

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 \$110. All numbers followed with a "c" are considered campaigns and are \$185. 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. Advertising Campaign (\$185)
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 _____

INTEGRATED MARKETING

(Provide materials and/or explanation if necessary)(entry fee for categories 33-39 is \$185)

- 33c. Integrated Marketing Materials
- 34c. Integrated Marketing Campaign
- 35c. Company Branding
- 36c. Branding Refresh
- 37c. Internal Campaign
- 38c. Event Marketing
- 39c. 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 _____

PUBLIC RELATIONS COMMUNICATIONS STRATEGIC PROGRAMS

(Provide materials and/or explanation if necessary)

(entry fee for categories 69-84 is \$185)

- 69c. Pandemic Response
- 70c. Comm/Marketing Plan
- 71c. Comm/Marketing Campaign
- 72c. Corporate Social Responsibility Program
- 73c. Crisis Communication Plan
- 74c. Digital Marketing Campaign
- 75c. Benefits/HR Campaign
- 76c. Interactive Brand experience
- 77c. Internal Comm. Campaign
- 78c. PR Campaign
- 79c. Product Launch
- 80c. Social Marketing 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 (\$185)
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 (\$185)
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. Games/Contests/ Presentations (\$185)
117. Web Based Training (\$185)
118. Video for the Web
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) (\$185)
- 130c. Social Ad Campaign (\$185)
- 131c. Social Content Campaign (Multiple Platforms) (\$185)
- 132c. Consumer Engagement Campaign (Multiple Platforms) (\$185)
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 (\$185)
175. Training
176. YouTube Video
177. TV PSA
178. TV Ad
- 179c. TV Ad Campaign (\$185)
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 _____

AUDIO/RADIO

- 192c. Podcast Series (\$185)
193. Podcast Episode
194. Program
195. Sports

196. Original Music
197. PSA
198. Ad
- 199c. Ad Campaign (\$185)
200. Other _____

NEW CATEGORY

My project doesn't fit any of the categories

201c. Write your own category on entry form (\$185)

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 Achievement (\$250)

TEAM

204. Team Achievement (\$250)