

# HERMES

## CATEGORIES

Entries are judged at random. Your work is judged on creativity and what you apparently had to work with, not against the other entrants in the category. A 2-color and a 4-color brochure in the same category are not compared to each other. A small company is not compared to a Fortune 500 entrant in the same category. There can be multiple winners in a given category. **Most categories are \$120. All numbers followed with a "c" are considered campaigns and are \$195. Achievement categories are \$250.**

### PRINT MEDIA

#### ADVERTISING

1. Direct Mail Piece
2. Banner/Sign
3. Flyer
4. Magazine Ad
5. Newspaper Ad
6. Outdoor Ad
7. Point of Purchase Ad
8. Trade Show Exhibit
- 9c. Print Advertising Campaign (\$195)
10. Other \_\_\_\_\_

#### PUBLICATIONS

11. Annual Report
12. Benefits
13. Book
14. Brochure
15. Catalog
16. Corporate Social Responsibility
17. Handbook
18. Magazine
19. Newsletter
20. Program Guide
21. Viewbook
22. Other \_\_\_\_\_

#### MARKETING/COLLATERAL/ BRANDING

23. Calendar
24. Holiday Card
25. Invitation
26. Media Kit
27. Postcard
28. Poster
29. Specialty Item
30. Packaging
31. T-Shirt
32. Other \_\_\_\_\_

#### DESIGN

40. Publication Overall
41. Publication Cover
42. Publication Interior
43. Branding Graphics Suite
44. Holiday Card
45. Illustration/Graphic Design
46. Infographic
47. Invitation
48. Logo
49. Marketing Materials
50. Menu
51. Media Kit
52. Packaging/Label
53. Postcard
54. Poster
55. Other \_\_\_\_\_

#### PHOTOGRAPHY

56. Advertising
57. Publication
58. People/Portrait
59. Other \_\_\_\_\_

#### WRITING

60. Advertorial
61. Brand Journalism
62. Publication Overall
63. Publication Article
64. Publication Column
65. News Release
66. Speech
67. White Paper
68. Other \_\_\_\_\_

#### STRATEGIC CAMPAIGNS MARKETING

- (Provide materials and/or explanation if necessary)*  
*(entry fee for categories 300-317 is \$195)*
- 300c. Advertising Campaign
  - 301c. Marketing/Promotion Campaign
  - 302c. Integrated Marketing Campaign
  - 303c. Integrated Marketing Materials
  - 304c. Company Branding
  - 305c. Product Branding
  - 306c. Branding Refresh
  - 307c. Interactive Brand Experience
  - 308c. Benefits/HR Campaign
  - 309c. Social Marketing Campaign
  - 310c. Internal Campaign
  - 311c. Digital Marketing Campaign
  - 312c. Event Marketing
  - 313c. Product Launch
  - 314c. Search Engine Optimization
  - 315c. Search Engine Marketing
  - 316c. Viral Marketing
  - 317c. Other \_\_\_\_\_

#### PUBLIC RELATIONS/ COMMUNICATIONS

- (Provide materials and/or explanation if necessary)*  
*(entry fee for categories 69-84 is \$195)*
- 69c. Pandemic Response
  - 70c. Communication Plan
  - 71c. Communication Campaign
  - 72c. Corporate Social Responsibility Program
  - 73c. Crisis Communication Plan
  - 77c. Internal Comm. Campaign
  - 78c. PR Campaign
  - 81c. Special Event
  82. Live or Virtual Event
  83. Research/Study
  84. Other \_\_\_\_\_

#### MEDIA RELATIONS

85. Media Response
86. Magazine Placement
87. Newspaper Placement
88. Online Placement
89. Television Placement
- 90c. Publicity Campaign (\$195)
91. Other \_\_\_\_\_

#### ELECTRONIC MEDIA SOCIAL MEDIA

#### INTERACTIVE MEDIA

#### WEBSITE OVERALL

92. Redesign (upload old site as document)
93. Association
94. Corporation & Social Responsibility
95. Business to Business
96. Business to Consumer
97. Educational Institution
98. Government
99. Informational
100. Marketing, PR, Advertising, Digital Agency
101. Medical/Healthcare
102. Nonprofit
103. Product
104. Professional Service
105. Small Business
106. Other \_\_\_\_\_

#### MOBILE & WEB-BASED TECHNOLOGY

- 107c. Mobile App (\$195)
108. Mobile Website
109. Mobile Buying Experience
110. Mobile Info. Experience
111. Other \_\_\_\_\_

#### WEB ELEMENT

112. Landing Page
113. Microsite
114. Home Page
115. Portal
- 116c. Web-based Training (\$195)
117. Video for the Web
- 118c. Podcast Series (\$195)
119. Blog Overall
120. Blog Single Post
121. Other \_\_\_\_\_

#### WEB CREATIVE

122. Website Design
123. Infographic
124. Interactive Capabilities
125. Use of Multi-Media
126. Web Writing/Content
127. Blog Writing
128. Other \_\_\_\_\_

#### SOCIAL MEDIA

- 129c. Social Media Campaign (Multiple Platforms) (\$195)
- 130c. Social Ad Campaign (\$195)
- 131c. Social Content Campaign (Multiple Platforms) (\$195)
- 132c. Consumer Engagement Campaign (Multiple Platforms) (\$195)
133. Facebook
134. Facebook Engagement
135. LinkedIn
136. Instagram
137. Instagram Engagement

138. TikTok
139. Twitter
140. Social Influencer
141. Game/Contest/Promotion
142. Social Video
143. Other \_\_\_\_\_

#### DIGITAL ADVERTISING

144. Digital Ad Campaign
145. Display Ad
146. Video Ad or Pre-Roll
147. Other \_\_\_\_\_

#### DIGITAL PUBLICATIONS/ MESSAGING

148. E-Annual Report
149. E-Book/iBook
150. E-Brochure
151. E-Card
152. E-Mail Communication
- 152c. E-Mail Campaign
153. E-Newsletter/E-Zine
154. E-Invitation
155. Other \_\_\_\_\_

#### VIDEO

156. Corporate Image
157. Documentary
158. Educational
159. Entertainment
160. Event
161. Fund Raiser
162. Government
163. Informational
164. Internal Communication
165. Marketing (Product)
166. Marketing (Service)
167. Medical/Health
168. Meeting Open/Close
169. Nonprofit
170. Powerpoint
171. Public Relations
172. Recruitment
173. Sports
- 174c. Video Series (\$195)
175. Training
176. YouTube Video
177. TV PSA
178. TV Ad
- 179c. TV Ad Campaign (\$195)
180. TV Program
181. Other \_\_\_\_\_

#### VIDEO CREATIVITY

182. Animation
183. Motion Graphics
184. White Board
185. Virtual Tour
186. Virtual, Augmented or Mixed Reality
187. Directing
188. Editing
189. Videography
190. Original Music
191. Other \_\_\_\_\_

#### PODCAST

- 192c. Podcast Series (\$195)
193. Podcast Episode

#### AUDIO/RADIO

194. Program
195. Sports
196. Original Music
197. PSA
198. Ad
- 199c. Ad Campaign (\$195)
200. Other \_\_\_\_\_

#### NEW CATEGORY

*My project doesn't fit any of the categories*  
201c. Write your own category on entry form (\$195)

#### PRO BONO

*After a paid entry, there is no entry fee for work done pro bono for nonprofits. One entry per pro bono client.*

202. Pro Bono

#### ACHIEVEMENT

*Special recognition for individuals and teams for their body of work.*

#### INDIVIDUAL

203. Individual's Specific Project Achievement (\$250)
204. Individual's Body of Work Achievement (\$250)

#### TEAM

205. Team's Specific Project Achievement (\$250)
206. Team's Body of Work Achievement (\$250)