AVA DIGITAL AWARDS

Digital Marketing & Integrated Campaigns

1c. AI-Assisted Campaign ($195)
2c. Digital Marketing Campaign ($195)
3c. Influencer/Creator Campaign ($195)
4c. Integrated Digital Campaign ($195)
5c. Interactive Brand Experience ($195)
6c. SEM / Paid Search Campaign ($195)
7c. SEO / Search Campaign ($195)
8c. Social Commerce / Shoppable Campaign ($195)
9c. Social Media Campaign ($195)
10c. Viral / Buzz Campaign ($195)
11c. Other Campaign ($195)

Digital Advertising

20c. Digital Advertising Campaign ($195)
21. Influencer Advertising Collaboration
22. Interactive / Shoppable Ad Experience
23. Native / Sponsored Content
24. Paid Social Video Ad
25c. Programmatic Advertising Campaign ($195)
26. Rich Media / Dynamic Ad
27. SEM Campaign
28. Single Digital Ad (Static or Animated)
29c. Social Media Advertising Campaign ($195)
30. Streaming Video Ad
31. Other

Content Marketing & Strategy

40c. Blog Series ($195)
41. Blog Post (Single)
42. Blog Writing
43c. Branded Content Series ($195)
44. Digital Card / E-Card
45. E-Annual Report
46. E-Book
47. E-Brochure
48. E-Magazine
49c. Email Campaign ($195)
50. Email Marketing – Single
51. E-Newsletter
52. Games / Contests / Interactive Content
53c. Podcast Episode
54c. Podcast Series ($195)
55. Short-Form Vertical Social Video
56. White Paper
57. YouTube Marketing Video
58. Other

Websites & Digital Experiences

60. Website – Arts & Entertainment
61. Website – Association
62. Website – Business to Business
63. Website – Business to Consumer
64. Website – Corporate / Enterprise
65. Website – Education / Institution
66. Website – Financial
67. Website – Government
68. Website – Medical
69. Website – Nonprofit
70. Website – Professional Services
71. Website – Redesign
72. Website – Small Business
73. Website – Social Responsibility
74. Website – Tourism / Travel / Hospitality
75. Other

Web Elements

80. AI-Powered Website Experience
81. E-Commerce / Storefront
82. Homepage
83. Interactive Web Feature
84. Intranet
85. Landing Page
86. Microsite
87. Portal
88. Training / E-Learning
89. Other

Social Media & Creator Content

90. AI-Generated Social Content
91c. Community Engagement Campaign ($195)
92. Facebook Engagement
93. Facebook Profile
94. Hashtag Challenge / Social Activation
95. Influencer / Creator Collaboration
96. Instagram Engagement
97. Instagram Profile
98. Interactive Social Content
99. LinkedIn Engagement
100. LinkedIn Profile
101. Live Social Video / Live Stream
102. Short-Form Vertical Video (TikTok/Reels/Shorts)
103. Social Audio (Spaces, LinkedIn Audio, etc.)
104c. Social Branding Campaign ($195)
105c. Social Campaign ($195)
106c. Social Content Campaign ($195)
107c. Social Media Presence ($195)
108. Social Use of Video
109. Stories Format Content
110. TikTok Engagement
111. TikTok Profile
112c. UGC-Based Campaign ($195)
113. X Engagement
114. X Profile
115. Other

Mobile, Apps & UX

120. App – Business
121. App – Education
122. App – Entertainment or Event
123. App – Government / Public Service
124. App – Information
125. App – Medical
126. Mobile Buying Experience

127. Mobile Information Experience
128. Mobile Interactivity
129. Mobile Website
130. Other

Web & App Design (Creativity)

140. App Design
141. Digital Communications / E-Communications
142. Gamified Experience / Contests
143. Interactive Web Animation
144. Mobile Site Design
145. UX/UI Design
146. Web Design – Full Website
147. Web Design – Homepage
148. Web Infographics
149. Web Interactive Capabilities
150. Web Redesign
151. Other

Short-Form Video (<3 Minutes)

160. Company Overview
161. Corporate Image
162. Cultural
163. Demo Reel
164. Documentary
165. Education
166. Employee Communication
167. Environmental
168. Event Feature
169. Facility Tour
170. Fundraiser
171. Government
172. Healthcare
173. Influencer or Personality Feature
174. Informational
175. Instructional
176. Marketing – Product
177. Marketing – Service
178. Medical – External
179. Medical – Internal
180. Meeting Open/Close
181. Movie
182. Music Video
183. News / Info
184. Nonprofit
185. Recruitment
186. Religious
187. Safety
188. Sales Presentation
189. Shoppable Video
190. Special Event
191. Sports
192. Student Production
193. Training
194. Travel
195. Tribute
196. Vertical / Social-Optimized Video
197c. Video Series ($195)
198. Other

Web & Digital Video Craft (Creativity)

200. Directing
201. Editing
202. Graphics / Design
203. Motion Graphics
204. Original Music
205. Special Effects / Animation
206. Talent (On-Camera)
207. Videography
208. Writing
209. Other

Digital Video Creation & Emerging Media

210. Animation
211. Augmented Reality
212. Digital Holiday Card
213. Interactive Video
214. Mixed Reality / XR
215. Motion Graphics – Company Overview
216. Motion Graphics – Explainer
217. Motion Graphics – Product
218. Motion Graphics – Service
219. Synthetic/AI-Generated Video
220. Virtual Reality
221. Whiteboard Video
222. Other

Commercial & Promotional Video

230c. Advertising Campaign ($195)
231. Education / Academic
232. Entertainment/Amusement
233. Financial
234. Healthcare / Hospital
235. Legal
236. Political
237. Product Promotion
238c. PSA Campaign ($195)
239. Retail
240. Services
241. Student Work
242. Tourism / Travel
243. Utilities
244. Other

Long-Form & Streaming Video

250. Branding
251. Company Overview
252. Corporate Image
253. Cultural
254. Demo Reel
255. Documentary
256. Educational
257. Entertainment
258. Environmental
259. Event
260. Facility Overview
261. Fundraiser
262. Government

263. Informational
264. Instructional
265. Legal
266. Marketing – Product
267. Marketing – Service
268. Medical External
269. Medical Internal
270. Meeting Open/Close
271. Movie / Film
272. Music / Performance
273. Nonprofit
274. Recruitment
275. Religious
276. Safety
277c. Series / Episodic ($195)
278. Special Event
279. Sports
280. Student
281. Training
282. Travel
283. Tribute
284. Video News Release
285. Viral Video
286. Wedding
287. Other

Video Production Craft

290. 360° Video
291. Cinematography
292. Directing
293. Editing
294. Graphics / Design
295. On-Camera Talent
296. Original Music
297. Special Effects / Animation
298. Videography
299. Virtual / Augmented Reality Production
300. Writing
301. Other

Audio, Podcast & Voice

310. Audio Ad – Single
311c. Audio Ad Campaign ($195)
312c. Audio Program / Series ($195)
313. Audio Promotion
314. Audio Storytelling / Narrative
315. Original Music / Audio Branding
316. Podcast Single Episode - Educational
317. Podcast Single Episode - Entertainment Single Episode
318. Podcast Single Episode - Industry Focused Single Episode
319. Podcast Single Episode - Informational Single Episode
320. Podcast Single Episode - Internal Communication Single Episode
321. Podcast Single Episode - Marketing Product/Service Single Episode
322. Podcast Single Episode - Medical Single Episode
323. Podcast Single Episode - Other _____
324c. Podcast Series - Educational ($195)
325c. Podcast Series - Entertainment ($195
326c. Podcast Series - Informational ($195)
327c. Podcast Series - Internal Communication ($195)
328c. Podcast Series - Marketing Product/Service ($195)
329c. Podcast Series - Medical ($195)
330c. Podcast Series- Industry Focused ($195)
331c. Podcast Series - Other ($195)
332. Podcast - Outstanding Guest(s)
333. Podcast - Outstanding Host(s)
334. Podcast - Outstanding Production
335. Podcast - Other _____
336c. PSA / Audio Campaign ($195)
337. Sports / Commentary
338. Voice App / Smart Speaker Content
339. Other

New/Emerging Category

350c. My Digital Project Doesn't Fit a Category (Custom Entry) ($195)

Pro Bono

360. Pro Bono (Free after a paid entry)

Achievement

370. Individual's Specific Project Achievement ($250)
371. Individual's Body of Work Achievement ($250)
372. Team's Specific Project Achievement ($250)
373. Team's Body of Work Achievement ($250)