

THE FAXIES

RECOGNIZING EXCELLENCE IN PR & MARKETING

Best Price Deadline: March 24, 2023

Final Deadline: March 31, 2023

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.

Innovator of the Year – Recognizing the exceptional efforts and achievements of 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.

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

Audience Engagement & Experience

App - Awarded for outstanding design, functionality and navigation of an app for devices

Audience Engagement – Honoring any in-person, online community or social media network that facilitates audience engagement and interaction.

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.

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

Retail Store Experience & Engagement – Recognizing exceptional retail store experience, engagement and performance.

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

Social Media Campaign (Earned/Organic) - These are campaigns that connect people and allow them to be integrated into a product or company.

Social Media Campaign (Paid) - These are paid social media campaigns that connect people and allow them to be integrated into a product or company.

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

Use of Video or VR/AR - Recognizing excellence in use of video or VR/AR to tell a story, enhance a user’s experience or promote a product/service.

Virtual Customer Service/Chat/AI –

PR & Marketing Categories

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.

Campaign of the Year -

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

Content & Sponsored Marketing – Recognizing marketing of content that shines a positive light on your brand across multiple touchpoints and media. a key issue and/or supports a multimedia campaign. If sponsored content, include how you integrated sponsor and how your storytelling resonated with your key stakeholders.

Corporate Social Responsibility – 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.

DEI Campaign – Recognizing outstanding campaigns supporting DEI initiatives.

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

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

Internal Communications - 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.

Sales Media Kit/Promo – Yes, Media Kits are still hot ticket item! Recognizing creative and informative outstanding media kits / promos for your sales teams to utilize.

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.

Sustainability Campaign –

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 (Virtual Events are eligible)

Wireless/Mobile Sales Campaign – Recognizing marketing/sales campaigns promoting wireless/mobile capabilities. Both B2B and B2C are eligible.

Begin Your Entries at www.TheFAXIES.com

Questions: Kate Schaeffer at kschaeffer@accessintel.com or 301.354.2303