direct
- Activations/Events/Live Experiences
- Film
- Innovation
- Integrated Campaigns
- Out of Home
- Print
- Social Media

If, at any time, you would like assistance or have any questions, concerns or suggestions, please contact our Processing Department at processing@theglobalawards.com or telephone us at **+1 212.643.4800** and ask for Processing.

CALL FOR ENTRIES AND FINAL DEADLINE

The Global Awards begins accepting entries on April 22nd, 2019 and the final deadline for entries is September 10th, 2019. See Entry Periods below.

Please contact us by phone **+1 212.643.4800**

Email us at processing@theglobalawards.com with any deadline related questions.

ENTRY FEES & PERIODS

OUR TIERED-PRICING BY ENTRY PERIOD

THROUGH JUNE 29TH

Single Entry: \$425 USD

Campaign* Single Media: \$695 USD

Campaign* (Integrated) Mixed Media: \$795 USD

JUNE 30TH - AUGUST 10TH

Single Entry: \$465 USD

Campaign* Single Media: \$735 USD

Campaign* (Integrated) Mixed Media: \$835 USD

AUGUST 11TH - SEPTEMBER 10TH

Single Entry: \$490 USD

Campaign* Single Media: \$760 USD

Campaign* (Integrated) Mixed Media: \$860 USD

***Student Entry for all entry periods: \$150 USD**

NOTE

All entry fees must be paid in full before entries will be processed.

PAYMENT INSTRUCTIONS

A separate fee is applicable for each category selection. Preferred payment is by Bank Transfer or by Visa, MasterCard or American Express credit cards. There is a Visa/MasterCard 3% fee of total order and American Express is 3.2% fee of total order.

When paying by Bank Transfer, all bank transfer fees must be prepaid by you, and you must include your Order Invoice # (received at Check Out) on your bank transfer instructions so we can match your payments to your order.

Bank Transfer information will be available on the bottom of your Order Invoice received at Check Out. A \$35 intermediary bank charge will be added to invoices utilizing the wire transfer option.

LATE ENTRY FEE

Any entry submitted after the official Final Deadline date (September 10th) will be subject to a 15% Late Entry Processing Fee.

REFUND POLICY

Refunds of Entry Fees will only be granted if a request is made within 14 days of submitting. After 14 days, no refunds will be granted but will be removed from the judging process.

ELIGIBILITY

Entries must have been produced between September 10th, 2017 through September 10, 2019 (within a two-year time frame) to be eligible for submission. All entries must relate to healthcare or medical marketing and may be targeted to professional, trade or consumer audiences. Entries may be submitted by advertising agencies, healthcare corporations, hospitals, production companies, design studios, printers or any other individual or company producing marketing, advertising, or educational work for the healthcare and/or medical industry.

Entries submitted in previous competition years will not be accepted and refunds will NOT be made.

SCAM ADS

New York Festivals hosted the first advertising competitions to ban "Scam Ads" – ads that were never published, or were published without the full knowledge and consent of the advertiser. Our SCAMGUARD system, the oldest and strongest policy in the industry, encourages jury members to anonymously flag suspicious ads and include comments in support of their suspicions. Every flagged entry is investigated; should the evidence prove the ad to be a scam, the entry will be disqualified and the people listed in the credits of the entering company will be barred from entering our competitions.

"OTHER" CATEGORY

The "Other" category is provided to the entrant for any entries that do not fit into any of the existing categories. Upon review, New York Festivals' Global Awards will submit the entry into the most appropriate category.

NOTE

New York Festivals' Global Awards gives the Executive Jury the right to move an entry to a different section, discipline group, or category should they determine the work does not belong or is more appropriate elsewhere. By moving the entry to another category, the Executive Jury will ensure that it will receive an award equal to, or higher than the one it was originally scheduled to receive. Entries can be submitted into as many competitions and categories as one wishes, but the entrant must pay a separate fee for each entry.

EXHIBITION AND COPYRIGHT

All copies of entries submitted become the property of International Awards Group, LLC, and its affiliated awards companies, AME Awards®, The Global Awards®, Midas Awards® and the New York Festivals®, (hereafter collectively referred to as IAG), for supplemental presentations to educational institutions, trade groups, advertising professionals and the public generally and will not be returned.

Entrant specifically grants worldwide, royalty-free permission to IAG to play or show the entries at award presentations, at IAG's sponsored screenings around the world or in any other public or private presentation with or without charge whenever and as often as IAG and its representatives see fit without any compensation to Entrant. Entrant authorizes IAG the use for such purpose of any trademarks, animated characters, animals, and merchandised items included in the entries. IAG may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant or Entrants clients, non-exclusively throughout the world, for use in telecasts, broadcasts, videotapes, Internet, DVDs, exhibits, annuals and any other publications including without limitation, television, radio or Internet presentations featuring the IAG winners.

Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold IAG, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of its entries or any third party claims against IAG, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting entry or entries certifies that he or she has full authority to approve the rights granted herein.

If you wish to not have your winning work shown publicly, please contact **Fran Pollaro at 1.212.643.4800** or email **processing@theglobalawards.com**

AWARDS

This year, the Global Awards Executive Jury will meet after our Grand Jury and Live Juries around the globe determine a Shortlist. Being Shortlisted is no longer a guaranteed Finalist designation. In mid October, after the Grand Juries have determined a Shortlist, our Executive Jury will be responsible for awarding Gold, Silver, Bronze, as well as Finalist designations. Global Awards Winners will receive a Global Award. And Finalists will receive a certificate for each shortlisted entry. Good luck!

Press releases will be sent to international wire services and to the trades. All winners will be published on our website and showcased through our social channels.

SPECIAL AWARDS

INDUSTRY AWARDS

Global Awards Network of the Year will be awarded to an advertising agency network that earns the highest score for entries in all mediums across all competitions. For consideration to be part of a Network, the company concerned must be wholly, or majority owned by a network, or associated with a network group through naming and/or branding.

Global Awards Agency of the Year will be awarded to an advertising agency that earns the highest score for entries in all mediums across all competitions

GRAND AWARDS

Once in awhile, an idea comes along that stands far above the rest. Determined by the Executive Jury from top-scoring winners, the Grand Award(s) will be awarded to the entry or entries that possess creativity, innovation, and exceptionally effective communication deserving of this special recognition.

REGIONAL AWARDS

We are the **Global** Awards, so this year we'll be awarding five **Global** regional winners as well: North America, Latin America, Europe, Asia Pacific, and Middle East & Africa.

GLOBAL GOOD AWARD

Our Executive Jury will be awarding a very special entry submitted on behalf of NGOs or Non-Profits with our Global Good designation. Awarding the Global Good is at the discretion of the Executive Jury and will have to be a Global Gold winning award, a highly effective entry or campaign.

CATEGORIES

Categories are grouped into two main sections of Healthcare Advertising and Communication: Health & Wellness and Pharma (Rx). You may enter the same ad or campaign in more than one category - as many as you like actually; however, each entry will be charged an additional entry fee.

NOTE

While you're permitted to enter into multiple categories, if an entry is entered into a Health & Wellness category, it cannot be entered into a Pharma section, and vice versa. One entry can not be in both the Pharma section and Health & Wellness section. If a given entry is entered into both Health & Wellness and Pharma, no refund will be offered, but our processing team will do their best to find another appropriate place for the entry.

Some Discipline Groups offer an "Other" option - if you are unsure of which category to enter, choose "Other" and include a brief explanation. The Global Awards Processing Team will be happy help place it in the appropriate category.

Entries will be evaluated and judged for their intrinsic merits - without comparison to other entries in the same category. Each entry is in competition with itself, and is measured by our international award-winning jury using an industry-accepted standard of excellence. The number of entries in a category has no bearing on how each entry is scored by the jury.

Please explore Descriptions and Definitions for more information on Categories.

CAMPAIGNS

Single medium campaign entries may include up to three pieces (e.g. 3 print ads, or 3 online ads, or 3 radio spots). Single medium campaigns which include collateral/physical items (e.g. brochures, direct mail and calendars) must be mailed as hard (physical) copies.

Integrated (mixed media) campaigns may include no more than a total of six pieces (e.g. 2 print ads, 1 website, 1 outdoor ad, and 2 TV spots.) Only one entry form is required per campaign, but all pieces must be clearly labeled.

RECOMMENDATION

At our judges' request, all integrated campaigns should be submitted as a digital presentation incorporating the campaign brief and goals, various creative elements, and any direct results attributable to the success of the campaign. This presentation may be a PDF or case video summary (.mov). Case videos must not be longer than 2 minutes.

Integrated campaigns which include physical items (e.g. brochures, direct mail, calendars, etc.) in addition to digital components can be mailed as hard copies, on CD and DVD.

ENTRIES IN LANGUAGES OTHER THAN ENGLISH (TRANSLATION)

If your entry is not in English, you **MUST** provide a translation in the space provided on the online entry forms. The translation must include major headlines and titles. Offline translations and synopses may be emailed to our processing team at: processing@theglobalawards.com

No offline paper printouts of your translation or synopsis will be accepted. We recommend that you subtitle all video entries in English.

SYNOPSIS STATEMENT *(STRONGLY RECOMMENDED)*

While healthcare is a global issue, governments, local laws, and regulatory bodies play important roles in effective healthcare communication. In addition, culture, languages, and other traditions are equally as important when it comes to context of a particular entry or campaign.

To ensure that each Global entry is evaluated properly, the judges request all entrants provide a short summary of the framework in which the entry was prepared and published. This summary should cover key variables such as the audience, concept, marketing objectives and particular execution, and healthcare environment - and can include explanations of cultural nuances, word plays, graphic references, etc. It must not exceed 500 words in length and should be entered in the space provided on the online entry forms. With the exception of self-promo entries or campaigns, please don't include your company name or any companies that took part in the entry.

NOTE

Information provided in the synopsis will be confidential and used for judging purposes only.

CREDITS

When submitting your credits, be aware that if your entry becomes a winner, only the name of the entering company, name of the brand/client, and title of the entry will appear on the trophy. There is a limit of 40 characters, including spacing, per each credit line for entering company, brand/client, and title of entry. Certificates additionally list ten names with corresponding job titles. There is a limit of 60 characters, including spacing, per each name and job title credit line. Additional names with job titles can be listed in the showcase section of our website. You may use any title you wish for the people involved in the creation of the work.

You must enter at least one additional talent credit and title in order to continue with the entry process. We suggest that you enter all of your credits as you'd like them before proceeding to checkout

ONLINE ENTRY FORMS

An individual form must be filled out for each entry or campaign. A printable record of the total for all your entries will be automatically generated at checkout and emailed to the entrant. This record will include an invoice for the total amount.

If you have any issues with checkout, processing@theglobalawards.com would be happy to assist.

Contact: processing@theglobalawards.com.

SHIPPING INSTRUCTIONS

An email invoice will be sent to you immediately after checkout. Please print and enclose a copy of this record in the shipping carton along with your entries.

Make sure that each of your entries is clearly marked with the entering company, entry title, and category. If sending digital files on CD/DVD please name each file with its corresponding entry title and category.

NOTE

All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance. Send labeled materials, along with the computer-generated invoice and any fees due to:

The Global Awards® c/o New York Festivals

260 West 39th Street, 3rd Floor

New York, NY 10018, USA

Tel 212.643.4800

Fax 212.643.0170

TEXT FORMATTING

All entries must use the following standards for text formatting. These standards allow us to better judge and showcase your work:

TITLE OF ENTRY AND BRAND NAME FORMAT

Proper Case (all first letters capitalized) must be used in the title and brand name, where appropriate. Campaigns must be named with a single campaign title or with individual ad titles separated by slashes.

SINGLE ENTRY FORMAT

Title of Entry

CAMPAIGN FORMAT

Title One / Title Two / Title Three or Campaign Title

Include text in Sentence Case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

TRANSLATION / SYNOPSIS FORMAT

Include text in Sentence Case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

EXAMPLE

This entry was created to support the release of a new product. It was released worldwide.

CREDITS FORMAT

Talent names and job titles must be in Proper Case (all first letters capitalized). Do not use all capital or all lowercase letters and please do not abbreviate job titles unless necessary.

TECHNICAL REQUIREMENTS

PHYSICAL/HARD COPIES

Direct mail, catalogues, brochures, detail sales aids, annual reports, calendars, novelty promotional items such as key-chains, cups, medical models, T-shirts, etc. must be sent via courier or post. Each entry must be in a separate envelope. One copy of your invoice/entry form must be included in with the shipment.

IMPORTANT

While it is better for the judges to evaluate these types of entries in a hard copy format, we also require that a digital (PDF or JPG) version of the entry accompany the hard copy. Please email us at globalprocessing@theglobalawards.com for instructions.

PRINT (PRODUCT/SERVICE, CRAFT) ENTRIES

All print entries submitted in digital (JPG) format must be accompanied by a Tear Sheet or Proof mounted on an illustrated foam core board with the following dimensions: 42 cm by 60 cm (A2 size - 16.5 in by 23 in)

ACCEPTED DIGITAL FILE FORMATS

AUDIO

Standard MP3 format (MPEG-2 Audio Layer III), Stereo or Mono, 44.1 kHz 16 bit sampling, minimum sampling rate 128 kbps.

IMAGES

JPEG file format, maximum quality, 300 dpi resolution in RGB color, 2000x3400 pixels (portrait or landscape).

NOTE

.JPEGs in CMYK format will NOT be accepted.

PDF

Please use PDF version 1.5 or higher (generated by Adobe Acrobat Version 6 or higher.)

VIDEO

All uploaded videos must use H.264 compression and have a QuickTime (.mov) wrapper. The audio must be encoded in Stereo using the MPEG 4/AAC compressor with 48 kHz 16 bit sampling.

For SD files use the H.264 at Main Level compression profile with Auto Key Frames. Acceptable frame rates: 25 fps (PAL); 29.97 fps

(NTSC). Acceptable frame sizes: 720x576 for PAL; 720x486 for NTSC (both with rectangular pixels per ITU-R Recommendation BT.601). Ten bit video sources are preferred.

For HD files use the H.264 at High Level compression profile with Auto Key Frames.

Acceptable frame rates:

23.98p

24p

25p/50i

29.97p/59.94i

59.94p

Acceptable frame sizes

1920x1080

1280x720.

NOTE

Please maintain the original frame rate and frame size of your source material. Judges have also commented that Time Code or watermarks are distracting, so we ask that you submit the on-air/ final version of your entry.

ENTRY UPLOAD PROCESS

All files smaller than two gigabytes should be uploaded directly to the "Your Awards Company" file server by following the instructions provided in the online entry process. If your files are larger than 2 gigabytes please contact us at processing@theglobalawards.com and we will provide you with an upload link.

HEALTH & WELLNESS

Celebrates creativity that fosters the physical, mental, and social wellbeing of individuals, as well as animals. Entries should educate the health consumer about cultivating wellness, as well as combating disease and infirmity. This section informs health awareness, promotes self-diagnosis to open a conversation between patients and practitioners, and encourages proactive care that leads to a more fulfilling life. Discipline Groups: Animal Health • Devices, Diagnostics, Products & Services • Health Awareness & Advocacy • Health Services & Corporate Communications • Lifestyle & Personal Technology • Over-the-Counter (OTC) Medicine, Nutraceuticals, and Applications.

ANIMAL HEALTH

Focused on animal well-being. Pets and other animal health products and services brought to the attention of consumers that show a true health benefit. Includes veterinary clinics, animal charities and fundraising for facilities, etc.

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| HWA-AU1 | AUDIO: Radio |
| HWA-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| HWA-AU3 | AUDIO: Other |
| HWA-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| HWA-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| HWA-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| HWA-BP1 | BRAND PARTNERSHIPS & COLLABORATION |
| HWA-DC1 | DESIGN CRAFT: Corporate Identity |
| HWA-DC2 | DESIGN CRAFT: Editorial |
| HWA-DC3 | DESIGN CRAFT: Environmental |
| HWA-DC4 | DESIGN CRAFT: Logo |
| HWA-DC5 | DESIGN CRAFT: Packaging |
| HWA-DC6 | DESIGN CRAFT: Point of Purchase |
| HWA-DC7 | DESIGN CRAFT: Posters |
| HWA-DC8 | DESIGN CRAFT: Printed Materials |
| HWA-DC9 | DESIGN CRAFT: Self-Promotion |
| HWA-DC10 | DESIGN CRAFT: Spatial Design |
| HWA-DC11 | DESIGN CRAFT: Other |
| HWA-DM1 | DIGITAL/MOBILE: Applications |
| HWA-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| HWA-DM3 | DIGITAL/MOBILE: Games |
| HWA-DM4 | DIGITAL/MOBILE: Microsites |
| HWA-DM5 | DIGITAL/MOBILE: Sales Aids |
| HWA-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| HWA-DM7 | DIGITAL/MOBILE: Website |
| HWA-DM8 | DIGITAL/MOBILE: Other |

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|------------|---|
| HWA-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| HWA-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| HWA-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| HWA-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| HWA-DIR1 | DIRECT: Audio |
| HWA-DIR2 | DIRECT: Digital/Mobile |
| HWA-DIR3 | DIRECT: Film |
| HWA-DIR4 | DIRECT: Out of Home |
| HWA-DIR5 | DIRECT: Print/Mail |
| HWA-DIR6 | DIRECT: Social Media |
| HWA-DIR7 | DIRECT: Other |
| HWA-AE1 | Activations/Events/Live Experiences |
| HWA-FM1 | FILM: Branded Entertainment and Content |
| HWA-FM2 | FILM: Commercials |
| HWA-FM3 | FILM: Short Form |
| HWA-FM4 | FILM: Other |
| HWA-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| HWA-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| HWA-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| HWA-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| HWA-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| HWA-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| HWA-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| HWA-FTC8 | FILM TECHNIQUE CRAFT: Other |
| HWA-IN1 | INNOVATION: Medium Innovation |
| HWA-IN2 | INNOVATION: Product Innovation |
| HWA-IC1 | Integrated Campaign |
| HWA-OOH1 | OUT OF HOME: Ambient |
| HWA-OOH2 | OUT OF HOME: Billboard |
| HWA-OOH3 | OUT OF HOME: Poster |
| HWA-OOH4 | OUT OF HOME: Takeover |
| HWA-OOH5 | OUT OF HOME: Transit HWA-OOH6 OUT OF HOME: Other |
| HWA-P1 | PRINT: Publishing |
| HWA-P2 | PRINT: Collateral |
| HWA-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| HWA-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| HWA-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| HWA-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| HWA-PTC5 | PRINT TECHNIQUE CRAFT: Typography |
| HWA-PR1 | Public Relations |

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| HWA-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| HWA-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| HWA-SM3 | SOCIAL MEDIA: Social Video |
| HWA-SM4 | SOCIAL MEDIA: Social Post |
| HWA-SM5 | SOCIAL MEDIA: Other |

DEVICES, DIAGNOSTICS, PRODUCTS & SERVICES

Well-being supplies, tools, products, and services brought to market to solve a particular health need or issue. Examples include back supports, bandages, condoms, contact lenses, dental floss, first aid kit items, home use devices, over-the-counter contraception, orthotics, pregnancy tests, prescription glasses, incontinence products, hearing AIDS, pregnancy tests, fertility testing kits/products, thermometers, drug-free pain relief, other health and wellness products.

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| HWB-AU1 | AUDIO: Radio |
| HWB-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| HWB-AU3 | AUDIO: Other |

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| HWB-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| HWB-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |

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| HWB-BP1 | Brand Partnerships & Collaboration |
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|----------|------------------------------------|
| HWB-DC1 | DESIGN CRAFT: Corporate Identity |
| HWB-DC2 | DESIGN CRAFT: Editorial |
| HWB-DC3 | DESIGN CRAFT: Environmental |
| HWB-DC4 | DESIGN CRAFT: Logo |
| HWB-DC5 | DESIGN CRAFT: Packaging |
| HWB-DC6 | DESIGN CRAFT: Point of Purchase |
| HWB-DC7 | DESIGN CRAFT: Posters |
| HWB-DC8 | DESIGN CRAFT: Printed Materials |
| HWB-DC9 | DESIGN CRAFT: Self-Promotion |
| HWB-DC10 | DESIGN CRAFT: Spatial Design |
| HWB-DC11 | DESIGN CRAFT: Other |

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| HWB-DM1 | DIGITAL/MOBILE: Applications |
| HWB-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| HWB-DM3 | DIGITAL/MOBILE: Games |
| HWB-DM4 | DIGITAL/MOBILE: Microsites |
| HWB-DM5 | DIGITAL/MOBILE: Sales Aids |
| HWB-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| HWB-DM7 | DIGITAL/MOBILE: Website |
| HWB-DM8 | DIGITAL/MOBILE: Other |

| | |
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| HWB-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| HWB-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| HWB-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| HWB-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
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| HWB-DIR3 | DIRECT: Film |
| HWB-DIR4 | DIRECT: Out of Home |
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| HWB-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| HWB-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| HWB-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| HWB-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| HWB-FTC8 | FILM TECHNIQUE CRAFT: Other |
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| HWB-OOH5 | OUT OF HOME: Transit |
| HWB-OOH6 | OUT OF HOME: Other |
| HWB-P1 | PRINT: Publishing |
| HWB-P2 | PRINT: Collateral |
| HWB-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| HWB-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| HWB-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| HWB-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| HWB-PTC5 | PRINT TECHNIQUE CRAFT: Typography |
| HWB-PR1 | Public Relations |

| | |
|---------|--|
| HWB-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| HWB-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| HWB-SM3 | SOCIAL MEDIA: Social Video |
| HWB-SM4 | SOCIAL MEDIA: Social Post |
| HWB-SM5 | SOCIAL MEDIA: Other |

HEALTH AWARENESS & ADVOCACY

Work created to empower the public, promote health and disease awareness, and encourage proactive personal care. Includes work from brands, non-profits, as well charities and fundraising institutions that inspire advocacy and donations for legitimate health causes.

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|---------|--|
| HWC-AU1 | AUDIO: Radio |
| HWC-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| HWC-AU3 | AUDIO: Other |

| | |
|----------|---------------------------------------|
| HWC-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| HWC-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| HWC-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |

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| HWC-BP1 | Brand Partnerships & Collaboration |
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| HWC-DC1 | DESIGN CRAFT: Corporate Identity |
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| HWC-DC6 | DESIGN CRAFT: Point of Purchase |
| HWC-DC7 | DESIGN CRAFT: Posters |
| HWC-DC8 | DESIGN CRAFT: Printed Materials |
| HWC-DC9 | DESIGN CRAFT: Self-Promotion |
| HWC-DC10 | DESIGN CRAFT: Spatial Design |
| HWC-DC11 | DESIGN CRAFT: Other |

| | |
|---------|--|
| HWC-DM1 | DIGITAL/MOBILE: Applications |
| HWC-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| HWC-DM3 | DIGITAL/MOBILE: Games |
| HWC-DM4 | DIGITAL/MOBILE: Microsites |
| HWC-DM5 | DIGITAL/MOBILE: Sales Aids |
| HWC-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| HWC-DM7 | DIGITAL/MOBILE: Website |
| HWC-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| HWC-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| HWC-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| HWC-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| HWC-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |

| | |
|----------|---|
| HWC-DIR1 | DIRECT: Audio |
| HWC-DIR2 | DIRECT: Digital/Mobile |
| HWC-DIR3 | DIRECT: Film |
| HWC-DIR4 | DIRECT: Out of Home |
| HWC-DIR5 | DIRECT: Print/Mail |
| HWC-DIR6 | DIRECT: Social Media |
| HWC-DIR7 | DIRECT: Other |
| HWC-AE1 | Activations/Events/Live Experiences |
| HWC-FM1 | FILM: Branded Entertainment and Content |
| HWC-FM2 | FILM: Commercials |
| HWC-FM3 | FILM: Short Form |
| HWC-FM4 | FILM: Other |
| HWC-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| HWC-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| HWC-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| HWC-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| HWC-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| HWC-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| HWC-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| HWC-FTC8 | FILM TECHNIQUE CRAFT: Other |
| HWC-IN1 | INNOVATION: Medium Innovation |
| HWC-IN2 | INNOVATION: Product Innovation |
| HWC-IC1 | Integrated Campaign |
| HWC-OOH1 | OUT OF HOME: Ambient |
| HWC-OOH2 | OUT OF HOME: Billboard |
| HWC-OOH3 | OUT OF HOME: Poster |
| HWC-OOH4 | OUT OF HOME: Takeover |
| HWC-OOH5 | OUT OF HOME: Transit |
| HWC-OOH6 | OUT OF HOME: Other |
| HWC-P1 | PRINT: Publishing |
| HWC-P2 | PRINT: Collateral |
| HWC-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| HWC-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| HWC-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| HWC-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| HWC-PTC5 | PRINT TECHNIQUE CRAFT: Typography |
| HWC-PR1 | Public Relations |

| | |
|---------|--|
| HWC-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| HWC-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| HWC-SM3 | SOCIAL MEDIA: Social Video |
| HWC-SM4 | SOCIAL MEDIA: Social Post |
| HWC-SM5 | SOCIAL MEDIA: Other |

HEALTH SERVICES & CORPORATE COMMUNICATION

Public-targeted corporate image campaigns designed to convey the characteristic spirit for given health & wellness companies, products, health services (psychology, chiropractors, nutritionists, oncologists, cardiologists, plastic surgeons, e.g. all disciplines), hospitals, clinics, pharmacies, other health facilities like gyms and fitness studios, health shops and other retail; health insurance companies, companies that handle financial health plans, etc.

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| HWD-AU1 | AUDIO: Radio |
| HWD-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| HWD-AU3 | AUDIO: Other |
| HWD-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| HWD-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| HWD-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| HWD-IC1 | Integrated Campaign |
| HWD-BP1 | Brand Partnerships & Collaboration |
| HWD-DC1 | DESIGN CRAFT: Corporate Identity |
| HWD-DC2 | DESIGN CRAFT: Editorial |
| HWD-DC3 | DESIGN CRAFT: Environmental |
| HWD-DC4 | DESIGN CRAFT: Logo |
| HWD-DC5 | DESIGN CRAFT: Packaging |
| HWD-DC6 | DESIGN CRAFT: Point of Purchase |
| HWD-DC7 | DESIGN CRAFT: Posters |
| HWD-DC8 | DESIGN CRAFT: Printed Materials |
| HWD-DC9 | DESIGN CRAFT: Self-Promotion |
| HWD-DC10 | DESIGN CRAFT: Spatial Design |
| HWD-DC11 | DESIGN CRAFT: Other |
| HWD-DM1 | DIGITAL/MOBILE: Applications |
| HWD-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| HWD-DM3 | DIGITAL/MOBILE: Games |
| HWD-DM4 | DIGITAL/MOBILE: Microsites |
| HWD-DM5 | DIGITAL/MOBILE: Sales Aids |
| HWD-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| HWD-DM7 | DIGITAL/MOBILE: Website |
| HWD-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| HWD-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| HWD-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| HWD-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| HWD-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| | |
| HWD-DIR1 | DIRECT: Audio |
| HWD-DIR2 | DIRECT: Digital/Mobile |
| HWD-DIR3 | DIRECT: Film |
| HWD-DIR4 | DIRECT: Out of Home |
| HWD-DIR5 | DIRECT: Print/Mail |
| HWD-DIR6 | DIRECT: Social Media |
| HWD-DIR7 | DIRECT: Other |
| | |
| HWD-AE1 | Activations/Events/Live Experiences |
| | |
| HWD-FM1 | FILM: Branded Entertainment and Content |
| HWD-FM2 | FILM: Commercials |
| HWD-FM3 | FILM: Short Form |
| HWD-FM4 | FILM: Other |
| | |
| HWD-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| HWD-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| HWD-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| HWD-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| HWD-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| HWD-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| HWD-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| HWD-FTC8 | FILM TECHNIQUE CRAFT: Other |
| | |
| HWD-IN1 | INNOVATION: Medium Innovation |
| HWD-IN2 | INNOVATION: Product Innovation |
| | |
| HWD-IC1 | Integrated Campaign |
| | |
| HWD-OOH1 | OUT OF HOME: Ambient |
| HWD-OOH2 | OUT OF HOME: Billboard |
| HWD-OOH3 | OUT OF HOME: Poster |
| HWD-OOH4 | OUT OF HOME: Takeover |
| HWD-OOH5 | OUT OF HOME: Transit |
| HWD-OOH6 | OUT OF HOME: Other |
| | |
| HWD-P1 | PRINT: Publishing HWD-P2 PRINT: Collateral |
| | |
| HWD-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| HWD-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| HWD-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| HWD-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| HWD-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

| | |
|---------|--|
| HWD-PR1 | Public Relations |
| HWD-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| HWD-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| HWD-SM3 | SOCIAL MEDIA: Social Video |
| HWD-SM4 | SOCIAL MEDIA: Social Post |
| HWD-SM5 | SOCIAL MEDIA: Other |

LIFESTYLE & PERSONAL TECHNOLOGY

Products, services and activities that allows a person to maintain a healthy lifestyle: online community-based health engagements, diet, health management, sleep, fitness, exercise, stress management. This includes health & wellness technology like wearables, apps, and other gadgets that aid fitness, diet, medication/supplement tracking, stress management, and sleep.

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|----------|--|
| HWE-AU1 | AUDIO: Radio |
| HWE-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| HWE-AU3 | AUDIO: Other |
| HWE-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| HWE-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| HWE-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| HWE-BP1 | Brand Partnerships & Collaboration |
| HWE-DC1 | DESIGN CRAFT: Corporate Identity |
| HWE-DC2 | DESIGN CRAFT: Editorial |
| HWE-DC3 | DESIGN CRAFT: Environmental |
| HWE-DC4 | DESIGN CRAFT: Logo |
| HWE-DC5 | DESIGN CRAFT: Packaging |
| HWE-DC6 | DESIGN CRAFT: Point of Purchase |
| HWE-DC7 | DESIGN CRAFT: Posters |
| HWE-DC8 | DESIGN CRAFT: Printed Materials |
| HWE-DC9 | DESIGN CRAFT: Self-Promotion |
| HWE-DC10 | DESIGN CRAFT: Spatial Design |
| HWE-DC11 | DESIGN CRAFT: Other |
| HWE-DM1 | DIGITAL/MOBILE: Applications |
| HWE-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| HWE-DM3 | DIGITAL/MOBILE: Games |
| HWE-DM4 | DIGITAL/MOBILE: Microsites |
| HWE-DM5 | DIGITAL/MOBILE: Sales Aids |
| HWE-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| HWE-DM7 | DIGITAL/MOBILE: Website |
| HWE-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| HWE-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| HWE-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| HWE-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| HWE-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| | |
| HWE-DIR1 | DIRECT: Audio |
| HWE-DIR2 | DIRECT: Digital/Mobile |
| HWE-DIR3 | DIRECT: Film |
| HWE-DIR4 | DIRECT: Out of Home |
| HWE-DIR5 | DIRECT: Print/Mail |
| HWE-DIR6 | DIRECT: Social Media |
| HWE-DIR7 | DIRECT: Other |
| | |
| HWE-AE1 | Activations/Events/Live Experiences |
| | |
| HWE-FM1 | FILM: Branded Entertainment and Content |
| HWE-FM2 | FILM: Commercials |
| HWE-FM3 | FILM: Short Form |
| HWE-FM4 | FILM: Other |
| | |
| HWE-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| HWE-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| HWE-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| HWE-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| HWE-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| HWE-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| HWE-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| HWE-FTC8 | FILM TECHNIQUE CRAFT: Other |
| | |
| HWE-IN1 | INNOVATION: Medium Innovation |
| HWE-IN2 | INNOVATION: Product Innovation |
| | |
| HWD-IC1 | Integrated Campaign |
| | |
| HWE-OOH1 | OUT OF HOME: Ambient |
| HWE-OOH2 | OUT OF HOME: Billboard |
| HWE-OOH3 | OUT OF HOME: Poster |
| HWE-OOH4 | OUT OF HOME: Takeover |
| HWE-OOH5 | OUT OF HOME: Transit |
| HWE-OOH6 | OUT OF HOME: Other |
| | |
| HWE-P1 | PRINT: Publishing |
| HWE-P2 | PRINT: Collateral |
| | |
| HWE-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| HWE-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| HWE-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| HWE-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| HWE-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

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|---------|--|
| HWE-PR1 | Public Relations |
| HWE-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| HWE-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| HWE-SM3 | SOCIAL MEDIA: Social Video |
| HWE-SM4 | SOCIAL MEDIA: Social Post |
| HWE-SM5 | SOCIAL MEDIA: Other |

OVER-THE-COUNTER (OTC) MEDICINE, NEUTRACEUTICALS & APPLICATIONS

Work created for a specific branded product that does not require prescription but provides a meaningful health benefit and/or supports personal wellbeing: Non-prescription drugs, OTC medicines & tablets, digestive health/probiotics, nutraceuticals (vitamins, minerals, herbal remedies, supplements, etc.), and applications (skin remedies, hand sanitizer, athlete's foot remedies, eye drops, hair loss products, dandruff shampoo, toothpaste, ear drops, etc.)

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|----------|--|
| HWE-AU1 | AUDIO: Radio |
| HWE-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| HWE-AU3 | AUDIO: Other |
| HWE-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| HWE-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| HWE-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| HWF-BP1 | Brand Partnerships & Collaboration |
| HWF-DC1 | DESIGN CRAFT: Corporate Identity |
| HWF-DC2 | DESIGN CRAFT: Editorial |
| HWF-DC3 | DESIGN CRAFT: Environmental |
| HWF-DC4 | DESIGN CRAFT: Logo |
| HWF-DC5 | DESIGN CRAFT: Packaging |
| HWF-DC6 | DESIGN CRAFT: Point of Purchase |
| HWF-DC7 | DESIGN CRAFT: Posters |
| HWF-DC8 | DESIGN CRAFT: Printed Materials |
| HWF-DC9 | DESIGN CRAFT: Self-Promotion |
| HWF-DC10 | DESIGN CRAFT: Spatial Design |
| HWF-DC11 | DESIGN CRAFT: Other |
| HWF-DM1 | DIGITAL/MOBILE: Applications |
| HWF-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| HWF-DM3 | DIGITAL/MOBILE: Games |
| HWF-DM4 | DIGITAL/MOBILE: Microsites |
| HWF-DM5 | DIGITAL/MOBILE: Sales Aids |
| HWF-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| HWF-DM7 | DIGITAL/MOBILE: Website |
| HWF-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| HWF-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| HWF-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| HWF-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| HWF-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| | |
| HWF-DIR1 | DIRECT: Audio |
| HWF-DIR2 | DIRECT: Digital/Mobile |
| HWF-DIR3 | DIRECT: Film |
| HWF-DIR4 | DIRECT: Out of Home |
| HWF-DIR5 | DIRECT: Print/Mail |
| HWF-DIR6 | DIRECT: Social Media |
| HWF-DIR7 | DIRECT: Other |
| | |
| HWF-AE1 | Activations/Events/Live Experiences |
| | |
| HWF-FM1 | FILM: Branded Entertainment and Content |
| HWF-FM2 | FILM: Commercials |
| HWF-FM3 | FILM: Short Form |
| HWF-FM4 | FILM: Other |
| | |
| HWF-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| HWF-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| HWF-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| HWF-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| HWF-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| HWF-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| HWF-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| HWF-FTC8 | FILM TECHNIQUE CRAFT: Other |
| | |
| HWF-IN1 | INNOVATION: Medium Innovation |
| HWF-IN2 | INNOVATION: Product Innovation |
| | |
| HWF-IC1 | Integrated Campaign |
| | |
| HWF-OOH1 | OUT OF HOME: Ambient |
| HWF-OOH2 | OUT OF HOME: Billboard |
| HWF-OOH3 | OUT OF HOME: Poster |
| HWF-OOH4 | OUT OF HOME: Takeover |
| HWF-OOH5 | OUT OF HOME: Transit |
| HWF-OOH6 | OUT OF HOME: Other |
| | |
| HWF-P1 | PRINT: Publishing |
| HWF-P2 | PRINT: Collateral |
| | |
| HWF-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| HWF-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| HWF-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| HWF-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| HWF-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

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|---------|--|
| HWF-PR1 | Public Relations |
| HWF-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| HWF-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| HWF-SM3 | SOCIAL MEDIA: Social Video |
| HWF-SM4 | SOCIAL MEDIA: Social Post |
| HWF-SM5 | SOCIAL MEDIA: Other |

PHARMA RX

This highly-regulated industry calls for a different playing field. Pharma (RX) celebrates creative communications from advertising's pharmaceutical clients and services. This includes advertising that targets practitioners/professionals, patients, and consumers. Discipline Groups: Devices & Diagnostics • Direct to Professional • Direct to Consumer • Health Awareness & Advocacy • Veterinary • Healthcare Professional Engagement • Patient Engagement

DEVICES & DIAGNOSTICS

Medical devices or instruments, apparatus, implements, machines, contrivances, implants, in vitro reagents, or other similar or related articles, including any components, parts, or accessories intended for use in the diagnosis of diseases or other conditions, or in the cure, mitigation, treatment, or prevention of disease.

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| RXA-AU1 | AUDIO: Radio |
| RXA-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXA-AU3 | AUDIO: Other |
| RXA-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXA-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXA-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| RXA-BP1 | Brand Partnerships & Collaboration |
| RXA-DC1 | DESIGN CRAFT: Corporate Identity |
| RXA-DC2 | DESIGN CRAFT: Editorial |
| RXA-DC3 | DESIGN CRAFT: Environmental |
| RXA-DC4 | DESIGN CRAFT: Logo |
| RXA-DC5 | DESIGN CRAFT: Packaging |
| RXA-DC6 | DESIGN CRAFT: Point of Purchase |
| RXA-DC7 | DESIGN CRAFT: Posters |
| RXA-DC8 | DESIGN CRAFT: Printed Materials |
| RXA-DC9 | DESIGN CRAFT: Self-Promotion |
| RXA-DC10 | DESIGN CRAFT: Spatial Design |
| RXA-DC11 | DESIGN CRAFT: Other |
| RXA-DM1 | DIGITAL/MOBILE: Applications |
| RXA-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXA-DM3 | DIGITAL/MOBILE: Games |
| RXA-DM4 | DIGITAL/MOBILE: Microsites |
| RXA-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXA-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXA-DM7 | DIGITAL/MOBILE: Website |
| RXA-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| RXA-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXA-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXA-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXA-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| RXA-DIR1 | DIRECT: Audio |
| RXA-DIR2 | DIRECT: Digital/Mobile |
| RXA-DIR3 | DIRECT: Film |
| RXA-DIR4 | DIRECT: Out of Home |
| RXA-DIR5 | DIRECT: Print/Mail |
| RXA-DIR6 | DIRECT: Social Media |
| RXA-DIR7 | DIRECT: Other |
| RXA-AE1 | Activations/Events/Live Experiences |
| RXA-FM1 | FILM: Branded Entertainment and Content |
| RXA-FM2 | FILM: Commercials |
| RXA-FM3 | FILM: Short Form |
| RXA-FM4 | FILM: Other |
| RXA-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXA-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXA-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXA-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXA-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXA-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXA-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXA-FTC8 | FILM TECHNIQUE CRAFT: Other |
| RXA-IN1 | INNOVATION: Medium Innovation |
| RXA-IN2 | INNOVATION: Product Innovation |
| RXA-IC1 | Integrated Campaign |
| RXA-OOH1 | OUT OF HOME: Ambient |
| RXA-OOH2 | OUT OF HOME: Billboard |
| RXA-OOH3 | OUT OF HOME: Poster |
| RXA-OOH4 | OUT OF HOME: Takeover |
| RXA-OOH5 | OUT OF HOME: Transit |
| RXA-OOH6 | OUT OF HOME: Other |
| RXA-P1 | PRINT: Publishing |
| RXA-P2 | PRINT: Collateral |
| RXA-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXA-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXA-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXA-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXA-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

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| RXA-PR1 | Public Relations |
| RXA-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXA-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXA-SM3 | SOCIAL MEDIA: Social Video |
| RXA-SM4 | SOCIAL MEDIA: Social Post |
| RXA-SM5 | SOCIAL MEDIA: Other |

DIRECT-TO-CONSUMER

Advertising directed toward patients, rather than professionals. Surgical supplies, tools, products and services brought to market to solve a particular business need or patient issue. Often innovative, these entries should contribute to the enhancement of the Pharma brand.

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| RXB-AU1 | AUDIO: Radio |
| RXB-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXB-AU3 | AUDIO: Other |
| RXB-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXB-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXB-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| RXB-BP1 | Brand Partnerships & Collaboration |
| RXB-DC1 | DESIGN CRAFT: Corporate Identity |
| RXB-DC2 | DESIGN CRAFT: Editorial |
| RXB-DC3 | DESIGN CRAFT: Environmental |
| RXB-DC4 | DESIGN CRAFT: Logo |
| RXB-DC5 | DESIGN CRAFT: Packaging |
| RXB-DC6 | DESIGN CRAFT: Point of Purchase |
| RXB-DC7 | DESIGN CRAFT: Posters |
| RXB-DC8 | DESIGN CRAFT: Printed Materials |
| RXB-DC9 | DESIGN CRAFT: Self-Promotion |
| RXB-DC10 | DESIGN CRAFT: Spatial Design |
| RXB-DC11 | DESIGN CRAFT: Other |
| RXB-DM1 | DIGITAL/MOBILE: Applications |
| RXB-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXB-DM3 | DIGITAL/MOBILE: Games |
| RXB-DM4 | DIGITAL/MOBILE: Microsites |
| RXB-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXB-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXB-DM7 | DIGITAL/MOBILE: Website |
| RXB-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| RXB-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXB-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXB-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXB-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| RXB-DIR1 | DIRECT: Audio |
| RXB-DIR2 | DIRECT: Digital/Mobile |
| RXB-DIR3 | DIRECT: Film |
| RXB-DIR4 | DIRECT: Out of Home |
| RXB-DIR5 | DIRECT: Print/Mail |
| RXB-DIR6 | DIRECT: Social Media |
| RXB-DIR7 | DIRECT: Other |
| RXB-AE1 | Activations/Events/Live Experiences |
| RXB-FM1 | FILM: Branded Entertainment and Content |
| RXB-FM2 | FILM: Commercials |
| RXB-FM3 | FILM: Short Form |
| RXB-FM4 | FILM: Other |
| RXB-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXB-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXB-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXB-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXB-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXB-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXB-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXB-FTC8 | FILM TECHNIQUE CRAFT: Other |
| RXB-IN1 | INNOVATION: Medium Innovation |
| RXB-IN2 | INNOVATION: Product Innovation |
| RXB-IC1 | Integrated Campaign |
| RXB-OOH1 | OUT OF HOME: Ambient |
| RXB-OOH2 | OUT OF HOME: Billboard |
| RXB-OOH3 | OUT OF HOME: Poster |
| RXB-OOH4 | OUT OF HOME: Takeover |
| RXB-OOH5 | OUT OF HOME: Transit |
| RXB-OOH6 | OUT OF HOME: Other |
| RXB-P1 | PRINT: Publishing |
| RXB-P2 | PRINT: Collateral |
| RXB-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXB-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXB-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXB-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXB-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

| | |
|---------|--|
| RXB-PR1 | Public Relations |
| RXB-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXB-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXB-SM3 | SOCIAL MEDIA: Social Video |
| RXB-SM4 | SOCIAL MEDIA: Social Post |
| RXB-SM5 | SOCIAL MEDIA: Other |

DIRECT-TO-PROFESSIONAL

Advertising directed toward and solely for healthcare professionals, including internal communications.

| | |
|------------|--|
| RXC-AU1 | AUDIO: Radio |
| RXC-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXC-AU3 | AUDIO: Other |
| RXC-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXC-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXC-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| RXC-BP1 | Brand Partnerships & Collaboration |
| RXC-DC1 | DESIGN CRAFT: Corporate Identity |
| RXC-DC2 | DESIGN CRAFT: Editorial |
| RXC-DC3 | DESIGN CRAFT: Environmental |
| RXC-DC4 | DESIGN CRAFT: Logo |
| RXC-DC5 | DESIGN CRAFT: Packaging |
| RXC-DC6 | DESIGN CRAFT: Point of Purchase |
| RXC-DC7 | DESIGN CRAFT: Posters |
| RXC-DC8 | DESIGN CRAFT: Printed Materials |
| RXC-DC9 | DESIGN CRAFT: Self-Promotion |
| RXC-DC10 | DESIGN CRAFT: Spatial Design |
| RXC-DC11 | DESIGN CRAFT: Other |
| RXC-DM1 | DIGITAL/MOBILE: Applications |
| RXC-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXC-DM3 | DIGITAL/MOBILE: Games |
| RXC-DM4 | DIGITAL/MOBILE: Microsites |
| RXC-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXC-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXC-DM7 | DIGITAL/MOBILE: Website |
| RXC-DM8 | DIGITAL/MOBILE: Other |
| RXC-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXC-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXC-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXC-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |

| | |
|----------|---|
| RXC-DIR1 | DIRECT: Audio |
| RXC-DIR2 | DIRECT: Digital/Mobile |
| RXC-DIR3 | DIRECT: Film |
| RXC-DIR4 | DIRECT: Out of Home |
| RXC-DIR5 | DIRECT: Print/Mail |
| RXC-DIR6 | DIRECT: Social Media |
| RXC-DIR7 | DIRECT: Other |
| RXC-AE1 | Activations/Events/Live Experiences |
| RXC-FM1 | FILM: Branded Entertainment and Content |
| RXC-FM2 | FILM: Commercials |
| RXC-FM3 | FILM: Short Form |
| RXC-FM4 | FILM: Other |
| RXC-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXC-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXC-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXC-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXC-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXC-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXC-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXC-FTC8 | FILM TECHNIQUE CRAFT: Other |
| RXC-IN1 | INNOVATION: Medium Innovation |
| RXC-IN2 | INNOVATION: Product Innovation |
| RXC-IC1 | Integrated Campaign |
| RXC-OOH1 | OUT OF HOME: Ambient |
| RXC-OOH2 | OUT OF HOME: Billboard |
| RXC-OOH3 | OUT OF HOME: Poster |
| RXC-OOH4 | OUT OF HOME: Takeover |
| RXC-OOH5 | OUT OF HOME: Transit |
| RXC-OOH6 | OUT OF HOME: Other |
| RXC-P1 | PRINT: Publishing |
| RXC-P2 | PRINT: Collateral |
| RXC-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXC-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXC-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXC-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXC-PTC5 | PRINT TECHNIQUE CRAFT: Typography |
| RXC-PR1 | Public Relations |

| | |
|---------|--|
| RXC-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXC-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXC-SM3 | SOCIAL MEDIA: Social Video |
| RXC-SM4 | SOCIAL MEDIA: Social Post |
| RXC-SM5 | SOCIAL MEDIA: Other |

HEALTH & DISEASE AWARENESS AND ADVOCACY

Awareness & Advocacy. Work created and aimed toward education or actions regarding the diagnosis, treatment, awareness, and/or prevention of a particular disease with the aim to ultimately effect positive change or behaviors.

| | |
|---------|--|
| RXD-AU1 | AUDIO: Radio |
| RXD-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXD-AU3 | AUDIO: Other |

| | |
|----------|--------------------------------------|
| RXD-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXD-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXD-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |

| | |
|---------|------------------------------------|
| RXD-BP1 | Brand Partnerships & Collaboration |
|---------|------------------------------------|

| | |
|----------|------------------------------------|
| RXD-DC1 | DESIGN CRAFT: Corporate Identity |
| RXD-DC2 | DESIGN CRAFT: Editorial |
| RXD-DC3 | DESIGN CRAFT: Environmental |
| RXD-DC4 | DESIGN CRAFT: Logo |
| RXD-DC5 | DESIGN CRAFT: Packaging |
| RXD-DC6 | DESIGN CRAFT: Point of Purchase |
| RXD-DC7 | DESIGN CRAFT: Posters |
| RXD-DC8 | DESIGN CRAFT: Printed Materials |
| RXD-DC9 | DESIGN CRAFT: Self-Promotion |
| RXD-DC10 | DESIGN CRAFT: Spatial Design |
| RXD-DC11 | DESIGN CRAFT: Other |

| | |
|---------|--|
| RXD-DM1 | DIGITAL/MOBILE: Applications |
| RXD-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXD-DM3 | DIGITAL/MOBILE: Games |
| RXD-DM4 | DIGITAL/MOBILE: Microsites |
| RXD-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXD-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXD-DM7 | DIGITAL/MOBILE: Website |
| RXD-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| RXD-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXD-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXD-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXD-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| RXD-DIR1 | DIRECT: Audio |
| RXD-DIR2 | DIRECT: Digital/Mobile |
| RXD-DIR3 | DIRECT: Film |
| RXD-DIR4 | DIRECT: Out of Home |
| RXD-DIR5 | DIRECT: Print/Mail |
| RXD-DIR6 | DIRECT: Social Media |
| RXD-DIR7 | DIRECT: Other |
| RXD-AE1 | Activations/Events/Live Experiences |
| RXD-FM1 | FILM: Branded Entertainment and Content |
| RXD-FM2 | FILM: Commercials |
| RXD-FM3 | FILM: Short Form |
| RXD-FM4 | FILM: Other |
| RXD-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXD-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXD-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXD-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXD-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXD-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXD-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXD-FTC8 | FILM TECHNIQUE CRAFT: Other |
| RXD-IN1 | INNOVATION: Medium Innovation |
| RXD-IN2 | INNOVATION: Product Innovation |
| RXD-IC1 | Integrated Campaign |
| RXD-OOH1 | OUT OF HOME: Ambient |
| RXD-OOH2 | OUT OF HOME: Billboard |
| RXD-OOH3 | OUT OF HOME: Poster |
| RXD-OOH4 | OUT OF HOME: Takeover |
| RXD-OOH5 | OUT OF HOME: Transit |
| RXD-OOH6 | OUT OF HOME: Other |
| RXD-P1 | PRINT: Publishing |
| RXD-P2 | PRINT: Collateral |
| RXD-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXD-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXD-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXD-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXD-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

| | |
|---------|--|
| RXD-PR1 | Public Relations |
| RXD-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXD-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXD-SM3 | SOCIAL MEDIA: Social Video |
| RXD-SM4 | SOCIAL MEDIA: Social Post |
| RXD-SM5 | SOCIAL MEDIA: Other |

VETERINARY

Work geared toward products, services, and activities that address animal health.

| | |
|------------|--|
| RXE-AU1 | AUDIO: Radio |
| RXE-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXE-AU3 | AUDIO: Other |
| RXE-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXE-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXE-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| RXE-BP1 | Brand Partnerships & Collaboration |
| RXE-DC1 | DESIGN CRAFT: Corporate Identity |
| RXE-DC2 | DESIGN CRAFT: Editorial |
| RXE-DC3 | DESIGN CRAFT: Environmental |
| RXE-DC4 | DESIGN CRAFT: Logo |
| RXE-DC5 | DESIGN CRAFT: Packaging |
| RXE-DC6 | DESIGN CRAFT: Point of Purchase |
| RXE-DC7 | DESIGN CRAFT: Posters |
| RXE-DC8 | DESIGN CRAFT: Printed Materials |
| RXE-DC9 | DESIGN CRAFT: Self-Promotion |
| RXE-DC10 | DESIGN CRAFT: Spatial Design |
| RXE-DC11 | DESIGN CRAFT: Other |
| RXE-DM1 | DIGITAL/MOBILE: Applications |
| RXE-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXE-DM3 | DIGITAL/MOBILE: Games |
| RXE-DM4 | DIGITAL/MOBILE: Microsites |
| RXE-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXE-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXE-DM7 | DIGITAL/MOBILE: Website |
| RXE-DM8 | DIGITAL/MOBILE: Other |
| RXE-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXE-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXE-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXE-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |

| | |
|----------|---|
| RXE-DIR1 | DIRECT: Audio |
| RXE-DIR2 | DIRECT: Digital/Mobile |
| RXE-DIR3 | DIRECT: Film |
| RXE-DIR4 | DIRECT: Out of Home |
| RXE-DIR5 | DIRECT: Print/Mail |
| RXE-DIR6 | DIRECT: Social Media |
| RXE-DIR7 | DIRECT: Other |
| RXE-AE1 | Activations/Events/Live Experiences |
| RXE-FM1 | FILM: Branded Entertainment and Content |
| RXE-FM2 | FILM: Commercials |
| RXE-FM3 | FILM: Short Form |
| RXE-FM4 | FILM: Other |
| RXE-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXE-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXE-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXE-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXE-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXE-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXE-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXE-FTC8 | FILM TECHNIQUE CRAFT: Others |
| RXE-IN1 | INNOVATION: Medium Innovation |
| RXE-IN2 | INNOVATION: Product Innovation |
| RXE-IC1 | Integrated Campaign |
| RXE-OOH1 | OUT OF HOME: Ambient |
| RXE-OOH2 | OUT OF HOME: Billboard |
| RXE-OOH3 | OUT OF HOME: Poster |
| RXE-OOH4 | OUT OF HOME: Takeover |
| RXE-OOH5 | OUT OF HOME: Transit |
| RXE-OOH6 | OUT OF HOME: Other |
| RXE-P1 | PRINT: Publishing |
| RXE-P2 | PRINT: Collateral |
| RXE-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXE-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXE-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXE-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXE-PTC5 | PRINT TECHNIQUE CRAFT: Typography |
| RXE-PR1 | Public Relations |

| | |
|---------|---|
| RXE-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXE-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXE-SM3 | SOCIAL MEDIA: Social Video |
| RXE-SM4 | SOCIAL MEDIA: Social Post |
| RXE-SM5 | SOCIAL MEDIA: Other |

HEALTHCARE PROFESSIONAL ENGAGEMENT

Work aimed at healthcare professionals, influencers, and researchers intended to provide greater transparency, stability, and relationship-interconnectivity between physicians, hospitals, health systems, etc., in an attempt to ensure deeper provider commitment, a more engaged patient base, better outcomes, and greater value throughout the healthcare system. Work that is created to improve healthcare overall via continued education, smart distribution of research and treatment possibilities, help in the management of a disease or condition, to motivate treatment, support adherence, or aid patient independence. Examples may include communications that effectively showcase the brand and ultimately improve patient outcomes through, for example, data collection and analysis, supporting patient adherence, monitoring, interconnectivity across health systems, etc.

| | |
|---------|---|
| RXF-AU1 | AUDIO: Radio |
| RXF-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXF-AU3 | AUDIO: Other |

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|----------|---|
| RXF-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXF-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXF-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |

| | |
|---------|---|
| RXF-BP1 | Brand Partnerships & Collaboration |
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| | |
|----------|--|
| RXF-DC1 | DESIGN CRAFT: Corporate Identity |
| RXF-DC2 | DESIGN CRAFT: Editorial |
| RXF-DC3 | DESIGN CRAFT: Environmental |
| RXF-DC4 | DESIGN CRAFT: Logo |
| RXF-DC5 | DESIGN CRAFT: Packaging |
| RXF-DC6 | DESIGN CRAFT: Point of Purchase |
| RXF-DC7 | DESIGN CRAFT: Posters |
| RXF-DC8 | DESIGN CRAFT: Printed Materials |
| RXF-DC9 | DESIGN CRAFT: Self-Promotion |
| RXF-DC10 | DESIGN CRAFT: Spatial Design |
| RXF-DC11 | DESIGN CRAFT: Other |

| | |
|---------|---|
| RXF-DM1 | DIGITAL/MOBILE: Applications |
| RXF-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXF-DM3 | DIGITAL/MOBILE: Games |
| RXF-DM4 | DIGITAL/MOBILE: Microsites |
| RXF-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXF-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXF-DM7 | DIGITAL/MOBILE: Website |
| RXF-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| RXF-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXF-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXF-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXF-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| RXF-DIR1 | DIRECT: Audio |
| RXF-DIR2 | DIRECT: Digital/Mobile |
| RXF-DIR3 | DIRECT: Film |
| RXF-DIR4 | DIRECT: Out of Home |
| RXF-DIR5 | DIRECT: Print/Mail |
| RXF-DIR6 | DIRECT: Social Media |
| RXF-DIR7 | DIRECT: Other |
| RXF-AE1 | Activations/Events/Live Experiences |
| RXF-FM1 | FILM: Branded Entertainment and Content |
| RXF-FM2 | FILM: Commercials |
| RXF-FM3 | FILM: Short Form |
| RXF-FM4 | FILM: Other |
| RXF-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXF-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXF-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXF-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXF-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXF-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXF-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXF-FTC8 | FILM TECHNIQUE CRAFT: Others |
| RXF-IN1 | INNOVATION: Medium Innovation |
| RXF-IN2 | INNOVATION: Product Innovation |
| RXF-IC1 | Integrated Campaign |
| RXF-OOH1 | OUT OF HOME: Ambient |
| RXF-OOH2 | OUT OF HOME: Billboard |
| RXF-OOH3 | OUT OF HOME: Poster |
| RXF-OOH4 | OUT OF HOME: Takeover |
| RXF-OOH5 | OUT OF HOME: Transit |
| RXF-OOH6 | OUT OF HOME: Other |
| RXF-P1 | PRINT: Publishing |
| RXF-P2 | PRINT: Collateral |
| RXF-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXF-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXF-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXF-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXF-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

| | |
|---------|--|
| RXF-PR1 | Public Relations |
| RXF-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXF-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXF-SM3 | SOCIAL MEDIA: Social Video |
| RXF-SM4 | SOCIAL MEDIA: Social Post |
| RXF-SM5 | SOCIAL MEDIA: Other |

PATIENT ENGAGEMENT

Work created with the aim of building the capacity of patients, families, carers, as well as healthcare providers in order to facilitate and support the active involvement of patients in their own care with the goal of enhancing motivation and independence of a patient as well as supporting proper management, responsible use of treatment/safety and adherence. e.g., the use of data analytics and technology connecting the patient to provider or healthcare systems in order to aid the patient in their journey. Examples would include encouraging compliance, interconnectivity with multiple providers, psychological and social support services, etc.

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| RXG-AU1 | AUDIO: Radio |
| RXG-AU2 | AUDIO: Podcasts & Other Streaming/Downloadable Content |
| RXG-AU3 | AUDIO: Other |
| RXG-ATC1 | AUDIO TECHNIQUE CRAFT: Copywriting |
| RXG-ATC2 | AUDIO TECHNIQUE CRAFT: Music |
| RXG-ATC3 | AUDIO TECHNIQUE CRAFT: Sound Design |
| RXG-BP1 | Brand Partnerships & Collaboration |
| RXG-DC1 | DESIGN CRAFT: Corporate Identity |
| RXG-DC2 | DESIGN CRAFT: Editorial |
| RXG-DC3 | DESIGN CRAFT: Environmental |
| RXG-DC4 | DESIGN CRAFT: Logo |
| RXG-DC5 | DESIGN CRAFT: Packaging |
| RXG-DC6 | DESIGN CRAFT: Point of Purchase |
| RXG-DC7 | DESIGN CRAFT: Posters |
| RXG-DC8 | DESIGN CRAFT: Printed Materials |
| RXG-DC9 | DESIGN CRAFT: Self-Promotion |
| RXG-DC10 | DESIGN CRAFT: Spatial Design |
| RXE-DC11 | DESIGN CRAFT: Other |
| RXG-DM1 | DIGITAL/MOBILE: Applications |
| RXG-DM2 | DIGITAL/MOBILE: Banners & Rich Media Advertising |
| RXG-DM3 | DIGITAL/MOBILE: Games |
| RXG-DM4 | DIGITAL/MOBILE: Microsites |
| RXG-DM5 | DIGITAL/MOBILE: Sales Aids |
| RXG-DM6 | DIGITAL/MOBILE: Virtual Reality (VR) |
| RXG-DM7 | DIGITAL/MOBILE: Website |
| RXG-DM8 | DIGITAL/MOBILE: Other |

| | |
|------------|---|
| RXG-DMTC-1 | DIGITAL MOBILE TECHNIQUE CRAFT: Graphic Design |
| RXG-DMTC-2 | DIGITAL MOBILE TECHNIQUE CRAFT: Sound Design |
| RXG-DMTC-3 | DIGITAL MOBILE TECHNIQUE CRAFT: User Experience |
| RXG-DMTC-4 | DIGITAL MOBILE TECHNIQUE CRAFT: User Interface |
| RXG-DIR1 | DIRECT: Audio |
| RXG-DIR2 | DIRECT: Digital/Mobile |
| RXG-DIR3 | DIRECT: Film |
| RXG-DIR4 | DIRECT: Out of Home |
| RXG-DIR5 | DIRECT: Print/Mail |
| RXG-DIR6 | DIRECT: Social Media |
| RXG-DIR7 | DIRECT: Other |
| RXG-AE1 | Activations/Events/Live Experiences |
| RXG-FM1 | FILM: Branded Entertainment and Content |
| RXG-FM2 | FILM: Commercials |
| RXG-FM3 | FILM: Short Form |
| RXG-FM4 | FILM: Other |
| RXG-FTC1 | FILM TECHNIQUE CRAFT: Animation & Visual Effects |
| RXG-FTC2 | FILM TECHNIQUE CRAFT: Cinematography |
| RXG-FTC3 | FILM TECHNIQUE CRAFT: Direction |
| RXG-FTC4 | FILM TECHNIQUE CRAFT: Editing |
| RXG-FTC5 | FILM TECHNIQUE CRAFT: Production Design/Art Direction |
| RXG-FTC6 | FILM TECHNIQUE CRAFT: Sound Design & Music |
| RXG-FTC7 | FILM TECHNIQUE CRAFT: Scripts |
| RXG-FTC8 | FILM TECHNIQUE CRAFT: Other |
| RXG-IN1 | INNOVATION: Medium Innovation |
| RXG-IN2 | INNOVATION: Product Innovation |
| RXG-IC1 | Integrated Campaign |
| RXG-OOH1 | OUT OF HOME: Ambient |
| RXG-OOH2 | OUT OF HOME: Billboard |
| RXG-OOH3 | OUT OF HOME: Poster |
| RXG-OOH4 | OUT OF HOME: Takeover |
| RXG-OOH5 | OUT OF HOME: Transit |
| RXG-OOH6 | OUT OF HOME: Other |
| RXG-P1 | PRINT: Publishing |
| RXG-P2 | PRINT: Collateral |
| RXG-PTC1 | PRINT TECHNIQUE CRAFT: Art Direction |
| RXG-PTC2 | PRINT TECHNIQUE CRAFT: Copywriting |
| RXG-PTC3 | PRINT TECHNIQUE CRAFT: Illustration |
| RXG-PTC4 | PRINT TECHNIQUE CRAFT: Photography |
| RXG-PTC5 | PRINT TECHNIQUE CRAFT: Typography |

| | |
|---------|--|
| RXG-PR1 | Public Relations |
| RXG-SM1 | SOCIAL MEDIA: Single Platform Campaign |
| RXG-SM2 | SOCIAL MEDIA: Multi-Platform Campaign |
| RXG-SM3 | SOCIAL MEDIA: Social Video |
| RXG-SM4 | SOCIAL MEDIA: Social Post |
| RXG-SM5 | SOCIAL MEDIA: Other |

STUDENT

Work created in the below mediums for students those enrolled in an accredited college, university, or portfolio school. The work submitted by a student must have been produced during their enrollment and should abide by the same date eligibility requirements as every other entry. Produced between September 10th, 2017 through September 10th, 2019.

- Student Audio
- Student Design
- Student Digital/Mobile
- Student Direct
- Student Activations/Events/Experiential
- Student Film
- Student Innovation
- Student Integrated Campaign
- Student Out of Home
- Student Print
- Student Social Media