

# 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. All numbers followed with a "c" are considered campaigns and are \$175. All other entries are \$95.

### PRINT MEDIA

#### ADVERTISING

1. Direct Mail Piece
2. Door Hanger
3. Flyer
4. Magazine
5. Newspaper
6. Outdoor
7. Point of Purchase
8. Trade Show Exhibit
- 9c. Advertising Campaign (\$175)  
(3 of any media or combination)
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. Newspaper Supplement
31. T-Shirt
32. Other \_\_\_\_\_

#### INTEGRATED MARKETING

(provide materials and/or explanation if necessary)  
(entry fee for categories 33-39 is \$175)

- 33c. Integrated Marketing Materials
- 34c. Integrated Marketing Campaign
- 35c. Company Branding
- 36c. Product Branding
- 37c. Internal Campaign
- 38c. Event Marketing
- 39c. Other \_\_\_\_\_

#### DESIGN

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

#### PHOTOGRAPHY

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

#### WRITING

60. Ad Copy
61. Advertorial
62. Brand Journalism
63. Publication Overall
64. Publication Article
65. Publication Column
66. News Release
67. Speech
68. Technical
69. Other \_\_\_\_\_

### PUBLIC RELATIONS

### COMMUNICATIONS

#### STRATEGIC PROGRAMS

(provide materials and/or explanation if necessary)  
(entry fee for categories 70-82 is \$175)

- 70c. Comm/Marketing Plan
- 71c. Comm/Marketing Campaign
- 72c. Corporate Social Responsibility Program
- 73c. Crisis Communication Plan
- 74c. Digital Marketing Campaign
- 75c. Employee Relations
- 76c. Interactive Brand Experience
- 77c. Internal Communication Campaign

- 78c. PR Campaign
- 79c. Product Launch
- 80c. Social Marketing Campaign
- 81c. Special Event
- 82c. Other \_\_\_\_\_

#### MEDIA RELATIONS

83. Media Response
84. Magazine Placement
85. Newspaper Placement
86. Product Placement
87. Online Placement
88. Radio Placement
89. Television Placement
- 90c. Publicity Campaign (\$175)
91. Other \_\_\_\_\_

### ELECTRONIC MEDIA

### SOCIAL MEDIA

### INTERACTIVE MEDIA

#### WEBSITE OVERALL

92. Association
93. Corporation
94. Business to Business
95. Business to Consumer
96. Educational Institution
97. Employee Benefits
98. Government
99. Informational
100. Marketing, PR, Advertising Agency
101. Medical
102. Nonprofit
103. Product
104. Professional Service
105. Small Business
106. Other \_\_\_\_\_

#### MOBILE & WEB-BASED TECHNOLOGY

107. Intranet
108. Landing Page
109. Microsite
- 110c. Mobile App (\$175)
111. Mobile Website
112. Mobile Buying Experience
113. Mobile Information Experience
114. Other \_\_\_\_\_

#### WEBSITE ELEMENT

115. Display Advertising
- 116c. E-Learning (\$175)
117. Home Page
118. Interactive Capabilities
- 119c. Games, Contests, Presentations (\$175)
120. Podcast
121. Portal
122. Streaming Video
123. Video for the Web
124. Web Animation
125. Web Based Multi-Media
- 126c. Web Based Training (\$175)
127. Webcast
128. Web Copy
129. Website Design
130. Other \_\_\_\_\_

#### SOCIAL MEDIA

- 131c. Social Media Campaign  
(Multiple Platforms) (\$175)
- 132c. Content Campaign  
(Multiple Platforms) (\$175)
- 133c. Consumer Engagement Campaign  
(Multiple Platforms) (\$175)
134. Viral Marketing
135. Facebook Site
136. Facebook Engagement
137. LinkedIn
138. Instagram Site
139. Snapchat Filter
140. Twitter Site
141. Social Site Other \_\_\_\_\_
142. Social Video
143. Social Infographic
144. Game or Contest
145. Blog (Overall)
146. Blog (Writing)
147. Social Component Other \_\_\_\_\_

#### E-COMMUNICATION

148. E-Annual Report
149. E-Card
150. E-Mail Blast
151. E-Mail Communication
152. E-Newsletter
153. E-Zine
154. eBook/E-Book
155. Other \_\_\_\_\_

#### VIDEO

156. Corporate Image
157. Documentary
158. Educational
159. Entertainment

160. Event
161. Government
162. Internal Communication
163. Marketing (Product)
164. Marketing (Service)
165. Medical
166. Motion Graphics for Product
167. Motion Graphics for Service
168. Motion Graphic Explanation
169. Motion Graphics Information
170. White Board
171. Nonprofit
172. Powerpoint
173. Public Relations
174. Recruitment
175. Student Production
176. Virtual Tour
177. YouTube Video
178. TV PSA
179. TV Ad
- 180c. TV Ad Campaign (\$175)
181. TV Program
182. Other \_\_\_\_\_

#### VIDEO CREATIVITY

183. Animation
184. Cinematography
185. Directing
186. Editing
187. Videography
188. Writing
189. Other \_\_\_\_\_

#### AUDIO/RADIO

190. Interview
191. Original Music
192. Podcast
193. Program
194. Sports
195. PSA
196. Ad
- 197c. Ad Campaign (\$175)
198. Script
199. Other \_\_\_\_\_

### NEW CATEGORY

My project doesn't fit any of the categories  
200c. Write your own category on entry form (\$175)

### PRO BONO

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

201. Pro Bono