

**NEDMA Awards for Creative Excellence**

**2019 Categories**

**1. Print Ads**

**1a. Single or Campaign**

**1b. Fundraising**

**2. Direct Mail**

**2a. B2B Lead or Order generation  
2b. B2C Lead or Order generation 2c. B2B Awareness**

**2d. B2C Awareness**

**2e. Traffic Generation  
2f. Fundraising/Non-profit (solo)  
2g. Fundraising/Non-profit (campaign)  
2h. B2B Campaign**  
**2i. B2C Campaign**

**2j. Dimensional   
2k. Customer Retention**

**2l. Self-Promotion**

**3. Broadcast  
3a. Broadcast**

**4. Digital**

**4a. Banner Ads**

**4b.** **Website – B2B**

**4c. Website – B2C e-commerce**

**4d. Website – Fundraising/Non-profit**

**4e. Website - Self-promotion**

**4f. Video**

**4g. Pay Per Click Advertising**   
**4h. Mobile Single entry**

**4i. Mobile Campaign**

**4. Digital, continued**

**4j. Email - Lead or order generation   
4k. Email – Awareness**

**4l. Email – Fundraising/Non-profit   
4m. Email Campaign**

**4n.** **Email Self-promotion**  
**4o. Social Media - SEO**

**4p.** **Social Media** - **Twitter**

**4q. Social Media - Facebook  
4r. Social Media – Fundraising**   
**4s. Social Media Campaign**

**4t. Google AdWords**

**5. Collateral  
5a. Brochures, Catalogs, Annual Reports, Posters**

**6. Technique**

**6a. Best Direct Mail Copywriting**

**6b. Best Online Copywriting**

**6c. Best Blog Copywriting**

**6d. Best Tweet Copywriting**

**6e. Best Art Direction**

**6f. Best Creative Execution  
6g. Best Print Production**

**6h. Most Innovative Direct Mail Format**

**6i. Most Innovative Online Format**

**6j: Best Website Design**

**6k. Best Logo Design**

**6l. Most Unconventional Format**

**7. Integrated Media Campaign**

*Must include a minimum of two media channels*

**7a. Integrated Campaign** **- lead or order generation**

**7b. Integrated Campaign** **- image or brand building**

**7c. Integrated Campaign - Fundraising**

**7d. Integrated Campaign - Traffic Building**

**7e. Integrated Campaign –Self-Promotion**

**8. DM on a Shoestring**

*Most innovative and successful low-budget solution to a direct marketing problem in any medium*

**8a. Budget under $15,000**

**8b. “Cheap for a Good Cause”**   
**(non-profit)**

**8c. “Cheap for a Good Cause”**   
**(pro bono)**