

NEWYORKFESTIVALS



AME AWARDS[®]

CATEGORIES

NYF AME AWARDS 2019 CATEGORIES

The AME Awards: In order to be considered amongst the World's Best Advertising & Marketing Effectiveness, creative campaigns must achieve specific marketing goals and objectives, demonstrate a ground-breaking solution to marketing challenges and exhibit success accomplished through creative execution and strategic planning.

The AME Awards categories celebrate creative media campaigns that move the needle on behalf of the brand at the intersection of creativity and effectiveness across all executions and all platforms.

PRODUCTS AND SERVICES

All physical or digital items/services provided for consumer or business use that satisfy an identified need.

- PS01 **AUTOMOTIVE/VEHICLES** cars, recreational vehicles, motorcycles, trucks
- PS02 **AUTOMOTIVE/AFTERMARKET** fuel, repairs, paint, oil change & lube, tires, Accessories, extended warranties
- PS03 **BEAUTY PRODUCTS & SERVICES** cosmetics, self-care, hair products, nail care, salons, spa services
- PS04 **BEVERAGES** juice, soft drinks, coffee, energy drinks, beer, wine, liquor
- PS05 **CANNABIS & CBD **NEW**** Education, retail stores, campaigns, recreational and medical.
- PS06 **BUSINESS-TO-BUSINESS** human resources, skills assessment, accounting, technical support
- PS07 **CORPORATE IMAGE** information, rebranding, internal communications
- PS08 **CULTURE & THE ARTS** promotion of events, concerts, culinary/cultural/film festivals, museums, theatrical events
- PS09 **DIGITAL GOODS** virtual products, memberships, services warranties, subscriptions digital downloads of books, music, videos
- PS10 **EDUCATION** brick-and-mortar or online programs, language classes, instructional sessions
- PS11 **ELECTRONICS - CONSUMER & BUSINESS** audio, video, home entertainment, screening rooms, computers/laptops, gaming devices, VR/AR devices, sound systems, UAV/drone
- PS12 **FASHION** clothing, footwear, accessories, jewelry
- PS13 **FINANCIAL SERVICES** banks, insurance, investment
- PS14 **FITNESS & WELLNESS** exercise and health-focused equipment, health related personal products, vitamins and energy products, health & fitness facilities/programs, weight loss/management/nutrition programs
- PS15 **FOOD** Packaged & frozen
- PS16 **FURNITURE & APPLIANCES** Appliances, furniture, indoor and outdoor décor
- PS17 **GOVERNMENT / POLITICS** Informational Sources, Recruitment, Policy or Program Communications
- PS18 **HEALTHCARE** Prescription and OTC medications

- PS19 **HOUSEHOLD SUPPLIES & SERVICES** cleaning products/services, gardening products/services
- PS20 **MASS TRANSPORTATION** Train, ferry, subway, Bus, trolley, taxis, bikeshares
- PS21 **MEDIA & ENTERTAINMENT** Digital streaming, broadcasting, publishing
- PS22 **MOBILE/INTERNET** Mobile, internet and cable/streaming services)
- PS23 **ON DEMAND PRODUCTS & SERVICES** Online marketplace, on demand transportation, food & grocery delivery services, meal kit services
- PS24 **PERSONAL CARE** Items for hygiene including toothpaste, tooth brushes, soap, mouthwash, body wash
- PS25 **PET CARE & HEALTH PRODUCTS** Food, grooming products & health aids, accessories, toys
- PS26 **PROFESSIONAL SERVICES** Legal, accounting, technical support
- PS27 **REAL ESTATE** Both commercial and residential)
- PS28 **RETAIL STORES & ECOMMERCE** All retail and ecommerce
- PS29 **RESTAURANTS** Fast food, casual dining, fine dining, promotions & launches
- PS30 **SNACK ITEMS AND DESSERTS** Candy, baked goods, ice cream, chips
- PS31 **SOFTWARE & APPS** Software, operating systems, or software/apps
- PS32 **SPORTS PROMOTION** Esports, league promotion, game day, special events including olympics, world cup and championships
- PS33 **SPORTS & RECREATION** Equipment & products leisure activities
- PS34 **TRAVEL & TOURISM** Airlines, cruises, resorts, theme parks, tours & travel packages, booking services
-

CREATIVITY FOR POSITIVE IMPACT

Creative campaigns in all media whose goal is to encourage social good and beneficial behavior to facilitate change resulting in a positive movement and outcome for individuals, causes, society, and the welfare of animals and the environment.

- CPI01 **CIVIC / SOCIAL EDUCATION**
- CPI02 **ENVIRONMENT AND SUSTAINABILITY**
- CPI03 **PHILANTHROPIC APPEALS**
- CPI04 **PROMOTION OF PEACE / HUMAN RIGHTS**
- CPI05 **PURPOSE DRIVEN NEW** Campaigns for Brands whose mission is to make a positive impact, including buy one/donate one models, brands giving back, making a profit and doing good.
- CPI06 **PROMOTION OF HEALTH & HUMAN SERVICES**
- CPI07 **EMERGENCY RELIEF**
- CPI08 **COLLABORATION / PARTNERSHIPS**

BEST USE OF DISCIPLINE

All methods used to creatively and effectively deliver information in service of the brand.

- UD01 AMBIENT
- UD02 AUGMENTED REALITY/ VIRTUAL REALITY/MIXED REALITY
- UD03 AVANT GARDE / INNOVATIVE
- UD04 BRANDED CONTENT/ENTERTAINMENT
- UD05 BRANDING
- UD06 CREATIVE USE OF TECHNOLOGY
- UD07 CORPORATE IMAGE
- UD08 DESIGN
- UD09 DIGITAL/MOBILE
- UD10 DIRECT & COLLATERAL
- UD11 INTEGRATED (MULTIPLE MEDIUMS)
- UD12 LOW-BUDGET (<\$100,000 USD)
- UD13 MEDIA PLANNING
- UD14 NEW PRODUCT/ SERVICES LAUNCH
- UD15 PROMOTIONS
- UD16 PUBLIC RELATIONS
- UD17 SPONSORSHIP

BEST USE OF MEDIUM

Any communication medium used as a vehicle to advance the story of the brand, engage consumers and drive results to achieve the goals of the brand.

- UM01 AUDIO/RADIO
- UM02 ACTIVATION & ENGAGEMENT
- UM03 BRANDED CONTENT / ENTERTAINMENT
- UM04 COLLATERAL
- UM05 CREATIVE PARTNERSHIPS

- UM06 **EVENTS**
- UM07 **EXPERIENTIAL MARKETING** **NEW** Participatory hands on interaction with a brand in an environment or business situation.
- UM08 **GAMIFICATION**
- UM09 **GUERRILLA**
- UM10 **OUTDOOR / OUT-OF-HOME**
- UM11 **PODCAST** **NEW**
- UM12 **POINT-OF-PURCHASE**
- UM13 **POP-UP STORES**
- UM14 **PRINT**
- UM15 **SOCIAL MEDIA & SOCIAL VIDEO**
- UM16 **TV & CINEMA**
- UM17 **WEBSITE**