

THE FAXIES

RECOGNIZING EXCELLENCE IN PR & MARKETING

Best Price Deadline: April 24

Regular Deadline: May 15

Final Deadline: May 29

Enter at www.TheFAXIES.com

Executives of the Year

Digital Executive of the Year – Recognizing a pioneer and strategic innovator of digital marketing, communications or advertising executive over the past 12 months.

Engineer of the Year – Recognizing the exceptional efforts and achievements of an engineering executive over the past 12 months.

Innovator of the Year – Recognizing a pioneer and strategic innovator over the past 12 months.

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.

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

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.

Sales Team of the Year – Recognizing the collective efforts and achievements of a sales 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.

R&D Team of the Year - Recognizing the collective efforts and achievements of a R&D team over the past 12 months.

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

PR & Marketing

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

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

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 – Recognizing excellence in the marketing and promotion of content across multiple touchpoints and media.

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

Corporate social responsibility 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.

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.

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.

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

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 - 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.

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

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.

Partnership marketing – Recognizing innovative and unique partnership arrangements aimed at cross-promoting products, services or initiatives.

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.

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

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.

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.

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.).

Audience Engagement & Experience

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.

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

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.).

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

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

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 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.

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

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

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.

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

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 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.

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.

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

Pandemic Response *(These categories are free to enter)*

Audience Engagement – These campaigns connect your audience and integrate them into your Coronavirus Pandemic response. 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.

Corporate Citizenship Hero – This recognizes a company who has gone beyond the call when it comes to social, cultural and environmental responsibilities to the community during the Coronavirus Pandemic.

Courage Award – This recognizes an employee or executive whose response to the coronavirus pandemic represents a courageous willingness to take big risks, enact bold action or otherwise think outside the box to serve employees, the community or people displaced or adversely affected by the Coronavirus Pandemic.

External Communications – Recognizing outstanding communications. Any campaign actively targeting your customers, investors and clients to maintain relationships or exchange information during the Coronavirus Pandemic response is eligible.

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

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

The FAXIES Luncheon Save the Date:

September 22, 2020

12:00 – 2:00pm

Edison Ballroom in NYC