

THE FAXIES

RECOGNIZING EXCELLENCE IN PR, MARKETING & CONTENT

PR & Marketing Categories

- **Deadline: June 21**

Content & Design Categories

- **Early-Bird Deadline: June 14**
- **Deadline: June 21**

Enter at www.TheFAXIES.com

PR & Marketing Categories

Digital Hall of Fame – Recognizing the pioneers and strategic innovators of digital marketing, communications or advertising.

TV Hall of Fame – Recognizing career achievements of those whose innovations and creativity have contributed greatly to the television and content industry.

Executives of the Year

Marketing Executive of the Year – Recognizing the exceptional efforts and achievements of a marketing executive over the past 12 months.

PR Executive of the Year – Recognizing the exceptional efforts and achievements of a PR executive over the past 12 months.

Social Influencer of the Year - Recognizing the exceptional efforts and achievements of an executive or creative talent who has influenced the business, the culture or consumer perceptions using social media.

Teams of the Year

Digital Team of the Year – Recognizing the collective efforts and achievements of a team primarily responsible for digital initiatives over the past 12 months.

Marketing Team of the Year – Recognizing the collective efforts and achievements of a marketing team over the past 12 months.

PR Team of the Year - Recognizing the collective efforts and achievements of PR team over the past 12 months.

Social Media Dream Team of the Year - Recognizing the collective efforts and achievements of team primarily focused on social media initiatives, marketing or messaging over the past 12 months.

Campaign awards

Advertising campaign for a network – Awarded to the best and most effective advertising for a network.

Advertising campaign for a single program - – Awarded to the best and most effective advertising for a single program.

Brand Image and Positioning Campaign - Recognizing a highly effective campaign in which a corporate brand is enthusiastically received and becomes highly recognized.

Content Marketing Campaign / Sponsored Content - Recognizing sponsored content that shines a positive light on your brand, a key issue and/or supports a multimedia campaign. Enter one piece of sponsored content or a series and show us how your storytelling resonated with your key stakeholders.

Digital Marketing Campaign – Recognizing overall digital communications efforts with a digital-first approach, leveraging online platforms and tools to elevate a message.

Influencer Campaign - Recognizing success at identifying influencers for a particular campaign or ongoing initiative, and mobilizing them to connect positively with your brand.

Integrated Marketing Campaign - A program or campaign that leverages multiple promotional sources and a common thematic message to achieve success.

Marketing campaign – Recognizing outstanding marketing campaigns combining public relations and communications with traditional marketing tactics, leveraging exposure, impact and results.

Media relations campaign - Recognizing an overall campaign whose primary objective was to win fair or favorable media coverage.

Public affairs campaign – Recognizing a wide range of campaigns influencing or educating the public about social, economic, governmental and other issues.

Community awards

Community relations – Recognizing exceptional community relations efforts targeting local communities in which your company works.

Corporate social responsibility / green campaign – Recognizing campaigns whose primary focus is promoting a social cause, but which may also include promotion of your product and/or services and the advancement of your reputation as a corporate citizen.

Nonprofit partnerships – Recognizing a collaboration your company has with a nonprofit organization to increase awareness, fundraise or other charitable goal.

Corporate communications

Crisis communications - Communications surrounding any crisis, from program backlash to executive malfeasance to social media gaffes, are eligible in this category.

Internal communications campaign - Recognizing outstanding communications to your most important stakeholders—your organization’s employees. Any campaign actively targeting the workforce is eligible.

Investor relations - This category recognizes campaigns conducted to support your organization's financial messages, whether targeted to investors or other audiences

Regulatory or legislative communications campaign - This category recognizes campaigns conducted to support your organization's legislative and/or regulatory goals, whether targeted to policymakers or the public at large.

Marketing awards

Acquisition and upgrade marketing - Recognizing outstanding marketing strategy and efforts focused primarily on customer acquisition and/or upselling and upgrading existing customers.

Affiliate and partnership marketing - Recognizing outstanding marketing strategy and efforts aimed at initiating, enhancing or increasing relationships with affiliates and/or corporate partners.

Marketing of a continuing series - Recognizing outstanding marketing strategy and efforts to increase awareness, exposure, impact and success of a continuing series.

Marketing of a new series or show - Recognizing outstanding marketing strategy and efforts to increase awareness, exposure, impact and success of a new series or show.

Marketing of a special or documentary/documentary series - Recognizing outstanding marketing strategy and efforts to increase awareness, exposure, impact and success of a special or documentary.

Media event - Media events can include press conferences, media tours, pop-ups, junkets or in-person interactions with the media. Entries should exhibit creativity in planning and implementing the event, as well as attracting media coverage and engagement.

Multicultural marketing - This category includes campaigns designed to recognize and serve the distinct needs of multicultural audiences. Campaigns targeted at or at an array of cultural segments of the population, including LGBTQ people, are eligible in this category.

PR stunt – Recognizing an event, online initiative, campaign or prank using unique and innovative methods to attract attention and engage your audience.

Press kit – Yes, Press Kits are still hot ticket item! Recognizing creative and informative outstanding press kits.

Programming stunt – Recognizing an excellent programming stunt using innovative and unique methods to draw attention and engagement for video content on any platform.

Shoestring marketing - Recognizing outstanding examples of achieving success with limited funds/budget, whether it's for a single campaign or ongoing. While shoestring is subjective, the winners in this category are those who have done more with less, and have been creative with the limited dollars they have.

Tchotchke – Recognizing either a single item or a combined package of Tchotchkes provided to clients, the media or viewers/consumers.

Trade show marketing/PR – Recognizing innovative use of multiple channels to raise awareness of trade show or event; tactics should be clearly linked to results (attendance, revenue, etc.).

Virtual reality/augmented reality marketing - Recognizing outstanding marketing campaigns that use AR and/or VR to promote a product or service.

Audience Engagement

Contest/Sweepstakes/Promo - Honors promotional efforts that leverage contests and/or sweepstakes to initiate or expand engagement with consumers, clients or other targeted influencers.

Fan Base Cultivation – Honors strides in cultivating your loyal fan base, engagement and results.

Interactive Brand Content - Honors promotional efforts that leverage branded content with components that result in one-on-one interactions with consumers, clients or other targeted influencers. These interactions can take place in a physical or digital environment—or both.

Online Community - Honoring any online community or social media network that facilitates audience engagement and interaction.

Online Game/Gamification- Honors promotional efforts that leverage online/mobile games or “gamification” of original or pre-existing content to initiate or expand engagement with consumers, clients or other targeted influencers.

Social Good Campaign - Recognizing a communications strategy with your organization's Social Good efforts as its focus.

Supplemental Web Content - Awarded for outstanding overall content of a single issue complement to an existing publication or standalone publication released once per year.

Use of Facebook – Only campaigns developed specifically for Facebook, or those that include a strong Facebook component, will be considered. Entrants should demonstrate objectives, execution and results that are specific to Facebook.

Use of Instagram – Only campaigns developed specifically for Instagram or those that include a strong Instagram component will be considered. Entrants should demonstrate objectives, execution and results that are specific to Instagram.

Use of Snapchat - Only campaigns developed specifically for Snapchat or those that include a strong Snapchat component will be considered. Entrants should demonstrate objectives, execution and results that are specific to Snapchat.

Use of Twitter - Only campaigns developed specifically for Twitter or those that include a strong Twitter component will be considered. Entrants should demonstrate objectives, execution and results that are specific to Twitter.

Use of YouTube - Entrants should be able to demonstrate a high degree of engagement with either one YouTube video or with a YouTube channel. Show clear organizational goals for a specific YouTube video or a series of videos, as well as analytics showing those goals had been reached. Quality of videos is less important than meeting organizational goals with videos.

Use of Other Social Platform – Recognizing campaigns developed specifically or primarily focused on platforms other than Facebook, Instagram, Snapchat, Twitter or YouTube.

Social Media Campaign - These are campaigns that connect people and allow them to be integrated into a product or company. Social media campaigns can leverage platforms ranging from Facebook to Twitter, from Snapchat to Instagram, from online forums and message boards to video and virtual reality.

Overall Social Presence – Recognizing an overall brand excellence on social platforms, encompassing year-round engagement, growth, promotions and creativity.

Reminder: The PR & Marketing Categories are above. Enter by the Early Bird Deadline of April 12 to save \$275 per entry!

The next section details the Content & Design Categories and the Entry Period ends in June.

Content & Design Categories

(formerly the Program & Trailer Awards and the Cablefax Digital Awards)

Platinum Categories

Best Program
Best New Program
Best Branded Content
Best Special (New!)
Best TV Movie (New!)
Best Limited Series(New!)
Best Actor
Best Actress
Best Director
Best Host
Best Voice Actor/Actress (New!)
Best Documentarian (New!)
Best Showrunner
Best Sportscaster (New!)

By Genre: Best Show or Series

Animals/Nature
Animated
Comedy
Children's
Documentary
Drama
Education / Instructional
Faith Based / Religious
Family Friendly
Food
Horror (New!)
Music
News
Public Affairs
Reality
Reality Competition / Game Show
Regional Program
Sci Fi
Sports
Talk Shows
Other

Trailer Categories

Top Trailer – Recognizing the best overall promotional trailer for any kind of video content across any platform.

Top Network Sizzle Reel - Recognizing the best promotional trailer/sizzle reel promoting a specific TV network and/or streaming service.

New Show / Series - Recognizing the best promotional trailer for any kind of video content on any video platform.

Returning Show / Series - Recognizing the best promotional trailer for a returning show or series on any video platform.

Movie / Mini-Series- Recognizing the best promotional trailer for a movie or mini-series on any video platform.

Reality / Docu-Series- Recognizing the best promotional trailer for a reality or documentary show or series on any video platform.

Most Creative / Surprising- Recognizing the best promotional trailer for a returning show or series shown on any video platform.

Most Viral / Shareable- Recognizing the best promotional trailer for a returning show or series shown on any video platform.

Digital / Online / Mobile Categories

App for Smartphone - Awarded for outstanding design, functionality and navigation of an app primarily designed for a smartphone.

App for Tablet - Awarded for outstanding design, functionality and navigation of an app primarily designed for a tablet device.

Editorial Excellence - Our “Best in Show” Award will be given to the app or website that most successfully fulfills its editorial mission, effectively serves its audience, and represents the highest journalistic standards. Please submit 3-5 samples of work (samples may include full issues, articles, links to online work, etc.).

Graphics/UX Design - Awarded for outstanding graphics/UX design for an app, game, website or other piece of online content.

Live Event Coverage - Awarded for outstanding coverage of a live event. This includes traditional journalistic, blogging or fan coverage of a live event, whether that coverage or commentary takes the form of online print, audio or video content.

Live Streaming - Either one live stream using Facebook Live or Periscope or similar app, or an organization’s overall use of live streaming apps will be considered. Entrants should include

clear organizational objectives for live streaming, specific measurement tactics and PR used to build an audience for live streaming.

Mobile Experience – Recognizing excellence related to a specific mobile experience resulting from use of an app, game, website or other content primarily designed for a mobile device.

New Product or Launch - Entries in this category should focus on the PR efforts surrounding the launch of a new product or service, in either the consumer or B2B/corporate arenas.

Online Press Center - Recognizing an effective online platform for media and other influencers to access information and intelligence about your organization or client; demonstrates ease of use for members of the media, influencers, bloggers; frequent updates; integration of social media channels; easily visible contact links for media to request interviews and more information

Online Short (scripted or unscripted) – Recognizing outstanding scripted or unscripted online video content under 5 minutes in length.

Online/Mobile Extras for a Linear Show – Recognizing outstanding video content primarily designed for online and mobile environments and intended as a supplement to a linear TV show or series.

Original Content – Recognizing outstanding original video content primarily designed for online and mobile environments.

Overall Website - Network – Large (More than 50mln subs) - Awarded for outstanding design, functionality and navigation of a website for a large programming network with more than 50 million linear or streaming subscribers. Editorial content, layout, and functionality will be evaluated.

Overall Website - Network – Small and Mid-Size (Fewer than 50mln subs) - Awarded for outstanding design, functionality and navigation of a website for a large programming network with more than 50 million linear or streaming subscribers. Editorial content, layout, and functionality will be evaluated.

Overall Website - Official Show Website - Awarded for outstanding design, functionality and navigation of a website focused on a specific video show or series on any online platform. Editorial content, layout, and functionality will be evaluated.

Overall Website - Regional/Local Programmers - Awarded for outstanding design, functionality and navigation of a website focused on regional or local video content. Editorial content, layout, and functionality will be evaluated.

Overall Website – Distributor - Awarded for outstanding design, functionality and navigation of a website by a video content and/or broadband distributor. Editorial content, layout, and functionality will be evaluated.

Podcast or Videocast - Entries in this category should focus on outstanding, impactful podcasts that promote a brand or executive and/or PR efforts surrounding a podcast and/or video cast, whether in the consumer or business-to-business arena. Specific measurement tactics should be demonstrated. Recognizing excellence in a single episode or series of podcast. Points will be given for originality of voice and creativity of storytelling.

Use of Video/Moving Image - Recognizing excellence in use of video to tell a story and enhance a user's experience. Single and/or series of videos are eligible for entry.

Virtual Reality/Augmented Reality Content - Recognizing outstanding PR campaigns that use AR and/or VR to promote a product or service.

Website or Microsite Design - Awarded for outstanding design, functionality and navigation of a website.

Website Redesign - Awarded for an outstanding redesign of an existing website. The redesign must have been launched in the last 12 months.

Begin Your Entries at www.TheFAXIES.com

Questions:

Mary-Lou French at mfrench@accessintel.com or 301.354.1851

Kate Schaeffer at kschaeffer@accessintel.com or 301.354.2303

Save the Date:

October 22 at The Edison Ballroom in NYC

**The FAXIES Luncheon
Bigger. Better. Faxier...**

We've expanded The FAXIES to cover the intersection of marketing, PR and content as distributors, programmers and vendors dazzle consumers with better experiences, endless content diversity and a dizzying array of entertainment options. This celebration lunch will bring together all the puzzle pieces and recognize the best people and initiatives making a huge impact on American culture.