



2022 Adrian Award Competition Categories & Descriptions

Division	Category	Description
Advertising	Brand Activation	Complete Campaign (to include Positioning and Brand Awareness)
Advertising	Innovation	New use of existing media channel; Creative use of new channel
Advertising	Print Collateral	Magazines, newspapers, brochures, direct mail, high impact item. How have you driven brand awareness and business activation through these traditional advertising methods?
Advertising	Connected TV/Streaming/Linear	Campaign or spot
Advertising	Consumer/Group Sales/Travel Trade	Individual ad or complete campaign
Advertising	Television	Individual ad or complete campaign
Advertising	Corporate Social Responsibility	Recognition of company efforts that demonstrate good corporate citizenship in the areas of community involvement, environmental, or socially responsible practices. Highlight how your organization is preserving the local culture and natural resources through sustainability and regenerative travel - including beautification and cleanup efforts, workforce development, wildlife preservation, or general community building.
Digital	Audio	Audio campaign strategy used to reach this market, including: Spotify, Pandora, Satellite Radio, Podcasts.
Digital	Experiential Marketing	Engaging customers via live interaction
Digital	Virtual Reality/Artificial Intelligence	Virtual Reality/Artificial Intelligence
Digital	Technology	Marketing technology to Include automation, QR and applied data
Digital	Innovation	New use of existing channel; Creative use of new channel
Digital	Metaverse/Gaming/NFT	Activation, Complete Campaign



Division	Category	Description
Digital	Editorial	Earned Media, Complete Campaign
Digital	Publisher Content	Thought Leadership
Digital	App	Launch, Activation, Engagement, User Experience
Digital	Corporate Social Responsibility	Recognition of company efforts that demonstrate good corporate citizenship in the areas of community involvement, environmental, or socially responsible practices. Highlight how your organization is preserving the local culture and natural resources through sustainability and regenerative travel - including beautification and cleanup efforts, workforce development, wildlife preservation, or general community building.
Digital	Contest/Sweepstakes	Contest/Sweepstakes
Digital	Multimedia Single Channel	Individual or Complete Campaign (Video, Animation)
Digital	Search Marketing Strategy	Paid search campaign enhancements and data that showcase the increased production in paid search.
Digital	Social Media Campaign	Creative and effective use of paid advertising on social media channels either as part of a larger campaign, or as its own social campaign.
Digital	Social Media/Social Networking	Growth, Engagement by Channel, Complete Campaign
Digital	Multimedia Multiple Channels	Complete Campaign (Video, Animation)
Digital	Web Site	Scope, ROI and dynamic enhancements that have increased website production.
Integrated Campaign	Corporate Social Responsibility	Recognition of company efforts that demonstrate good corporate citizenship in the areas of community involvement, environmental, or socially responsible practices. Highlight how your organization is preserving the local culture and natural resources through sustainability and regenerative travel - including beautification and cleanup efforts, workforce development, wildlife preservation, or general community building.
Integrated Campaign	Content Marketing	Strategy, Campaign or Single Item – Editorial, White Paper, Thought Leadership



Division	Category	Description
Integrated Campaign	Business to Business	Complete Campaign
Integrated Campaign	Business to Consumer	Complete Campaign
Integrated Campaign	Innovation	Interacted innovation across multiple channels
Public Relations/Communications	Corporate Social Responsibility	Recognition of company efforts that demonstrate good corporate citizenship in the areas of community involvement, environmental, or socially responsible practices. Highlight how your organization is preserving the local culture and natural resources through sustainability and regenerative travel - including beautification and cleanup efforts, workforce development, wildlife preservation, or general community building.
Public Relations/Communications	Influencer Marketing	Creative and effective use of paid or unpaid influencer collaboration on social media channels, either as part of a larger campaign, or as its own social campaign. Examples include FAM tour, product launch.
Public Relations/Communications	Innovation	Share your organization's most innovative and effective communications initiative.
Public Relations/Communications	FEATURE PLACEMENT ONLINE - Consumer Media	Share your organization's most effective earned media feature placement to support marketing initiatives within key markets and audiences.
Public Relations/Communications	FEATURE PLACEMENT ONLINE - Trade Media	Share your organization's most effective earned media feature placement to support marketing initiatives within key markets and audiences.
Public Relations/Communications	FEATURE PLACEMENT PRINT - Consumer Magazine or Newspaper	Share your organization's most effective earned media feature placement to support marketing initiatives within key markets and audiences.
Public Relations/Communications	MARKETING PROGRAM - Consumer	Share your organization's most effective marketing communications initiative or campaign.
Public Relations/Communications	NEW OPENING/LAUNCH	Share your organization's most effective communications initiative or campaign to support a new opening or launch.
Public Relations/Communications	RE-LAUNCH OF EXISTING PRODUCT	Share your organization's most effective communications initiative or campaign to support the re-launch of an existing product or offering.
Public Relations/Communications	SPECIAL EVENT	Share your organization's most effective communications initiative or campaign to support a special event.



2022 FOCUS CATEGORIES		
Division	Category	Description
Focus	Recruitment Marketing	Tactics used to attract and retain employees
Focus	Diversity, Equity, Inclusion Marketing	Inclusive marketing that considers diversity in all forms, to include LGBTQA+
Focus	Audience Marketing on New Platforms	New platforms defined as consumer or technology channels, e.g., TikTok, Metaverse/Gaming/NFT