2024 Adrian Awards Categories & Descriptions

Division	Category	Description	
Advertising	Brand Campaign	Complete Campaign (to include Positioning and Brand Awareness). Includes creative and media buying plan.	
Advertising	Innovation	New use of existing media channel; Creative use of new channel, for example Threads, TikTok	
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	Group Sales/Travel Trade	Individual ad or complete campaign	
Advertising	Television	Individual ad or complete campaign	
Advertising	Influencer Marketing	Creative and effective use of paid 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 an on-location shoot.	
Advertising	Diversity, Equity, Inclusion Marketing	Inclusive marketing that considers diversity in all forms, to include LGBTQA+. How did you demonstrate that you are committed to advancing diversity in your organization through your marketing?	

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. This may be an individual tactic or a campaign.	
Digital	Audio	Audio campaign strategy used to reach this market, including: Spotify, Pandora, Satellite Radio, Podcasts. This may be paid and/or non-paid.	
Digital	Virtual Reality	Virtual Reality- This may be an individual tactic or a campaign.	
Digital	Technology	Marketing technology to Include automation, QR and applied data. This may be individual tactic or a campaign. What problems did the sales, marketing & guest satisfaction, or revenue optimization technology aim to solve? How was the technology implemented so that it was easy to use, solved a manpower problem, streamlined a function, or fueled recovery?	
Digital	Innovation	New use of existing media channel; creative use of new channel, for example, Threads, TikTok. This may be an individual tactic or campaign.	
Digital	Metaverse/Gaming/NFT	Activation, Complete Campaign	
Digital	Publisher Content	Thought Leadership/Paid content/advertorial	
Digital	App	Launch, Activation, Engagement, User Experience	
Digital	Contest/Sweepstakes	Contest/Sweepstakes	
Digital	Video - Single Entry	Individual or Complete Campaign. This may be paid and/or non-paid.	
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, Individual Initiative	
Digital	Video Multiple Channels	Complete Campaign. This may be paid and/or non-paid.	
Digital	Creators, Multi-media, video, and short form	Recognition of a creator campaign, paid or unpaid, with the exceptional use of multimedia, video, and short form visual content that captivates the audience and creates engagement supporting the organizations marketing efforts.	
Digital	Diversity, Equity, Inclusion Marketing	Inclusive marketing that considers diversity in all forms, to include LGBTQA+. How did you demonstrate that you are committed to advancing diversity in your organization through your marketing?	
Digital	Web Site	Scope, ROI and dynamic enhancements that have increased website production.	
Digital	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, or on-location shoot.	
Digital	Artificial Intelligence (AI)	Tactics leveraging artificial intelligence to influence the customer journey; consisting of, but not limited to, chatbots/virtual assistants, content creation, website builds, sentiment analysis, data analysis, pricing tools, and forecasting tools. This may be a single tactic or campaign. This may be paid and/or non-paid.Must incorporate two (2) or more channels.	
Digital	Affiliate Marketing	Creative and effective use of marketing through a network of digital affiliates, who generate business in exchange for compensation. These are third parties that promote your company's business to generate transactions, leads or other actions.	

Integrated Campaign	Content Marketing	Strategy, Campaign - Editorial, White Paper, Thought Leadership. This may be paid and/or non-paid. Must incorporate two (2) or more channels.	
Integrated Campaign	Business to Business	Complete Campaign. This may be paid and/or non-paid. Must incorporate two (2) or more channels.	
Integrated Campaign	Business to Consumer	Complete Campaign. This may be paid and/or non-paid. Must incorporate two (2) or more channels.	
Integrated Campaign	Innovation	Integrated innovation across multiple channels. This may be paid and/or non-paid. Must incorporate two (2) or more channels.	
Integrated Campaign	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, or on-location shoot. Must incorporate two (2) or more channels.	
Integrated Campaign	Reputation Management	A campaign that helped to proactively protect brand reputation, rebuild brand reputation or manage a crisis through a variety of communication channels. The campaign can include paid, non-paid or elements of both. Must incorporate two (2) or more channels.	
Integrated Campaign	Broadcast Integration	Single or multiple integrations with film, TV network, cable or streaming program that can include in-studio or on-location filming. The integration can be fully earned, trade out for travel/accommodations or a combination including a production fee. Should not be a fully paid for broadcast advertising spot. Must incorporate two (2) or more channels.	
Integrated Campaign	Diversity, Equity, Inclusion Marketing	Inclusive marketing that considers diversity in all forms, to include LGBTQA+. How did you demonstrate that you are committed to advancing diversity in your organization through your marketing? Must incorporate two (2) or more channels.	

Integrated Campaign	Environmental, Social, Governance (ESG)	Companies should effectively showcase their commitment to social issues, diversity, and sustainability, as well as their authenticity in demonstrating their values to their employees, prospective employees, and potential guests. How effective were your marketing and PR efforts in clearly articulating your initiatives, goals, and progress in these areas, recognizing that consumers often focus on ESG when choosing brands? This may be an individual initiative and/or campaign. It may be paid, non-paid, or both. Must incorporate two (2) or more channels.	
Integrated Campaign	Experiential Marketing	Engaging customers via live interaction. For example event, stunt, popup, sampling. May be for a launch or an existing brand. Must incorporate two (2) or more channels.	
Public Relations/Communications	Influencer Marketing	Creative and effective use of 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 or on-location shoot.	
Public Relations/Communications	Innovation	Share your organization's most innovative and effective communications initiative.	
Public Relations/Communications	Feature Placement Online or Print 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 Online or Print - Consumer Magazine or Newspaper	Share your organization's most effective earned media feature placement to support marketing initiatives within key markets and audiences.	Share you
Public Relations/Communications	PR BtoB Campaign	Share your organization's most effective communications initiative or campaign.	
Public Relations/Communications	PR Consumer Campaign	Share your organization's most effective 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 Property or 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	Diversity, Equity, Inclusion Marketing	Inclusive marketing that considers diversity in all forms, to include LGBTQA+. How did you demonstrate that you are committed to advancing diversity in your organization through your marketing?	
Public Relations/Communications	Special Event	Share your organization's most effective communications initiative or campaign to support a special event, not an opening or launch. For example, an anniversary.	

r organization’s most effective earned media feature placement to support marketing initiatives within key markets and audiences. Includes other medi														

a in addition to newspaper and magazine.		