The FAXIES | Category Descriptions

- **Acquisition and Upgrade Marketing** – Recognizing multimedia/digital campaigns, direct mail or TV promos designed to acquire new customers or upsell existing customers to better packages.
- **Advertising Campaign for a Single Program** – Recognizing the most effective creative in getting out the word for a single show or television series.
- **Advertising Campaign for a Network** – Recognizing the most effective creative for publicizing a network brand.
- **Affiliate and Partnership Marketing** – Recognizing innovative partnerships in which distributors, programmers or vendors work together to increase sales or strengthen customer relationships through digital or multimedia marketing, use of premiums, video or experiential marketing and events.
- **Brand Image and Positioning Campaign** – Recognizing campaigns designed specifically to extend a company's brand and position in the marketplace, whether digital and multimedia marketing, experiential campaigns, events, TV promos or other branding efforts.
- **Corporate Social Responsibility / Green Campaign** – A broad range of campaigns fit into this category: anything from persuading a community to accept a new recycling system to promoting a holiday drive that benefits those members of the community who are in need.
- **Community Relations** – Honoring the most effective community relations campaign; a campaign that uses creativity, multimedia, stunts, and other methods to illustrate how your company is a concerned corporate citizen.
- **Integrated Marketing Campaign** – How effectively the entrant has leveraged the power and reach of its media holdings, including print, television, broadband and mobile platforms. We'll consider the customization and depth of an effort and ROI.
- **Marketing Campaign** – Campaigns in this category combine public relations and communications with traditional marketing tactics to create a successful marketing campaign.
- **Marketing of a New Series or Show** – We'll honor the most creative efforts to make the public and industry aware of a new cable series.
- **Marketing of a Continuing Series** – Successful marketers know that continuing cable series need fresh creative to continue to keep the public's appetite whetted for your network's series. We'll salute the most creative efforts with this award.
- **Marketing of a Special or Documentary/Documentary Series** – A special, documentary and documentary series bring a special pressure to marketers, who generally won't have a second chance to market a short-running series or single special or documentary.
- **Media Event** – Media events are those, from press conferences to press tours, which are built around in-person interaction between your company and journalists. Entries should exhibit creativity in planning and implementing the event, drawing the media to it and engaging press during the event.
- **Media Relations Campaign** – We will recognize a campaign whose primary objective was to sway the media. These campaigns may include individual components eligible in

other categories (like Media Event), but are representative of a complete campaign using a variety of tactics to reach the press.

- **Multicultural Marketing** – This category is wide open. We'll honor the best multicultural marketing of an event, cable series, special or documentary, network brand, operator offering, technology vendor product or community relations campaign.
- **Non-Profit Partnerships** – Recognizing campaigns centered on non-profit partnerships and causes, including efforts across digital media, TV promo, experiential market or events.
- **Press Kit** – We're looking for the most creative mailed or shipped press kits.
- **Programming Stunt** – Nearly every programmer produces several stunts yearly, marathons, special programming blocks, etc. We'll honor those whose marketing is as creative as the programming stunt itself.
- **PR Stunt** – Brides running down a city street in their bridal gowns, thousands of pizzas being sent to the press, fashion policewomen on a city street writing "tickets" for wardrobe offenses, fountains in major cities spouting blood instead of water. These are just a few of the PR stunts mounted to spread the word about cable programs or PPV events.
- **Public Affairs Campaign** – This category encompasses a wide range of campaigns influencing or educating the public about social, economic, governmental and other issues.
- **Shoestring Marketing** – Recognizing marketing campaigns, events and initiatives that get big results despite operating on a shoestring budget.
- **Social Media During a Program** – Recognizing efforts to integrate social media into TV shows in real-time, allowing viewers to interact with each other and/or talent during the airing of a program.
- **Social Media Marketing** – Recognizing marketing efforts that hinge on a comprehensive social media strategy that drives engagement and yields measurable results.
- **Sweepstakes and Games Marketing** – Recognizing innovative use of games, contests, sweepstakes and related tactics to market cable shows, services and products to audiences.
- **Trade Show Marketing/PR** – Entries can be part of submissions in other categories, including Media Event.
- **Tchotchke** – It's an inexpensive giveaway, true, but everyone wants it, and it can create buzz. Pound for pound, tchotchkes might be your most effective marketing. We'll salute the most creative, fun and outrageous.
- ***NEW* Virtual Reality/Augmented Reality Marketing** – Using VR/AR to promote a network, service, product or show.

People Categories:

- **Marketer of the Year, VP Level and Above** – Recognizes an executive's marketing-related achievements in 2015, including campaigns spearheaded by this person, leadership qualities, innovative thinking, sound judgment, flexibility, creativity and financial management (where applicable).
- **Marketing Team of the Year**

- **PR Executive of the Year, VP Level and Above** – Recognizes an executive's PR-related achievements in 2015, including campaigns spearheaded by this person, leadership qualities, innovative thinking, sound judgment, flexibility, creativity and financial management (where applicable).
- **PR Team of the Year**