



THE INTERNATIONAL
BUSINESS AWARDS®

Entry Kit for The 2021 International Business Awards®

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Entry Deadline Extension
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Complete instructions about how to prepare and submit nominations
to the world's premier business awards program

We invite your organization to submit nominations to The 2021 (18th Annual) International Business Awards®, the world's top honors for achievement in the workplace.

All organizations worldwide may submit nominations to the IBAs: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations.

The 2020 competition attracted more than 3,800 nominations from organizations in 60 nations. Those nominations were judged by more than 250 professionals worldwide, acting on 13 specialized juries.

The Stevie® Award trophy, the prize that is conferred in The International Business Awards and all other Stevie Award programs, is one of the world's most coveted prizes.

Many of the world's largest and most famous organizations have won Stevie Awards. Most of our winners each year are small and midsize organizations that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to The International Business Awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate.

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at www.StevieAwards.com/IBA. All of this information is also available on the website.

The Gold, Silver, and Bronze Stevie Award winners will be announced on 12 August, and, conditions permitting, celebrated during a gala event in Paris, France on 23 October. Attendance is not required to win.



















We hope your organization will submit nominations to The 2020 International Business Awards. Please don't hesitate to **contact us** with your questions about how to participate.

Cordially,

Maggie Gallagher
President
The Stevie Awards



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Follow Stevie® Awards Social Media for Updates to the Calendar

8 February	Entries open for The 2021 International Business Awards®
13 April	Early-bird entry deadline Entry fees are discounted for submissions through this date
12 May	Entry deadline Late fees will apply for submissions after this date
16 June	Late entry deadline Last chance to submit nominations to the 18th IBAs
21 June - 2 August	Judging
12 August	Stevie winners notified
16 August - 1 October	Public voting for the People's Choice Stevie Awards for Favorite Companies Annual part of The International Business Awards
16 August	Stevie winners publicly announced
23 October	Awards banquet of The International Business Awards Paris, France



Summary of the 2020 Awards

- ◆ [Browse the lists of Stevie Award Winners](#)
- ◆ [Watch the Individual Awards Presentation Clips](#)
- ◆ [Browse Photographs from the Virtual Red Carpet](#)
- ◆ [Watch Brief Interviews with Stevie Award Winners](#)



10 Reasons to Enter

1. Entering the IBAs is a cost-effective way to thank and honor your valued employees and to build or burnish your brand.
2. The entry fees are nominal compared to the publicity boon your firm can reap when you become a Stevie® winner.
3. Small organizations have just as much chance to win a Stevie® as big companies do. Every year, household-name companies such as BT, Procter & Gamble, and Unilever are joined in the winners' circle by small and medium-size organizations that are still building their brands.
4. There are dozens of categories covering every aspect of work life, from management and finance, to marketing and public relations, product development, customer service, and human resources.
5. If you're an advertising agency, marketing consultancy or media production company, your work will be reviewed and honored by potential *clients*, not just your competitors, and there are many categories for marketing campaigns, web sites and blogs, smartphone and tablet apps, publications, video productions, live events, and other media.
6. Many of the world's top business executives will review your nominations during the judging process, and you'll have access to all of their comments about your entries: an invaluable resource.
7. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 30,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.
8. When you win a Stevie Award you'll get to make a 30-second acceptance speech...before an audience of 400+ executives from around the world...during an internationally-broadcast awards dinner. This year's event will take place in October in Paris, France.
9. The Stevie Award is one of the world's most coveted prizes. It will wow your clients, your investors, your colleagues and your staff.
10. As Stevie winner you'll get a range of free tools that you can use to promote your award.

Judging & Awards Process

Judging of entries will be conducted in June – August. Chairs for the **Judging Committees** are recruited worldwide. They invite senior-level executives to join their committees. We will also invite 2020 Stevie Award winners to join the juries. Other judges can apply to judge on The International Business Awards® web site. If accepted, they will be assigned categories by Stevie Awards staff, based on their industry, function, and experience.

During the judging, each entry will be reviewed and rated by no fewer than five (5) judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. Rating will be done on a scale of 1–10.

All entries that receive an average score of at least 7.50 out of a possible 10 when judging is completed, regardless of category, will automatically be eligible for Gold, Silver, or Bronze Stevie Award status.

The entry in each category with the highest average score after judging is completed will receive a Gold Stevie Award. Any entries with a final average score of at least 8.25 will be designated as Silver Stevie winners, and will receive a silver medal. All other entries with a score of 7.50 or higher will be designated as Bronze Stevie winners, and will receive a bronze medal. Silver and Bronze winners will have the right to promote their Silver- and Bronze-winning Stevie status, and will have the option to purchase their Silver and Bronze Stevie statues.

The veracity of claims made in entries may be audited. Any entry found to contain false or misleading information will be disqualified.

Gold Stevie-winning entries will be published on The International Business Awards web site. Winners will have the opportunity to redact any confidential or non-public information from their entries before publication.

The Best of the IBA Awards

The Best of the IBA Awards are best-of-competition prizes that will be awarded to the organizations that submit the best body of work to the competition, in their own name or in the names of one or more clients. The winners of these prizes will be awarded the **Grand Stevie® Award trophy**.

These awards cannot be applied for directly. The first three award-winners listed below will be determined by a points system based on the total number of awards won in the IBAs, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5. Points cannot be counted more than once in calculating Best of the IBA winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

Best of the IBA winners will also be awarded the exclusive right to use a unique Grand Stevie Award winner logo.

The Best of the IBA Awards have been changed for 2021. The new categories for consideration are:

ORGANIZATION OF THE YEAR: Will be presented to the organization with the most award points earned in the 2021 competition

MOST HONORED MARKETING AGENCY: Will be presented to the marketing agency that garnered the most award points, in their own name or in the names of one or more clients

MOST HONORED PUBLIC RELATIONS AGENCY: Will be presented to the PR agency that garnered the most award points, in their own name or in the names of one or more clients

HIGHEST-RATED NOMINATION OF THE YEAR: Will be presented to the organization that submitted the highest-scoring nomination in the entire competition, regardless of category

HIGHEST-RATED NEW PRODUCT OR SERVICE NOMINATION OF THE YEAR: Will be presented to the organization that submitted the highest-scoring new product or service nomination in the **New Product** or **Service categories**

HIGHEST-RATED COVID-19 RESPONSE NOMINATION: Will be presented to the organization that submitted the highest-scoring nomination in the **COVID-19 Response categories**.

Selection of 2020 Stevie® Winners



How to Submit Your Entries

After you have chosen your categories and prepared your entries according to the requirements outlined on the following pages, do the following:

1. Visit the website at www.StevieAwards.com/IBA and click the ENTER NOW button at the top of the page.
2. Follow the instructions to complete the registration form that will create your entry-submission account.
3. Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.
4. Repeat the process as necessary to create and save additional entries.
5. When you've created all of your entries, select them and click the SUBMIT SELECTED NOMINATIONS button to begin the submission process.
6. Review and agree to the **Terms and Conditions** of Entry, and choose to pay your entry fees by credit card or bank transfer.

Helpful Videos



Lesson 1: Reasons to Enter the 2021 IBAs



Lesson 2: What's New & Different in the 2021 IBAs



Lesson 3: How to Choose Categories for Your Nominations



Lesson 4: Tips to Help You Prepare Great Nominations



Lesson 5: How the Awards Have Helped Past IBA Winners

Entry Fees	Submitted Before 14 April	Submitted Before 13 May	Submitted After 12 May (includes \$55 late fee)
Websites, Apps, Publications, Video, & Live Event Categories	\$300	\$335	\$390
Achievement Categories			
Categories B55 - B63	\$500	\$535	\$590
COVID-19 Response Categories			
Individual Categories (K01 - K08)	FREE	FREE	\$55
Organization Categories (K10 - K13)	\$500	\$535	\$590
Marketing & Public Relations Categories (K20 - K22)	\$500	\$535	\$590
Product & Service Categories (K25 - K28)	\$500	\$535	\$590
Management Categories			
Executive of the Year Categories (A01 - A35)	\$300	\$335	\$390
A36. Chairman of the Year	\$300	\$335	\$390
A37. Maverick of the Year	\$300	\$335	\$390
A38. Innovator of the Year	\$300	\$335	\$390
A39. Woman of the Year	\$300	\$335	\$390
A40. Management Team of the Year	\$500	\$535	\$590
A41 a - d. Lifetime Achievement Awards	\$300	\$335	\$390
Company/Organization Categories			
Company of the Year Categories (B01 - B35, a - c)	FREE	FREE	\$55
B36 a - d. Startup of the Year	FREE	FREE	\$55
B37 a - d. Tech Startup of the Year	FREE	FREE	\$55
B38 a - f. Most Innovative Company of the Year	\$500	\$535	\$590
B39 a - f. Most Innovative Tech Company of the Year	\$500	\$535	\$590
B40 a - f. Innovation of the Year	\$500	\$535	\$590
B41 a - f. Technical Innovation of the Year	\$500	\$535	\$590
B42 a - f. CSR Program of the Year	\$500	\$535	\$590
B43 a - f. Fastest-Growing Company of the Year	\$500	\$535	\$590
B44 a - f. Health, Safety & Environment Program of the Year	\$500	\$535	\$590
B45. Energy Industry Innovation of the Year	FREE	FREE	\$55
Entrepreneur of the Year Categories			
Entrepreneur of the Year (A51 - A85)	\$300	\$335	\$390
A50 a - d. Founding Team of the Year	\$500	\$535	\$590
Corporate Communications, Investor Relations, & Public Relations Categories			
Communications or PR Campaign Categories (C07 - C48)	\$500	\$535	\$590
C01 a - f. Public Relations Agency of the Year	\$500	\$535	\$590
C02. Communications Department of the Year	\$500	\$535	\$590
C03. Communications Team of the Year	\$500	\$535	\$590
C04. Communications, IR or PR Executive of the Year	\$280	\$315	\$370
C05. Communication Professional of the Year	FREE	FREE	\$55
C06. PR Innovation of the Year	\$500	\$535	\$590
Creative Categories			
D01. Advertising or Design Agency of the Year	\$500	\$535	\$590
D02. Creative Department of the Year	\$500	\$535	\$590
D03. Creative Team of the Year	\$500	\$535	\$590
D04. Creative Executive of the Year	\$280	\$315	\$370
Customer Service Categories			
E01. Customer Service Department of the Year	\$500	\$535	\$590
E02. Customer Service Team of the Year	\$500	\$535	\$590
E03. Customer Service Executive of the Year	\$280	\$315	\$370
Human Resources Categories			
F01. Human Resources Department of the Year	\$500	\$535	\$590
F02. Human Resources Team of the Year	\$500	\$535	\$590
F03. Human Resources Executive of the Year	\$280	\$315	\$370
Information Technology Categories			
H01. Information Technology Department of the Year	\$500	\$535	\$590
H02. Information Technology Team of the Year	\$500	\$535	\$590
H03. Information Technology Executive of the Year	\$280	\$315	\$370
H04. Best Technical Support Strategy and Implementation	\$500	\$535	\$590
H05 a - b. Best Technical Support Solution	\$500	\$535	\$590
Marketing Categories			
Marketing Campaign of the Year Categories (G04 - G60)	\$500	\$535	\$590
G01. Marketing Department of the Year	\$500	\$535	\$590
G02. Marketing Team of the Year	\$500	\$535	\$590
G03. Marketing Executive of the Year	\$280	\$315	\$370
Products & Product Management Categories			
New Product or Service of the Year Categories (J01 - J85, S01 - S65)	\$500	\$535	\$590
J80. Product Development/Management Department or Team of the Year	\$500	\$535	\$590
J81. Product Development/Management Executive of the Year	\$280	\$315	\$370
Support Categories			
L01. Support Department of the Year	\$500	\$535	\$590
L02. Support Team of the Year	\$500	\$535	\$590

Categories

The following is a list of all categories in The International Business Awards®. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

COVID-19 RESPONSE CATEGORIES

These special categories will honor the contributions of individuals, groups, and organizations that have worked valiantly over the past year to keep us safe, healthy, employed, and informed.

There are four groups of categories here for Individual Nominations | Organization Nominations | Marketing & Public Relations Nominations | Product & Service Nominations.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers the same questions:**
 - a. Describe for the judges the individual, organization, campaign, innovation, or product you are nominating and why you believe their response to the COVID-19 pandemic is worthy of international recognition (up to 350 words). *Required*
 - b. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended). Add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges.** These might be photographs, press clippings, videos, work samples, or patient or customer testimonials, for example.

Individual Nominations

For nominations in these categories be sure to include the nominee's name, job title, employer's name, and photograph. **There are no entry fees for the Individual categories, but the \$55/entry late fee will apply for nominations submitted after 12 May 2021.**

K01. **Backline Medical Hero of the Year**

This category will accept nominations of researchers, pharmacists, lab technicians, and other backline medical personnel for their heroic work since the beginning of 2020 to aid the infected and save lives.

K02. **Delivery Hero of the Year**

This category will accept nominations of delivery persons for their heroic work since the beginning of 2020 to keep us safely supplied.

K03. **Education Hero of the Year**

This category will accept nominations of teachers, school administrators, and other workers in education for their extra efforts to keep students safe, informed, and educated during the pandemic.

K04. **Frontline Medical Hero of the Year**

This category will accept nominations of doctors, nurses, emergency medical responders, and other frontline medical personnel for their heroic work since the beginning of 2020 to aid the infected and save lives.

K05. Government Hero of the Year

This category will accept nominations of government employees who have gone above and beyond the call of duty since the beginning of 2020 to keep us safe and informed.

K06. Media Hero of the Year

This category will accept nominations of reporters, editors, on-air personalities, and other media figures for their work since the beginning of 2020 to keep us safe and informed.

K07. Public Service Hero of the Year

This category will accept nominations of police officers, firemen, park rangers, and other public service workers for their heroic work since the beginning of 2020 to keep us safe.

K08. Retail or Food Service Hero of the Year

This category will accept nominations of retail and food service workers for their heroic work since the beginning of 2020 to keep us safely supplied and fed.

Organization Nominations

K10. Most Exemplary Employer

This category will accept nominations of organizations that have demonstrated their extra commitment to keeping their employees working, paid, and safe during the pandemic.

K11. Most Valuable Corporate Response

This category will accept nominations of exemplary responses by companies to the pandemic to ensure the well-being of their employees, customers, and communities.

K12. Most Valuable Government Response

This category will accept nominations of exemplary responses by government organizations to the pandemic to ensure the well-being of their constituents and employees.

K13. Most Valuable Non-Profit Response

This category will accept nominations of exemplary pandemic-specific responses by non-profit organizations to serving their communities during this time.



Marketing and Public Relations Nominations

K20. Best Use of Social Media — COVID-19-related Information

This category will accept nominations of social media communications to inform the public about the pandemic and how to stay safe.

K21. Communications or PR Campaign of the Year — COVID-19-related Information

This category will accept nominations of PR campaigns or programs to inform the public about the pandemic and how to stay safe.

K22. Marketing Campaign of the Year — COVID-19-related Information

This category will accept nominations of marketing campaign (using paid media) to inform the public about the pandemic and how to stay safe.

Product & Service Nominations

K25. Most Valuable Medical Innovation

This category will accept nominations of medical innovations developed since the beginning of 2020 to combat the COVID-19 virus.

K26. Most Valuable Technical Innovation

This category will accept nominations of technical innovations (non-medical) developed since the beginning of 2020 to ameliorate the impact of the COVID-19 virus.

K27. Most Valuable Product

This category will accept nominations of consumer products developed since the beginning of 2020 to ameliorate the impact of the COVID-19 virus.

K28. Most Valuable Service

This category will accept nominations of consumer services developed since the beginning of 2020 to ameliorate the impact of the COVID-19 virus.

ACHIEVEMENT AWARDS CATEGORIES

Recognizing singular achievements of various types of entire organizations (for-profit or non-profit, large medium or small, public or private). You have the option to submit a video of up to five (5) minutes in length in these categories, describing your organization's achievements since the beginning of 2019, instead of the traditional Stevie Awards written essay or case study. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated organization's achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated organization: history and past performance (up to 200 words). *Required*
 - b. Outline the organization's achievements since the beginning of 2019 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

B55. Achievement in Customer Satisfaction

Successful nominations in this category will describe one or more of your organization's initiatives since the beginning of 2019 that have demonstrably increased customer satisfaction, over a prior period.

B56. Achievement in Finance

Successful nominations in this category will describe one or more of your organization's finance-related achievements since the beginning of 2019. Applicable achievement(s) may relate to start-up funding, refinancing, financial management, budgeting, etc.

B57. Achievement in Growth

Successful nominations in this category will describe one or more of your organization’s growth-related achievements since the beginning of 2019. Applicable achievement(s) may relate to corporate expansion, mergers and acquisitions, divestitures, etc.

B58. Achievement in Human Resources

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have demonstrably improved the organization’s relationship with its employees, over a prior period.

B59. Achievement in International Expansion

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 to grow its business or operations in additional nations.

B60. Achievement in Product Innovation

Successful nominations in this category will describe or more product-related achievements since the beginning of 2019. Applicable achievement(s) may relate to innovation in product design or redesign, manufacturing processes or operations, branding, etc.

B61. Achievement in Organization Recovery

This is the “business turnaround” category. Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have demonstrably improved the organization’s financial or operational performance, over a prior period.

B62. Achievement in Sales or Revenue Generation

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have demonstrably increased sales or other revenue, over a prior period.

B63. Achievement in Science or Technology

Successful nominations in this category will describe one or more of your organization’s initiatives since the beginning of 2019 that have initiated or promoted one or more advances in scientific or technological understanding or practice.



COMPANY/ORGANIZATION AWARDS CATEGORIES

Recognizing the achievements of entire organizations since the beginning of 2019. These categories are open to all organizations worldwide— for-profit and non-profit, large and small, public and private. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated organization's achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated organization— its purpose, history, and operations (up to 200 words). *Required*
 - b. Outline the organization's achievements since the beginning of 2019 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to your past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. *At the very least, provide a link to your organization's homepage.* (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.**



How to Win Twice the Recognition for Your Organization

Every organization that is honored with a Gold, Silver or Bronze Stevie® Award in the following Company of the Year categories (categories B01– B35) will automatically be included in voting for the **People's Choice Stevie Awards for Favorite Companies**.

Voting will be conducted by the general public worldwide in August– September, and

the winners will be honored at the IBA awards banquet in October 2021. When the results of the IBAs' peer-conducted judging are announced in August, honorees in the Company of the Year categories will receive instructions on how to promote People's Choice voting to their own customers and stakeholders. *Note that only nominees that receive at least 100 public votes are eligible to win a People's Choice Stevie Award.*

Company of the Year

There are no entry fees for the Company of the Year categories (categories B01– B35).

Nominated organizations may be for-profit or non-profit, public or private, large or small. Each of these industry categories has three sub-categories:

- **Small** (≤ 50 employees and turnover ≤ €10 m/ \$11 million)
- **Medium-size** (≤ 250 employees and turnover ≤ €50 m/ \$55 million)
- **Large** (> 250 employees and turnover > €50 m/ \$55 million)

B01. **Advertising, Marketing, & Public Relations**

B02. **Aerospace & Defense**

B03. **Apparel, Beauty & Fashion**

B04. **Automotive & Transport Equipment**

B05. **Banking**

B06. **Business or Professional Services**

B07. **Chemicals**

- B08. **Computer Hardware**
- B09. **Computer Software**
- B10. **Computer Services**
- B11. **Conglomerates**
- B12. **Consumer Products— Durables**
- B13. **Consumer Products— Non-Durables**
- B14. **Consumer Services**
- B15. **Diversified Services**
- B16. **Electronics**
- B17. **Energy**
- B18. **Financial Services**
- B19. **Food & Beverage**
- B20. **Health Products & Services**
- B21. **Hospitality & Leisure**
- B22. **Insurance**
- B23. **Internet/New Media**
- B24. **Legal**
- B25. **Manufacturing**
- B26. **Materials & Construction**
- B27. **Media & Entertainment**
- B28. **Metals & Mining**
- B29. **Non-Profit or Government Organizations**
- B30. **Pharmaceuticals**
- B31. **Real Estate**
- B32. **Retail**
- B33. **Telecommunications**
- B34. **Transportation**
- B35. **Utilities**

B36. **Startup of the Year** (For companies that began operations since 1 January 2019).

There are no entry fees for the Startup of the Year categories.

- a. Business Product Industries
- b. Business Service Industries
- c. Consumer Product Industries
- d. Consumer Service Industries

B37. **Tech Startup of the Year** (For companies that began operations since 1 January 2019).

There is no entry fee for this category.

- a. Hardware/Peripherals
- b. Services
- c. Software

B38. **Most Innovative Company of the Year** (Recognizing product and/or marketing, sales, manufacturing, management, etc. innovation in the past year)

- a. Up to 100 Employees
- b. Up to 2,500 Employees
- c. More Than 2,500 Employees

The Stevie® Awards Success Series Webinars

Watch four sessions including
“Award-winning Tips and Q&A
from Stevie Awards Judges”

WATCH ON-DEMAND



- B39. **Most Innovative Tech Company of the Year** (Recognizing overall achievement in product and/or marketing, sales, manufacturing, management, etc. innovation)
- Up to 100 Employees
 - Up to 2,500 Employees
 - More Than 2,500 Employees
- B40. **Innovation of the Year** (Recognizing singular innovations in product and/or marketing, sales, manufacturing, management, etc., by an organization or an individual)
- Business Product Industries
 - Business Service Industries
 - Consumer Product Industries
 - Consumer Service Industries
- B41. **Technical Innovation of the Year** (Recognizing singular innovations in technology, new products, etc., by an organization or an individual)
- At Organizations With Up to 100 Employees
 - At Organizations With Up to 1,000 Employees
 - At Organizations With 1,000 or More Employees
- B42. **Corporate Social Responsibility Program of the Year** (Recognizing organizations' contributions to society)
- In Asia, Australia and New Zealand
 - In Asia (China, Japan and Korea)
 - In Europe
 - In the Middle East and Africa
 - In Canada and the U.S.A.
 - In Mexico, the Caribbean & Central and South America
- B43. **Fastest-Growing Company of the Year** (Recognizing outstanding revenue growth since the start of 2019 over 2018). In outlining the organization's achievements since the beginning of 2019, make certain that you state the organization's revenue growth since the beginning of 2019, over 2018, in real or percentage terms.
- In Asia, Australia and New Zealand
 - In Asia (China, Japan and Korea)
 - In Europe
 - In the Middle East and Africa
 - In Canada and the U.S.A.
 - In Mexico, the Caribbean & Central and South America
- B44. **Health, Safety & Environment Program of the Year** (Recognizing organizations' successful implementation of policies to prevent workplace accidents and injuries, increase safety awareness, and meet the requirements of environmental and occupational health and safety laws and requirements)
- In Asia, Australia and New Zealand
 - In Asia (China, Japan and Korea)
 - In Europe
 - In the Middle East and Africa
 - In Canada and the U.S.A.
 - In Mexico, the Caribbean & Central and South America
- B45. **Energy Industry Innovation of the Year:** This category recognizes singular innovations in energy-related technology, production, conservation, storage or delivery, by an organization or an individual anywhere in the world, since 1 January 2019. **There is no entry fee for this category.**

▶ MANAGEMENT AWARDS CATEGORIES

Recognizing the achievements of executive managers, chairmen, and management teams. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

The information requirements for entries in these categories in the 2021 competition include:

- 1 An essay of up to 650 words describing the achievements of the nominated management team, group, or individual since 1 January 2019, **OR** a video of up to five (5) minutes in length describing the same. Nominations in the Lifetime Achievement Award category may describe the nominee's lifetime of achievement.
- 2 In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2019.
- 3 Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Executive of the Year (e.g. CEO, President, Managing Director).

A01. Advertising, Marketing, & Public Relations

A02. Aerospace & Defense

A03. Apparel, Beauty & Fashion

A04. Automotive & Transport Equipment

A05. Banking

A06. Business or Professional Services

A07. Chemicals

A08. Computer Hardware

A09. Computer Software

A10. Computer Services

A11. Conglomerates

A12. Consumer Products — Durables

A13. Consumer Products — Non-Durables

A14. Consumer Services

A15. Diversified Services

A16. Electronics

A17. Energy

A18. Financial Services

A19. Food & Beverage

A20. Health Products & Services

A21. Hospitality & Leisure

A22. Internet/New Media

A23. Insurance

A24. Legal

A25. Manufacturing

A26. Materials & Construction

A27. Media & Entertainment

A28. Metals & Mining

A29. Non-Profit or Government Organizations

A30. Real Estate

A31. Retail



A32. **Pharmaceuticals**

A33. **Telecommunications**

A34. **Transportation**

A35. **Utilities**

A36. **Chairman of the Year:** Recognizing the achievements of board chairmen since the beginning of 2019.

A37. **Maverick of the Year:** Recognizing the individual who's affected the most positive change on his or her organization and/or industry since the beginning of 2019.

A38. **Innovator of the Year:** Recognizing the individual who's contributed most to innovation, within their organization and/or industry, since the beginning of 2019.

A39. **Woman of the Year:** Recognizing the achievements of women in the workplace since the beginning of 2019.

A40. **Management Team of the Year:** Through this category you can nominate your entire management team with one nomination.

A41. **Lifetime Achievement Award.** These categories will recognize the entire careers of professionals who have worked at least 20 years. In these categories you may describe the individual nominee's achievements over their entire career, not just since the beginning of 2019.

- a. Business Products Industries
- b. Business Services Industries
- c. Consumer Products Industries
- d. Consumer Services Industries

ENTREPRENEUR AWARDS CATEGORIES

These categories will recognize the achievements since the beginning of 2019 of individual entrepreneurs and founding teams. It doesn't matter when their companies were started, but the nominations must focus on their achievements since the beginning of 2019. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories for the 2021 IBAs will include:

- 1** An essay of up to 650 words describing the nominee's accomplishments since 1 January 2019, OR a video of up to five (5) minutes in length describing the same.
- 2** In bullet-list form, a brief summary of up to ten (10) of the chief accomplishments of the nominee since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

A50. **Founding Team of the Year**

- a. Business Product Industries
- b. Business Service Industries
- c. Consumer Product Industries
- d. Consumer Service Industries

Entrepreneur of the Year (Any member of the founding team of an organization may be nominated)

- A51. **Advertising, Marketing, & Public Relations**
- A52. **Aerospace & Defense**
- A53. **Apparel, Beauty & Fashion**
- A54. **Automotive & Transport Equipment**
- A55. **Banking**
- A56. **Business & Professional Services**
- A57. **Chemicals**
- A58. **Computer Hardware**
- A59. **Computer Software**
 - a. Up to 500 Employees
 - b. 500 or More Employees
- A60. **Computer Services**
- A61. **Conglomerates**
- A62. **Consumer Products — Durables**
- A63. **Consumer Products — Non-Durables**
- A64. **Consumer Services**
- A65. **Diversified Services**
- A66. **Electronics**
- A67. **Energy**
- A68. **Financial Services**
- A69. **Food & Beverage**
- A70. **Health Products & Services**
- A71. **Hospitality & Leisure**
- A72. **Insurance**
- A73. **Internet/News Media**
- A74. **Legal**
- A75. **Manufacturing**
- A76. **Materials & Construction**
- A77. **Media & Entertainment**
- A78. **Metals & Mining**
- A79. **Non-Profit Organizations**
- A80. **Pharmaceuticals**
- A81. **Real Estate**
- A82. **Retail**
- A83. **Telecommunications**
- A84. **Transportation**
- A85. **Utilities**



PR AWARDS CATEGORIES

Includes all corporate communications, investor relations, community affairs, public relations, etc. functions. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

In addition to the categories listed below, there are a number of other categories that should be of interest to communications professionals, including many of the **publication awards** categories, **website awards** categories, **app awards** categories, **video awards** categories, and **event awards** categories.

Agency, Department, Team, Individual, and Innovation Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

1 Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since 1 January 2019, **OR** a video of up to five (5) minutes in length that answers all of the same questions:

- a. Briefly describe the nominated agency, department, team, or individual: history and past performance (up to 200 words). *Required*
- b. Outline the nominee's achievements since the beginning of 2019 that you wish to bring to the judges' attention (up to 250 words). *Required*
- c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
- d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

2 **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

C01. **Public Relations Agency of the Year:** Enter one or more of these categories if you wish to recognize everyone who works at your PR agency, regardless of their function, location, seniority or position.

- a. In Asia, Australia and New Zealand
- b. In Asia (China, Japan and Korea)
- c. In Europe
- d. In the Middle East and Africa
- e. In Canada and the U.S.A.
- f. In Mexico, the Caribbean & Central and South America

C02. **Communications Department of the Year**

Enter this category if you wish to recognize the recent achievements of everyone who works in communications functions in your organization, regardless of function, location, seniority or position.

C03. **Communications Team of the Year**

Enter this category if you wish to recognize some subset of your entire communications organization, such as a specific investor relations, community relations, crisis communications or social media team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

C04. Communications, Investor Relations, or PR Executive of the Year

Enter this category to recognize the achievements of individual communications executives at the VP level or above.

C05. Communications Professional of the Year

This category will recognize the recent achievements of *non-executive* communications, PR, and IR professionals. **There is no entry fee for this category.**

C06. PR Innovation of the Year

This category will recognize singular innovations in communications practice, research, technology, or management since the beginning of 2019.

Communications or PR Campaign/Program of the Year

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Specify the date on which this campaign or program was launched. *Required*
 - b. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
 - c. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
 - d. Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2019, limit your response to activities and results since the beginning of 2019 only. (up to 250 words). *Required*
 - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

C07. Arts & Entertainment: Campaigns/programs undertaken to promote or raise awareness of an artistic or entertainment endeavor, event, or program.

C08. Brand/Reputation Management: Campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.

C09. Communications Research: Recognizing research conducted for the development of business/communication strategies.

C10. Community Engagement: Recognizing campaigns that helped to engage or activate a community in some specific way.

C11. Community Relations: Campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.

C12. Consumer PR for an Existing Product: Campaigns/programs/activities around a consumer product.

C13. Consumer PR for an Existing Service: Campaigns/programs/activities around a consumer service.

C14. Corporate Communications: Campaigns/programs that enhance a company's overall reputation through corporate communications.

- C15. **Corporate Responsibility:** Campaigns/programs demonstrating excellence in corporate social responsibility.
- C16. **Country, Region or City:** Campaigns/programs developed to promote a country, a region, or a city.
A new category for 2021.
- C17. **Crisis Communications Online:** For excellence in the use of social media during a crisis.
- C18. **Crisis Management:** Recognizing excellent communications management during a crisis.
- C19. **Digital Media Relations:** For PR campaigns showing creativity in its use of social media.
- C20. **Diversity, Equity & Inclusion:** Campaigns/programs devoted to promoting inclusivity and/or dismantle discrimination for racial, ethnic, religious or sexual orientation and gender differences.
A new category for 2021.
- C21. **Environmental:** Campaigns/programs focused on an environmental issue with substantial results for society.
- C22. **Events & Observances:** Campaigns/programs that generate awareness of or document commemorations, observances, openings, celebrations, and other types of events.
- C23. **Financial Services & Investor Relations:** For use of PR for a financial product or service or in investor relations.
- C24. **Food & Beverage:** For a PR campaign to promote a new or existing food or beverage.
- C25. **Gaming & Virtual Reality:** For a PR campaign that launched a development in the gaming or VR industry.
- C26. **Global Issues:** Campaigns/programs that demonstrate effective global communications implemented in at least two countries.
- C27. **Healthcare:** Campaign/programs in the healthcare sector, including business-to-business and consumer campaigns.
- C28. **Influencer Management:** For a PR campaign that made use of identified influencers beyond traditional media.



- C29. **Influencer Marketing:** Campaigns/programs that established or furthered the reach and reputation of social media influencers. **A new category for 2021.**
- C30. **Integration of Traditional and New Media:** For the creative integration of traditional and social media in a PR campaign.
- C31. **Internal Communications:** Campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.
- a. At organizations with up to 100 employees
 - b. At organizations with 100 or more employees
- C32. **Issues Management:** Campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
- C33. **Low Budget** (under €8500/USD \$10,000): Campaigns/programs that cost no more than €8500/USD \$10,000 to plan and implement.
- C34. **Marketing — Business to Business:** Campaigns/programs designed to introduce new products or promote existing products or services to a business audience.
- C35. **Marketing — Consumer Products:** Campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
- C36. **Marketing — Consumer Services:** Campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
- C37. **Media Relations:** Recognizing effective traditional media relations in a PR campaign.
- C38. **Multicultural:** Campaigns/programs specifically targeted to a cultural group.
- C39. **New Product or Service Launch:** Campaigns/programs undertaken to introduce a new product or service to the marketplace.
- C40. **Non-Profit/Charity:** Campaigns/programs that communicate the mission or activities or non-profit or charitable organizations.
- C41. **Public Affairs:** Campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
- C42. **Public Service:** Campaigns/programs that advance public understanding of societal issues, problems or concerns.
- C43. **Social Media Focused:** Campaigns/programs designed to be implemented primarily through online social media.
- C44. **Sponsorship:** Campaigns/programs that promote or create awareness of sponsorship of an event or activity.
- C45. **Sport:** For a PR campaign to promote a sport for itself or to a community.
- C46. **Technology:** Campaign/programs in the technology sector, including business-to-business and consumer campaigns.
- C47. **Thought Leadership:** Campaigns/programs that establish or further the thought leadership credentials or reputation of an individual or organization. **A new category for 2021.**
- C48. **Travel & Tourism:** Campaigns/programs designed to advance the interests of clients in the transport, travel, hotel or tourism industries.

CUSTOMER SERVICE AWARDS CATEGORIES

Includes all customer service functions. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

The information requirements for entries in these categories in the 2021 competition include:

- 1** An essay of up to 650 words describing the nominee's accomplishments since 1 January 2019, **OR** a video of up to five (5) minutes in length describing the same.
- 2** In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

E01. Customer Service Department of the Year

Enter this category if you wish to recognize everyone who works in customer service functions in your organization, regardless of function, location, seniority or position.

E02. Customer Service Team of the Year

Enter this category if you wish to recognize some subset of your entire customer service organization, such as a specific front-line, back-office, customer-complaints, or problem-resolution team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

E03. Customer Service Executive of the Year

Enter this category to recognize the achievements of individual customer service executives.

HR AWARDS CATEGORIES

Includes all human resources functions. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

The information requirements for entries in these categories in the 2021 competition include:

- 1** An essay of up to 650 words describing the nominee's accomplishments since 1 January 2019, **OR** a video of up to five (5) minutes in length describing the same.
- 2** In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

F01. Human Resources Department of the Year

Enter this category if you wish to recognize the recent achievements of everyone who works in HR functions in your organization, regardless of function, location, seniority or position.

F02. **Human Resources Team of the Year**

Enter this category if you wish to recognize some subset of your entire HR organization, such as a specific benefits management, recruiting, orientation or training team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

F03. **Human Resources Executive of the Year**

Enter this category to recognize the achievements of individual HR executives.

IT AWARDS CATEGORIES

Includes all information technology, software, web development, etc. functions. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

The information requirements for entries in these categories in the 2021 competition include:

- 1** An essay of up to 650 words describing the nominee's accomplishments since 1 January 2019, **OR** a video of up to five (5) minutes in length describing the same.
- 2** In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

H01. **Information Technology Department of the Year**

Enter this category if you wish to recognize the recent achievements of everyone who works in technology functions in your organization, regardless of function, location, seniority or position.

H02. **Information Technology Team of the Year**

Enter this category if you wish to recognize some subset of your entire IT organization, such as a specific web maintenance, software development, or infrastructure planning team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

H03. **Information Technology Executive of the Year**

Enter this category to recognize the achievements of individual IT executives.

H04. **Best Technical Support Strategy and Implementation**

Recognizes technical support organizations with the best comprehensive strategy and innovative solutions, tools, and/or services to meet customer and business needs.

H05. **Best Technical Support Solution**

- a. Computer Services
- b. Computer Technologies

Recognizes best technical support product, solution, or service that improves efficiency for resolving issues; improving customer experience; and/or increasing problem avoidance.

▶ MARKETING AWARDS CATEGORIES

Includes all marketing, advertising, packaging, distribution, etc. functions. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

In addition to the categories listed below, there are a number of other categories that should be of interest to marketing professionals, including many of the **publication awards** categories, **website awards** categories, **app awards** categories, **video awards** categories, and **event awards** categories.

Marketing Organization/Professional Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated department, team, or individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements since the beginning of 2019 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

G01. Marketing Department of the Year

Enter this category if you wish to recognize the recent achievements of everyone who works in marketing functions in your organization, regardless of function, location, seniority or position.

G02. Marketing Team of the Year

Enter this category if you wish to recognize some subset of your entire marketing organization, such as a specific product marketing, brand marketing, social media or creative team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

G03. Marketing Executive of the Year

Enter this category to recognize the achievements of individual marketing executives at the VP level or above.



Marketing Campaign of the Year — Industry Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1 **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Specify the date on which this campaign was launched. *Required*
 - b. Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
 - c. Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
 - d. Outline the activities and concrete results of this campaign since the beginning of 2019. Even if your campaign started before 2019, limit your response to activities and results since the beginning of 2019 only (up to 250 words). *Required*
 - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2 **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

- G04. **Agricultural/Industrial/Building:** For all related products, materials, tools and services.
- G05. **Automotive — Aftermarket:** Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
- G06. **Automotive — Vehicles:** Cars, trucks, motorcycles, both brand and model advertising.
- G07. **Beauty:** Cosmetics, fragrances, hair products, nail products, beauty services such as salons, spas, etc.
- G08. **Beverages — Alcohol:** Beer, champagne, liquor, wine, wine coolers, after dinner drinks, etc.
- G09. **Beverages — Non-Alcohol:** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.
- G10. **Business & Office Supplies: A new category for 2021.** Business cards and professional printing, office equipment includes printers, copiers, supplies, furniture, etc.
- G11. **Corporate Reputation/Professional Services:** Includes sponsorships, image & identity, communications to promote corporations, not exclusively their products. Includes business/professional services such as consulting, accounting, legal, employments, etc.
- G12. **Culture & The Arts:** Plays, museums, music organizations, concert series, cultural festivals, theater festivals, etc.
- G13. **Delivery Services: A new category for 2021.** Couriers, package freight/shipping, food and drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.
- G14. **Education & Training: A new category for 2021.** Includes all educational institutions and organizations, training programs, job/career sites, etc.
- G15. **Electronics:** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be targeted to consumers or business.

- G16. **Energy/Nutrition Products & Services:** Products and services aimed at the energy, sports, wellness lifestyle. Vitamins, energy bars, drinks, etc.; weight loss and fitness programs/camps, training camps and facilities, etc.
- G17. **Entertainment & Sports:** Includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, sporting events, sports teams, etc.
- G18. **Fashion & Style:** Brands of clothing, eyewear, footwear, hosiery, jewelry, accessories, etc.
- G19. **Financial Cards:** Credit, charge, debit, reward, phone and other cards.
- G20. **Financial Products & Services:** Communications promoting overall image and capabilities of a financial institution and specific products or services including home banking, loans, mortgage, mutual funds, traveler's checks, etc.
- G21. **Food: A new category for 2021.** Fresh, packaged, or frozen foods.
- G22. **Gaming & E-Sports: A new category for 2021.** All forms of e-sports and single and multi-player games, including virtual reality, arcade, console, mobile, online and computer games.
- G23. **Government/Institutional/Recruitment:** Municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.
- G24. **Health, Fitness & Wellness: A new category for 2021.** Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.
- G25. **Healthcare — Disease Education & Awareness:** Communications to educate and/or spread awareness about a certain disease or health issue, whether to healthcare professionals, patients, and/or consumers.
- G26. **Healthcare — OTC:** Communications efforts for products that may be purchased **without** a prescription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.
- G27. **Healthcare — Rx:** Communications efforts for products that may be purchased **with** a prescription that address a specific illness, disease, or health issue, whether to healthcare professionals, patients, and/or consumers.
- G28. **Healthcare — Services:** Marketing communications efforts that were developed for hospitals, HMOs, referral services, dental and medical care services, or chronic care facilities, whether to healthcare professionals, patients, and/or consumers.
- G29. **Home Furnishings & Appliances:** Kitchen appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.
- G30. **Household Supplies:** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, etc.
- G31. **Insurance:** Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, health, life, travel, business, etc.).
- G32. **Internet/Telecom:** Wireless/cellular providers, high speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/laaS and Cloud-based services), bundled communications (Internet, telephone, and cable TV).

- G33. **Leisure & Recreation:** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.
- G34. **Media & Entertainment Companies:** TV networks, streaming services, websites, magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
- G35. **Non-Profit: A new category for 2021.** Not for profit organizations of all types: include charitable, social, civic, advocacy, trade, special interest, religious, etc.
- G36. **Personal Care:** Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.
- G37. **Pet Care:** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, and breeders.
- G38. **Real Estate:** Homes, real estate brokers, malls, etc.
- G39. **Restaurants:** Quick service, casual dining, mid-scale, white table cloth and other restaurants.
- G40. **Retail:** General— stores and/or web sites that provides a multiple range of non-related or generally related merchandise, which include department stores, food retailers, and discount/bulk retailers, craft stores, etc. Specialized— stores and/or web sites that specialize in one particular line of products (e.g. clothing, fashion, jewelry, health food, shoes, pet care, toys, greeting cards, etc.).
- G41. **Snacks/Desserts/Confections:** Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- G42. **Software:** Software, groupware, operating systems, SaaS/IaaS and Cloud-based services, etc.
- G43. **Transportation:** Air, train, bus/trolley, taxi, subway systems, bike shares, scooter shares, car rentals, leasing not including automobile sales/leasing, ferries, etc.
- G44. **Travel/Tourism/Destination:** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

Marketing Campaign of the Year — Specialty Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1 **Written answers to the following questions, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Specify the date on which this campaign was launched. *Required*
 - b. Describe the genesis of the nominated campaign: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words). *Required*
 - c. Describe the development of the campaign: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words). *Required*
 - d. Outline the activities and concrete results of this campaign since the beginning of 2019. Even if your campaign started before 2019, limit your response to activities and results since the beginning of 2019 *only* (up to 250 words). *Required*
 - e. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2 **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

- G50. **Brand Experience of the Year — Business-to-Business:** Recognizing work that reaches out to business audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.
- G51. **Brand Experience of the Year — Consumer:** Experiences, and unique connections with their brands.
- G52. **Branded Utility of the Year:** Recognizing products and services created to address a marketing or business challenge, not to be sold, as part of a marketing program itself. Entrants must explain the product or service created in response to the challenge, its roles and objectives, and how it was communicated to its audience, and the results achieved.
- G53. **Branded Content Campaign of the Year:** Recognizing work that has used branded content — original or sponsored — to reach out to audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.
- G54. **Engaged Community of the Year:** Recognizing brands for creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to a brand's goals. Your entry should state how you managed the community, how you defined effectiveness around the community, and what was achieved.
- G55. **Mobile Marketing Campaign of the Year:** For campaigns targeted to consumers' mobile devices.
- G56. **New Product or Service Introduction of the Year:** For campaigns conducted to introduce a new product or service to the marketplace.
- G57. **Re-Branding/Brand Renovation of the Year:** For campaigns that recreated or repositioned an existing brand.
- G58. **Small-Budget Marketing Campaign of the Year** (< €3 m/USD \$3 million)
- G59. **Viral Marketing Campaign of the Year:** For campaigns that used word-of-mouth, video stunts, and other viral tactics as their primary means of communication.
- G60. **Youth Marketing Campaign of the Year:** For campaigns that targeted the youth market (up to age 24).



▶ NEW PRODUCT & PRODUCT MANAGEMENT AWARDS CATEGORIES

Includes all product management, product development, product engineering, manufacturing, etc. functions. New products and services released in the since 1 January 2019 are eligible to be nominated. **Both brand-new and new-version products are eligible.** Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Product Management Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1 **Written answers to the following questions, describing the nominated department's, team's, or individual's achievements since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated department, team, or individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements since the beginning of 2019 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2 **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

J80. Product Development/Management Department or Team of the Year

Enter this category if you wish to recognize everyone who works in product development or product management in your organization, regardless of function, location, seniority or position — **OR** — if you wish to recognize some subset of your entire product development/management organization, such as a specific product development, product marketing, or product support team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

J81. Product Development/Management Executive of the Year

Enter this category to recognize the achievements of product development and product management executives at the VP level or above.



Product & Service Categories

For products and services introduced to the marketplace since 1 January 2019. Nominees may be brand new or new versions.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
- 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.

J01. **Business-to-Business Products**

J02. **Business-to-Business Services**

J03. **Consumer Electronics**

J04. **Consumer Products:** Recognizes all types of consumer products *except* those that fit in one of the other categories here.

- a. **Durables** (appliances, furniture, etc.)
- b. **Food & Beverage**
- c. **Household Products**
- d. **Other**

J05. **Consumer Services**

J06. **Financial Services**

J07. **Hardware — Computer**

J08. **Hardware — Networking**

J09. **Hardware — Peripheral**

J10. **Hardware — Semiconductor or Other Electronic Component**

J11. **Hardware — Storage**

J12. **Hardware — Other**

J13. **Health & Pharmaceuticals — Product**

J14. **Health & Pharmaceutical — Service**

J15. **Industrial Products & Services**

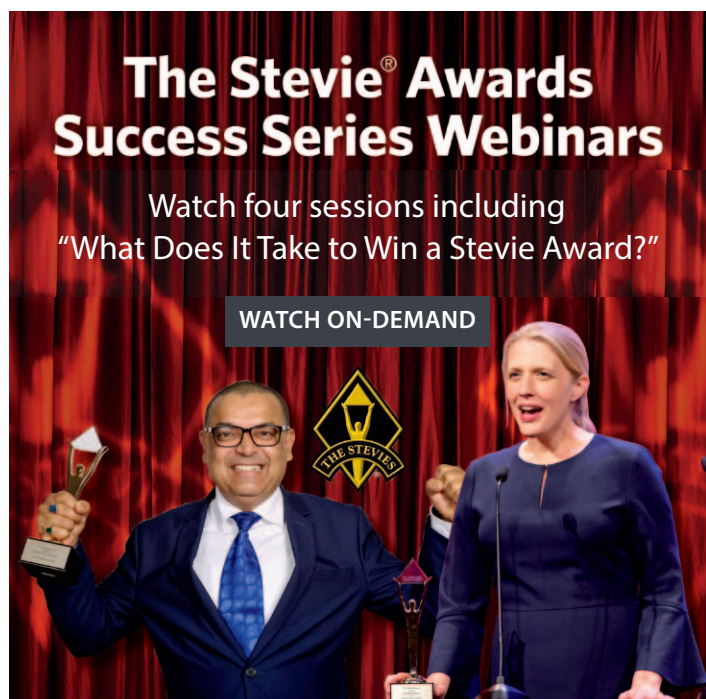
J16. **Media & Entertainment — Product**

J17. **Media & Entertainment — Service**

J18. **Telecommunications — Product**

J19. **Telecommunications — Service**

J20. **Transportation**



Business Technology Solution Categories

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**

 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- JJ21. **Business Technology Solution — Application Programming Interface (API) Management Solution:** Recognizes the best platforms that create a centralized API architecture that makes the process of making, securing, deploying and managing high-performance interfaces significantly simpler and more consistent.
- J22. **Business Technology Solution — Artificial Intelligence/Machine Learning Solution:** Recognizes solutions that enable computer-based systems to exhibit intelligent behavior in complex situations to solve problems, communicate with people, and perceive and interact with the physical world.
- J23. **Business Technology Solution — Asset Management Solution:** Recognizes the best solutions for managing large amounts of digital assets, across various formats. Digital assets may include analytics, usage data, images, content, etc.
- J24. **Business Technology Solution — Big Data Solution:** Recognizes the best solutions for reporting and analyzing actionable intelligence from massive data sets containing a variety of data types, or the best platform for enabling organizations in developing, deploying, operating and managing a big data infrastructure/environment.
- J25. **Business Technology Solution — Blockchain Solution:** Recognizes the best solutions for creating and managing shared, immutable ledgers for recording the history of transactions.
- J26. **Business Technology Solution — Business or Competitive Intelligence Solution:** Recognizes the best solutions for reporting and analyzing data into useful information for business purposes, or the best platform for enabling enterprises to build BI into their applications by providing analysis, information delivery and platform integration.
- J27. **Business Technology Solution — Cloud Application/Service:** Recognize the best solutions that operate in the cloud.
- J28. **Business Technology Solution — Cloud Enterprise Resource Planning (ERP) Solution:** Recognizes the best cloud platforms for collecting, storing, managing and interpreting data from many business activities. Can include but is not limited to finance, HR functions, product planning, purchasing, manufacturing, and service delivery.

- J29. **Business Technology Solution — Cloud Infrastructure:** Recognizes the best infrastructure solutions for the deployment of cloud-based offerings.
- J30. **Business Technology Solution — Cloud Platform:** Recognizes the best overall platforms for the deployment of cloud-based offerings.
- J31. **Business Technology Solution — Cloud Storage & Backup Solution:** Recognizes the best cloud-based solutions for storing and/or backing up data. Includes block storage, file storage, backup, archive, disaster recovery, and encryption.
- J32. **Business Technology Solution — Collaboration/Social Networking Solution:** Recognizes the best applications that aid collaboration, communication, filesharing and the process of problem solving for teams working together over geographic distances.
- J33. **Business Technology Solution — Content Management Solution:** Recognizes the best tools, platforms or services that allow users to sort through vast amounts of content and present it in a meaningful and organized way. Solutions allow users to arrange, display, collect, organize, co-create, share and manipulate content.
- J34. **Business Technology Solution — Corporate Learning/Workforce Development Solution:** Recognizes the best platforms, services or providers that support the efforts of organizations (business, government, academia) to educate employees about specific knowledge that aids in the successful execution of an employee's job. Includes applications that educate on internal processes, practices, expectations and objectives of workplace assignments.
- J35. **Business Technology Solution — Customer Data Platform: A new category for 2021.** Recognizes the best CDP marketer-managed systems that offer a persistent, unified customer database that is accessible to other systems. CDPs should create a comprehensive view of each customer by capturing data from multiple systems, linking information related to the same customer, and storing the information to track behavior over time. The CDP contains personal identifiers used to target marketing messages and track individual-level marketing results, offering marketing teams relevant insights needed to run marketing campaigns.
- J36. **Business Technology Solution — Data Visualization Technology:** Recognizes the best tools or technologies to communicate or tell a story of data or information by displaying it as visual objects or a graphic to communicate the information clearly to users.
- J37. **Business Technology Solution — DevOps Solution:** Recognizes the best solutions that aid in unifying software development (Dev) and software operation (Ops), by promoting automation and monitoring at all steps of software construction, from integration, testing, releasing to deployment and infrastructure management.
- J38. **Business Technology Solution — Digital Process Automation Solution:** Recognizes the best solutions that create process applications to automate complex workflows and digital business processes for application development and deployment professionals.
- J39. **Business Technology Solution — Electronic Commerce Solution:** Recognizes the best software solutions designed to facilitate the purchase of products and services online. Includes credit card processing systems, personalization tools, shopping carts, comparison bots, order forms, delivery/shipping management systems, etc.
- J40. **Business Technology Solution — Emerging Technology: A new category for 2021.** Recognizes the best emerging technology products, tools or solutions that are solving big problems, changing the status quo and opening up new opportunities. Products must be less than three years old or have put out a new version that includes new technology that is disruptive and/ or relatively underdeveloped in potential.

- J41. **Business Technology Solution — Endpoint Security Management Solution:** Recognizes the best solutions that requires endpoint devices to comply with specific criteria before granted access to network resources. Includes antivirus, antispymware, personal firewall, host intrusion prevention, file/disk encryption, endpoint DLP, etc.
- J42. **Business Technology Solution — ERP Solution: A new category for 2021.** Recognizes the best cloud platforms for collecting, storing, managing and interpreting data from many business activities. Can include but is not limited to finance, inventory management, HR functions, product planning, purchasing, manufacturing, and service delivery.
- J43. **Business Technology Solution — Event Management Solution:** Recognizes the best solutions for managing the production and execution for events. Includes registration, payment processing, sponsor and attendee management, event marketing, reporting, event program, budgeting, etc.
- J44. **Business Technology Solution — Financial Management Solution:** Recognizes the best software solutions that automate business accounting and money management including accounts payable/receivable, general ledger, budgeting, resource allocation, reporting, etc.
- J45. **Business Technology Solution — FinTech Solution:** Recognizes the best solutions to make financial services more efficient by demonstrating an incremental or radical/disruptive innovation development of applications, processes, products or business models in the financial services industry. This can include but is not limited to financing, insurance, investments, payments, advisory, security, etc.
- J46. **Business Technology Solution — Governance, Risk & Compliance Solution:** Recognizes the best software solutions that provide a structured and systematic approach to ensure proper governance, manage risks and ensure compliance across an organization.
- J47. **Business Technology Solution — Healthcare Technology Solution:** Recognizes the best solutions for improving care quality, patient safety, efficiency, medical information and/or data exchange to healthcare professionals or consumers.
- J48. **Business Technology Solution — Human Capital Management Solution:** Recognizes the best solutions that automate any aspect of human resources management and talent acquisition, including HRIS, benefits administration, recruiting, payroll, and performance appraisal.
- J49. **Business Technology Solution — Identity & Access Security Solution:** Recognizes the best solutions that enable the right individuals to access the right resources at the right times and for the right reasons.
- J50. **Business Technology Solution — Infrastructure as a Service:** Recognizes the best solutions for providing infrastructure as a service, including infrastructure, provisioning, security, reporting/controls, storage, and backup in a seamless, scalable, and flexible manner.
- J51. **Business Technology Solution — Insurance Solution:** Recognizes the best solutions for managing any aspect of the insurance industry, from billing and policy operations to solutions for agents, underwriters, shoppers and insureds.
- J52. **Business Technology Solution — Integration Solution:** Recognizes the best solutions designed to integrate disparate applications, operating systems, data, and/or business processes used within an organization in order to simplify and automate their use and eliminate silos of information and functionality through dashboards or other approaches.
- J53. **Business Technology Solution — International Data Protection Solution:** Recognizes the best solutions that protect data across multiple platforms and locations, globally.

- J54. **Business Technology Solution — IoT Analytics Solution:** Recognizes the best applications for measuring and transforming Internet of Things (IoT) data into business intelligence.
- J55. **Business Technology Solution — IT Operations Management Solution:** Recognizes the best solutions for joining financial, contractual, licensing, and inventory functions to support the IT environment.
- J56. **Business Technology Solution — IT Service Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.
- J57. **Business Technology Solution — Lead Generation Solution:** Recognizes the best solutions that enable organizations to efficiently collect, manage, grade, distribute and respond to sales leads.
- J58. **Business Technology Solution — Manufacturing Solution:** Recognizes the best solutions used in manufacturing. Nominated solutions may offer features including, among others, accounting integration, estimation, inventory management, work order flexibility, bill of materials replication, production stage management, packing slip generation, etc.
- J59. **Business Technology Solution — Marketing/Public Relations Solution:** Recognizes the best solutions that enable companies to target, measure, and market, products and services to reach consumers and customers online, on mobile devices and even off-line. Solutions can include (but not limited to) marketing tactics such as SEO, SEM, social media, display advertising, native advertising, content marketing automation, marketing management, campaign management and deployment, and mobile marketing.
- J60. **Business Technology Solution — Migration as a Service:** Recognizes the best cloud services for migrating application from virtual or physical environments to the cloud or in between clouds.
- J61. **Business Technology Solution — Mobile Development Solution:** Recognizes the best tools or resources for designing, creating or testing mobile applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.
- J62. **Business Technology Solution — Mobile On-Demand Application:** Recognizes the best mobile applications for B2B users or consumers. For more category options for apps, see the **[Mobile Site & App categories](#)**.
- J63. **Business Technology Solution — Mobile Operations Management Solution:** Recognizes the best solutions for managing the deployment and operations of products and services offered for the mobile use of B2B users or consumers.
- J64. **Business Technology Solution — Network Security Solution:** Recognizes the best solutions for preventing and monitoring unauthorized access, misuse, modification, or denial of a computer network and network-accessible resources. Includes firewall, intrusion prevention and detection, unified threat management, VPN, etc.
- J65. **Business Technology Solution — News Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations.
- J66. **Business Technology Solution — Payments Solution:** Recognizes the best solutions for passing authorization, payments, and settlement data between a merchant's website and the merchant's processor.

- J67. **Business Technology — Personal Information (PI) Regulatory Compliance Solution:** Recognizes the best solutions for the management of regulatory compliance as it effects controller/processor relationships, data subject access requests, risk mitigation, and ongoing logging and documentation in a domestic and cross border environment.
- J68. **Business Technology Solution — Platform as a Service:** Recognizes the best platforms as a service (PaaS) that increase the speed of development of applications, reduce cost of development, automate deployment, and provide flexibility and scalability. This includes enablement capabilities.
- J69. **Business Technology Solution — Project Management Solution:** Recognizes the best business solutions that automate any aspect of managing project-based business activities. Includes estimation and planning, scheduling, cost control and budget management, resource allocation, collaboration, etc.
- J70. **Business Technology Solution — Ransomware Removal Tool:** Recognizes the best solutions for identifying, isolating and removing ransomware from technology systems.
- J71. **Business Technology Solution — Real Estate or Construction Management Solution:** Recognizes the best solutions that automate and improve the planning, design, construction and operation of facilities.
- J72. **Business Technology Solution — Relationship Management Solution:** Recognizes the best software solutions designed to expand a company's knowledge about, and relationship with, its current or potential customers and/or partners. Includes CRM, PRM, SFA, marketing automation, personalization products and services.
- J73. **Business Technology Solution — Remote Working Solution: A new category for 2021.** Recognize the best technology-based solutions that aid collaboration, communication, file sharing, and the process of managing, engaging, empowering, and problem-solving for teams working together over geographic distances.
- J74. **Business Technology Solution — SaaS Enablement as a Service:** Recognizes the best services for helping independent software vendors (ISVs) size, deploy and test applications so that they are fully optimized for Cloud delivery.
- J75. **Business Technology Solution — Social Business Solution:** Recognizes the best solutions for managing and monitoring social media campaigns, building and engaging customers, and collecting and analyzing data, across multiple social networks.
- J76. **Business Technology Solution — Software Defined Infrastructure:** Recognizes the best solutions for creating technical computing infrastructure that is entirely under the control of software with no operator or human intervention. It operates independent of any hardware-specific dependencies and is programmatically extensible.
- J77. **Business Technology Solution — Software Development Solution:** Recognizes the best tools or resources for designing, creating or testing software applications. Includes programming language, toolkits, diagnostic programs, IDE, applet and plug-in development tools, database development programs, etc.
- J78. **Business Technology Solution — Supply Chain Management Solution:** Recognizes the best solutions for coordination and collaboration with suppliers, intermediaries, third-party service providers, and customers in the movement and storage of materials and equipment; work-in-process inventory, and finished goods from point of origin to point of consumption.
- J79. **Business Technology Solution — Systems Management Solution:** Recognizes the best solutions that align the delivery of IT services with the needs of the business to deliver best services to employees and clients.

- J80. **Business Technology Solution — Vendor Management Solution:** Recognizes the best solutions that optimize and manage any aspect of contingent workforces, services procurement, human resources and talent acquisition including: HRIS, benefits administration, recruiting, payroll, supplier management, workforce optimization, and performance appraisals.
- J81. **Business Technology Solution — Virtual Event Technology Solution: A new category for 2021.** Recognizes the best solutions for managing the production and execution for virtual events. Includes registration and ticketing, payment processing, sponsor and attendee management, event marketing, reporting, event program, budgeting, etc.
- J82. **Business Technology Solution — Web Services Solution:** Recognizes the best solutions that use XML-based messages to exchange data between applications.
- J83. **Business Technology Solution — Wellness Solution: A new category for 2021.** Recognizes the best solutions that promote wellness and wellbeing by applying technology in innovative ways to help employees thrive in their work and daily lives.
- J84. **Business Technology Solution — Work Management Platform: A new category for 2021.** Recognizes the best digital tools that allow users to plan, track, organize, and review both projects and non-project tasks to improve business results and team performance.
- J85. **Business Technology Solution — Other:** Recognizes the best Business Technology Solution products and solutions that don't fit into one of the many other categories listed here.

Content & Content Technology Solution Categories

These categories recognize products, technology and services created by, or for, Media, Publishers and Information Services Providers.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination. (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- S40. **Content — Advertising or Campaign Management Platform:** Recognizes the best platforms that help companies manage their marketing and advertising. The platforms may include integrated planning, execution and attribution, and campaign management that enable the user to adjust/optimize advertising spend.
- S41. **Content — Aggregation Platform:** Recognizes services that make the best use of information aggregated from disparate sources for business users or consumers.

- S42. **Content — Business Directory:** Recognizes the best Business Directories for use by consumers or other business professionals. Nominees may submit solutions developed for online or for mobile applications and can be developed for the broader market or customized based on a specific user community or vertical market.
- S43. **Content — Business Information Solution:** Recognizes the best information solutions that help business professionals with their daily job functions: sales, marketing, strategy, business development, research or other corporate functions.
- S44. **Content — Content Analytics Solution:** Recognizes the best content and data analytics solutions that help providers understand content utilization and data. Nominees may submit analytics solutions that include proprietary platforms and algorithmic software that measure, evaluate and analyze content and data. May include mobile tracking and analytics.
- S45. **Content — Content Authoring Development or Curation Solution:** Recognizes the best software solutions designed for users to be able to create, modify, design, alter, combine, customize, curate multiple content sources and formats, and share digital content.
- S46. **Content — Content Marketing Solution:** Recognizes the best solutions for creating compelling and engaging content and distributing that content in a targeted manner across various media.
- S47. **Content — Content Rights and Delivery Solution:** Recognizes innovative Content Delivery solutions that best enable the secure electronic transfer of information or software for rental or purchase, including subsequent secure distribution and reuse with the fewest barriers to usage.
- S48. **Content — Crowd Sourced Information Solution:** Recognizes the best Crowd Sourcing products or services designed for use by media companies, publishers and information providers. Nominees may submit solutions that are managed services, enterprise platforms or those that supply labor pools. The nominees' solutions can address micro-tasking, creative or engineering needs and the like.
- S49. **Content — eCommerce & Billing Platform:** Recognizes the best eCommerce & Billing Platforms specifically designed for media, publishers and information providers. Nominees may submit solutions that support revenue collection such as subscription billing, single issue and content sales and/or specialty billing for media, publishers and information providers. Solutions may include online, mobile, social media and other channels their end-users and customers utilize.
- S50. **Content — Financial & Market Data Information Solution:** Recognizes the Best Financial & Market Data Solutions designed for professionals in the financial and capital markets industries. Nominees may submit solutions that provide financial, market data and related information for market practitioners. Includes real-time data services, reference data solutions, or historical data, financial news services, market analysis & research, credit services, capital markets, commodities & energy, foreign exchange, fixed income and/or merger and acquisition information.
- S51. **Content — General Reference Service:** Recognizes the best reference tools for use by business professionals and researchers. Tools and/or solutions provide data, answers, articles and/or abstracts via online, mobile or other platforms.
- S52. **Content — Health & Medical Information Solution:** Recognizes the best information solutions for medical and health professionals or consumers. Nominees may submit solutions for consumers, medical and healthcare professionals, or both.
- S53. **Content — Information Service Delivered as Mobile App or Platform:** Recognizes the most popular or innovative information services delivered in a mobile platform or an app, providing any kind of digital content in an information-as-a-service solution that saves users of any job function time and money over traditional delivery methods. Nominees can also be in specialized verticals or media categories.

- S54. **Content — Legal Information Solution:** Recognizes the best Legal Information Solutions designed for the legal professional. Nominees may submit solutions that provide access to primary and secondary legal research sources; business & practice performance development tools as well as litigation support, workflow, and e-discovery solutions designed for the legal profession.
- S55. **Content — Media & Information Monitoring Solution:** Recognizes the best solutions for monitoring, analyzing and drawing insights from a wide range of content, including news, opinions and conversations. The best solution will capture content across various forms of digital and traditional media, including web, mobile, social, TV, print, etc.
- S56. **Content — Multichannel Publishing Technology:** Recognizes the best vehicles disseminating multiple forms of content (e.g. text, video, data, etc.), through multiple channels (e.g. web, mobile, print, broadcast etc.).
- S57. **Content — Sales & Marketing Intelligence Solution:** Recognizes the best Sales & Marketing Intelligence solutions, which empower sales and marketing professionals with key data, insights and analytics to help drive business development and target potential sales prospects.
- S58. **Content — Scholarly Publishing Information Solution:** Recognizes the best research information solutions that provides high quality content while meeting the rigorous standards for academic and scientific researchers and professionals.
- S59. **Content — Science and Technology Information Solution:** Recognizes the best information solutions for science, engineering, and technology professionals or consumers.
- S60. **Content — Search Technology Solution:** Recognizes the enterprise search solutions designed for media, publishers, and information providers that best facilitate the finding of information by end-users.
- S61. **Content — Semantic Technology Platform, Tools and Applications:** Recognizes the semantic technology platforms with the best tooling and enterprise features.
- S62. **Content — Service Using Aggregated Content:** Recognizes the products or services that make the best use of information aggregated from disparate sources. Nominees may include solutions that directly serve business users or consumers, or that package content for reuse, resale, or redistribution.
- S63. **Content — Solution for Integrating Content into the Workflow:** Recognizes the best solutions for integrating content into an end-user workflow. Nominees may include complete end-to-end user applications or integration of content and/or new features into an existing solution for any professional audience (e.g., Sales, Legal, Financial, Scientific, Medical, etc.).
- S64. **Content — Subscription Management Solution:** Recognizes the best solutions to help companies manage all aspects of the subscription lifecycle. Subscription management includes onboarding, assisted or unassisted subscription sales, pricing and packaging, billing, invoicing, payments, reporting, and financial management.
- S65. **Content — Video Platform for Media & Publishers:** Recognizes the best video platforms specifically designed for media, publishers and information providers dedicated to publishing, distributing and/or monetizing video assets.



Education & Education Technology Solution Categories

These categories recognize applications, products and services from developers of educational software, digital content, online learning services, and related technologies across the K-20 (or equivalent) sector.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** **Written answers to the following questions, describing the nominated product or service since 1 January 2019, OR a video of up to five (5) minutes in length that answers all of the same questions:**

 - a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. *Required*
 - b. Describe the features, functions, and benefits of the nominated product or service (up to 350 words). *Required*
 - c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.** These might be planning documents, press clippings, work samples, photographs, video clips, etc.
- S01. **Education — Administrative Solution: A new category 2021.** Recognizes the best non-instructional business management applications or services that support education. Includes privacy tools, class/lecture capture solutions, network services, human resources/talent management, enterprise management, digital communication/security solutions, scheduling and registration services or student information systems.
 - S02. **Education — Arts & Creativity Solution:** Recognizes the best solutions or digital tools designed for PK-12 (or equivalent) or postsecondary learners. The solutions support educational goals within all media arts, music, theater, and visual arts areas, and helps develop fine arts skills, knowledge, and creative practices that enhance learning practices for multiple content areas.
 - S03. **Education — Career and Workforce Readiness Solution:** Recognizes the best solutions or digital services that develop skills and knowledge needed in the 21st Century workforce. Includes applications that help close the gap between a learner's current interest and skills and the needs and expectations in the workplace.
 - S04. **Education — Classroom Management Solution:** Recognizes the best systems designed for PK-12 (or equivalent) educators that provide any or all of the following: student information systems, data management and reporting tools, gradebooks, standards (including Common Core) alignment tools, packages that link data and resources to instruction, and other platform tools that take user content.
 - S05. **Education — Collaborative Solution for Educators:** Recognizes the best solutions designed to provide social learning, collaborative and community support for PK-12 (or equivalent) or postsecondary education faculty and administration. Includes tools for communication, professional learning experiences, resource centers, collaboration and planning tools, and other interactive, social media solutions.

- S06. **Education — Cross-Curricular Solution:** Recognizes the best tools for students, educators or administrators that can be used in multiple curriculum areas in the PK-12 (or equivalent) or postsecondary market. Includes language literacy or productivity and creativity solutions that support instruction or management across different courses or subject areas, such as career planning, document creation, graphic design, problem solving or web development.
- S07. **Education — Education Cloud-based Solution:** Recognizes the best cloud-based solutions that are always available to educational users regardless of location, are multi-platform, and provide ubiquitous access to faculty, administration, and students. Provide all applications and files for anywhere, anytime availability with an Internet connection, using devices at home or at school, from desktops to laptops to tablet or smartphones.
- S08. **Education — Education Platform for PK-20: A new category for 2021.** Recognizes the best educational platforms or solutions for faculty, administration and students in grades PK-20. Provides all applications and files for anywhere, anytime availability, using any device at home or at school.
- S09. **Education — ELL/World Language Acquisition Instructional Solution:** Recognizes the best instructional solutions for English as a Second Language (ESL), English Language Learners (ELL), and World Languages for students in the PK-12 or postsecondary market. Includes language learning curricula and content that can be managed classroom/course-based instruction or online supplemental instruction.
- S10. **Education — Emerging Technology Solution for Administrators: A new category for 2021.** Recognizes new and innovative technology solutions that are designed to solve administrative problems or improve operational efficiency and processes for schools or campuses. These new tools could support administrators in their education management or communication functions.
- S11. **Education — Game-based Curriculum Solution:** Recognizes the best curriculum solutions that use gaming elements as an integral component of a curriculum or assessment product. Designed for PK-12 (or equivalent), postsecondary, or adult students to enable them to learn/apply concepts by using a compelling game environment that is academically and pedagogically sound.
- S12. **Education — Instructional Solution in Other Curriculum Areas:** Recognizes the best applications focusing on non-core curriculum areas for students in the PK-12 (or equivalent) or postsecondary market. These areas include (but are not limited to) art, music, health, technology, engineering, computer science or business.
- S13. **Education — K-12 Course or Learning Management Solution:** Recognizes the best digital learning environment/systems designed for K-12 (or equivalent) educators to manage curriculum-based content, student access and use, diagnostic and remediation programs, data management and reporting tools. Enables the teacher to register, access, and build course materials, communicate with students, and acquire content, developed by students, colleagues or a provider. Includes course and content-based learning management systems used by students.
- S14. **Education — K-12 Enterprise Solution:** Recognizes the best non-instructional, business management applications or services that support education enterprises in the PK-12 (or equivalent) market, including transportation, human resources, talent management, security, food services, digital communication/security solutions, scheduling and registration services, data mining, data analysis, student information systems, network services, special ed funding tracking, IEP tracking, etc. These solutions, delivered by the Internet or a network, will also best enable data exchange, processing, and reporting.

- S15. **Education — Learning Capacity-Building Solution:** Recognizes the best tools for learners that can be used to increase responsibility, independence and engagement in their learning tasks. Includes digital tools that leverage up-to-date research in learning sciences to improve the efficiency and effectiveness of the learner's skills, interest, and time on task by optimizing engagement. For use in multiple curriculum areas in either the PK-12 (or equivalent) or postsecondary market.
- S16. **Education — Learning Relationship Management Solution:** Recognizes the best digital services that manage and facilitate student-led learning to maximize learning engagement, achievement, outcome, retention and long-term success. The technology facilitates personalized learning, individualized learning paths and transparent relationships with student's support network critical to student outcomes and long-term success.
- S17. **Education — Mathematics Instructional Solution:** Recognizes the best instructional products that offer mathematics curriculum and content for students in the PK-12 (or equivalent) or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for students so they can learn and apply mathematics concepts and methods. Provides for deep-learning experiences for students, supports standards alignment, and reflects current curriculum practice.
- S18. **Education — PK-12 Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for PK-12 (or equivalent) students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment, or data systems.
- S19. **Education — PreK/Early Childhood Learning Solution:** Recognizes the best digital products providing or supporting learning for children ages 3-5. Includes applications designed for tablets and/or desktop computers, in areas such as literacy and numeracy content, assessment and reporting, for use at home or in early childhood development settings.
- S20. **Education — Postsecondary Enterprise Solution:** Recognizes the best non-instructional business management applications or services that support postsecondary education enterprises. Included are class/lecture capture solutions, network services, human resources/talent management, digital communication/security solutions, scheduling and registration services, data mining, data analysis or student information systems.
- S21. **Education — Postsecondary Learning Management Solution:** Recognizes the best teaching and learning platforms designed for postsecondary faculty to manage curriculum-based content, student access, and use, diagnostic and remediation programs, data management and reporting tools. Includes enterprise e-Learning platform or course and content-based learning management systems used by students.
- S22. **Education — Postsecondary Learning Solution:** Recognizes the best broad-based, multi-disciplinary teaching solutions for curricula and content that are specifically targeted toward students in college (graduate and undergraduate) and trade/professional school learning environments. Includes solutions that deliver blended or custom-crafted materials, digitally on a number of devices. Helps students navigate their digital/ebooks and reference content in a format that fits the way they learn with interactive media, collaboration tools, and course content.
- S23. **Education — Postsecondary Personalized Learning Solution:** Recognizes the best education solutions that are specifically developed to personalize learning for postsecondary students. The solution must provide for adaptive, anytime/anywhere learning, competency-based progression, and/or student-driven learning paths and support seamless integration with other content, assessment, or data systems.

- S24. **Education — Professional Learning Solution for Educators:** Recognizes the best educational applications or services designed to support PK-12 (or equivalent) or postsecondary education institutions in the development of faculty and administrative staff. Includes professional development programs, learning management systems, and content development, with video-based delivery and packaging tools.
- S25. **Education — Reading/English/Language Arts Instructional Solution:** Recognizes the best reading/English/language arts instructional solutions.
- S26. **Education — Scholastic Esports Solution K-20: A new category for 2021.** Recognizes the best products helping implement scholastic esports to schools and colleges. This includes tournament/league management software, CTE curriculum focused on gaming, and efforts to make esports safer and more inclusive.
- S27. **Education — Science Instructional Solution:** Recognizes the best instructional solutions for science and health curricula and content for students in the PK-12 (or equivalent) or postsecondary market. Includes managed classroom/course-based instruction or online supplemental instruction for individuals. Provides for deep-learning experiences for students, supports standards alignment and reflects current curriculum practice.
- S28. **Education — Social Sciences or Social Studies Instructional Solution:** Recognizes the best instructional solutions for social sciences/social studies curricula and content for students in the PK-12 or postsecondary markets. Includes managed classroom/course-based instruction, online supplemental instruction for individuals. Provides for deep-learning experiences for students, supports standards alignment and reflects current curriculum practice.
- S29. **Education — Solution for Special Needs Students:** Recognizes the best applications specifically designed to benefit students with unique educational needs, including those with physical or learning disabilities, those on the autism spectrum or those who are gifted and talented in the PK-12 (or equivalent) or postsecondary market.
- S30. **Education — Source for Reference or Education Resources:** Recognizes the services that best package reference, original source materials, library or research information, or disaggregated media assets for educational purposes in the PK-12 (or equivalent) and/or postsecondary markets. This service can include content such as encyclopedias, maps, databases, and source material.
- S31. **Education — Student Assessment Solution:** Recognizes the best applications or solutions for high-stakes assessments/preparation for high-stakes tests in the PK-12 (or equivalent) or postsecondary market for use in either formative or summative assessments.
- S32. **Education — Use of Artificial Intelligence in EdTech: A new category for 2021.** Recognizes the best artificial intelligence, machine or deep learning solutions, platforms or products that improve learning outcomes and implements solutions that help students succeed.
- S33. **Education — Virtual Lab: A new category for 2021.** Recognizes the best online laboratories that take place remotely at home, online via computerized robotics, or virtually through simulations or software. Winning solutions offers the same learning outcomes as traditional laboratories, in a virtual format.
- S34. **Education — Virtual Learning Solution:** Recognizes the educational solutions that best deliver course support, full courses, or degree programs online, in either subscription-based or massive, open environments. Can be designed for tutoring, self-paced digital instruction, home-schooling, advance placement course work, credit recovery, instructional support, personalized learning environments, or college credit and targets the PK-12 (or equivalent) or postsecondary market.

➤ SUPPORT AWARDS CATEGORIES

Includes all administrative support, production support, security, maintenance, research, etc. functions. These categories are **not** for customer service professionals — there are **other categories** to recognize their achievements.

Nominations that won in these categories in 2020 may be renominated in the 2021 IBAs, as long as they are submitted to categories different from those in which they won.

The information requirements for entries in these categories in the 2021 competition include:

- 1** An essay of up to 650 words describing the nominee's achievements since 1 January 2019.
- 2** In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

L01. Support Department of the Year

Enter this category if you wish to recognize the recent achievements of *everyone* who works in support functions in your organization, regardless of function, location, seniority or position.

L02. Support Team of the Year

Enter this category if you wish to recognize some subset of your entire support organization, such as a specific maintenance, research, security, or production support team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

➤ CREATIVE AWARDS CATEGORIES

Includes all creative management, copywriting, art direction, editorial, audio-visual production, animation, illustration, photography, etc., functions. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

The information requirements for entries in these categories in the 2021 competition include:

- 1** An essay of up to 650 words describing the nominee's accomplishments since 1 January 2019, **OR** a video of up to five (5) minutes in length describing the same.
- 2** In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2019.
- 3** Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

D01. Advertising or Design Agency of the Year

Enter this category if you wish to recognize everyone who works at your advertising, marketing or design agency, regardless of their function, location, seniority or position.

D02. Creative Department of the Year

Enter this category if you wish to recognize everyone who works in creative functions in your organization, regardless of function, location, seniority or position.

D03. Creative Team of the Year

Enter this category if you wish to recognize some subset of your entire creative organization, such as a specific animation, video, event-production, or client-creative team, for example. The team may be multidisciplinary, may stretch across multiple organizations (your own organization, client organizations, and agency or vendor organizations, for example), and may be a permanent team or a temporary team that was assembled only for a specific task or assignment.

D04. Creative Executive of the Year

Enter this category to recognize the achievements of individual creative executives.

▶ **MOBILE SITE & APP AWARDS CATEGORIES**

These categories recognize excellence in mobile websites and apps. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** An essay of up to 200 words describing the mobile site or app's purpose and results to date.
- 2** The mobile site or app itself, in the form of a demonstration video of up to three (3) minutes in length. You must attach the video to your entry through our attachment/link uploading tool.
- 3** Optionally, you may list creative and production credits for your site or app—a list of the people and organizations that contribute to its development.

- P60. Auction
- P61. Business/Government
- P62. Education & Reference
- P63. Entertainment
- P64. Events
- P65. Experimental & Innovation
- P66. Family & Kids
- P67. Fashion & Beauty
- P68. Financial Services/Banking
- P69. Fitness & Recreation
- P70. Food & Drink
- P71. Games
- P72. Guides/Ratings/Reviews
- P73. Health
- P74. Integrated Mobile Experience
- P75. Lifestyle
- P76. Magazine/Editorial
- P77. Marketing
- P78. Messaging
- P79. Music
- P80. News
- P81. Productivity
- P82. Professional Education



- P83. **Professional Services**
- P84. **Public Service & Activism**
- P85. **Real Estate**
- P86. **School/University**
- P87. **Shopping**
- P88. **Social**
- P89. **Sports**
- P90. **Training**
- P91. **Travel**
- P92. **Utilities & Services**
- P93. **Best User Experience**



▶ EVENT AWARDS CATEGORIES

These categories recognize excellence in events staged since 1 January 2019. **Both live and virtual events may be nominated.** Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories for the 2021 IBAs will include:

- 1** An essay of up to 525 words describing the event: its genesis, goals, development, and results, **OR** a video of up to five (5) minutes in length describing the same.
- 2** Any number of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.
- 3** Optionally, you may list creative and production credits for your event — a list of the people and organizations that contributed to its development.

R01. **Art, Entertainment & Public**

- a. **Art Event:** Dance, music, literature, street art, exhibitions, installations, performances, etc.
- b. **Celebration Event:** For events created to celebrate an occasion, anniversary, milestone or anything that is important to an organization, community, or brand.
- c. **Cultural Event:** All events that promote culture or cultural sensitivity including parades, shows, art events or exhibitions, music or dance events, festivals, fairs, theaters etc.
- d. **Festival:** Music, film, art, food, dance or any other public or community festival that celebrates a specific theme can compete in this category.
- e. **Live Event:** Events that take place in front of a live audience, including, live performances and shows, fashion shows, competitions, games, comedy, theater, circus, concerts, live TV and radio broadcasts, live virtual events, etc.
- f. **Municipal Event:** All public events organized for/by a specific municipality including celebrations, concerts, festivals, shows, parades, art events etc.
- g. **Music Event:** All events where music is the focal point belong here including concerts, music festivals, live vocal or instrumental performances and shows, etc.
- h. **Pop-Up Event:** Impromptu gatherings, spontaneous celebrations, anticipated but unexpected happenings or experiences which ultimately impress audiences and draw new crowds.
- i. **Public Event:** All events open to the general public including all kinds of entertainment events, art exhibitions or installations, cultural or leisure events, fairs, festivals, sporting events, etc.

- j. **Roadshow:** All events that represent a series of shows or events taking place in different places around a country, a region or the world. Could be entertainment event, art exhibitions, music events, information or educational campaigns, product launches, brand engagement events, celebrations, shows, fairs, etc.
- k. **Sporting Event:** All competitions, tournaments, marathons, races, games, team sports, team buildings including sport activities and other sporting events are eligible for this award.

R02. Brand & Experiences

- a. **Brand Activation:** Any event or experience that enables your brand to engage directly with consumers and build a loyal brand community around your product or service, belongs in this category.
- b. **Brand Engagement Event:** Events that drive customers' engagement to a brand, built great customer relationships and have strong post-event impact fall into this category.
- c. **CSR Event:** This category offers an opportunity to showcase your fundraisers, sustainable initiative events, educational and training events and any other event that contributes to the improvement of the social, environmental and economic development of local communities and society at large.
- d. **Exhibition Experience:** This category is for experiences that are part of an exhibition, trade, or consumer show (event, show booth, stand, pavilion, or brand display) or whole exhibitions or consumer shows dedicated specifically to a brand/product.
- e. **Experiential Event:** Events organized to create engaging experiences and emotional draw towards a brand, product or service are welcome to this category.
- f. **In-Store Experience:** Any in-store events and experiences belong in this category including product launches, brand activations, brand engagement events, promotions etc.
- g. **Interactive Outdoor Event:** This category includes literally any type of experiential event as long as it takes place outdoors and features interactive elements.
- h. **Launch Event:** Brand experiences or activations created to launch or re-launch a brand, product or service, should be submitted to this category.
- i. **Small-Budget Event** (Less Than €8500/USD \$10,000): This category honors the events on a budget who manage to create a high impact and deliver great results.
- j. **Sponsorship Experience:** This category recognizes partnerships/sponsorships that create immediate and long-term brand experiences at an event. All experiences created to promote a brand at an event as a part of partnership or sponsorship agreement belong to this category including experiences at big sporting events, entertainment events, festivals, concerts, conventions, trade shows etc.

R03. Cause & Green

- a. **Cause Event:** Events which support or raise awareness about special causes will be recognized in this awards category.
- b. **Fundraising Event:** This category showcases the most meaningful and effective fundraising and charity events around the world.
- c. **Sustainable Event:** This category recognizes the most sustainable events, events using green practices and innovative strategies to event planning that show environmental consciousness.

R04. Conferences & Meetings

- a. **Association Meeting:** Any professional association event, no matter the industry, length or frequency can compete in this category.
- b. **Conference:** Any conference, regardless of topic, location, size and target audience, may be nominated.
- c. **Consumer Show:** this category includes B2C expos, fairs, exhibits, demos and showcases of any size, intended to introduce consumers to relevant products or services.

- d. **Convention:** This category is for large conferences and meetings based upon a specific industry, profession or fandom.
- e. **Educational Event:** Any internal or external training sessions, workshops, seminars, masterclasses and educational courses are eligible to be nominated in this category.
- f. **Medical Congress:** This category is for Medical, pharmaceutical and healthcare events.
- g. **Scientific Congress:** This category is dedicated to the scientific community and their professional gatherings, including congresses, conferences, conventions, symposia, forums, etc.
- h. **Tech Event:** All technology-related events, from geeky gatherings to high-tech trade shows, may be entered in this category.
- i. **Trade Show:** All B2B trade shows and expos of all sizes and themes, worldwide, are welcome in this category.

R05. Corporate & Community

- a. **B2B Event:** A category for all events created to build and reinforce business relationships including trade shows, conferences, corporate parties or shows, galas etc.
- b. **B2C Event:** Events created to engage the end consumer belong to this category, such as consumers shows, exhibitions, promotional events (in-store, outdoors), celebrations, etc.
- c. **Community Engagement Event:** Any event created to engage, reinforce or celebrate a community belong to this category. That includes all interest-related conferences or meetings (like social media conferences, cooking classes etc.), professional-interest events (like marketers summits, women entrepreneurs meetings etc.), cause events, customer, employee or partner engagement events etc.
- d. **Corporate Event:** Any business event intended to reward, honor, engage or educate the employees, partners, shareholders or customers (e.g. conferences, seminars, incentives, cycle meetings, corporate parties, retreats, team buildings, awards etc.).
- e. **Customer Engagement Event:** Any type of customer-centric event created to foster the relationship and brand loyalty with existing customers or engage target customers (e.g. incentives, corporate parties, consumer shows, promotional events, product launch events, celebrations etc.)
- f. **Employee Engagement Event:** This category is for internal events such as incentive trips, reward programs, team-building, employee training programs, employee appreciation, awards, celebrations, parties, etc.
- g. **Gala:** This category is for celebratory events with spectacular entertainments, unique performances, splendid themes and featuring special guests.
- h. **Incentive Event:** For corporate events intended to reinforce the relationship or achieve higher goals with customers, employees or partners through providing any kind of incentive, belongs to this category. This may include events part of reward, recognition or loyalty programs, corporate parties, retreats, incentive trips etc.
- i. **Partner Engagement Event:** Any corporate event intended to reinforce the relationship with partners, sponsors and stakeholders may be nominated in this category (e.g. corporate parties, celebrations, incentive trips, galas, trade shows etc.)
- j. **Team Building Event:** Events designed to increase motivation and promote cooperation in a team or company could compete in this category. (e.g. retreats, corporate parties, training programs, business runs, team outings etc.)



► PUBLICATION AWARDS CATEGORIES

These categories recognize excellence in annual reports, brochures, marketing and sales kits, newsletters, house organs (corporate magazines), and other publications issued since 1 January 2019. Nominations that won in these categories in the 2020 IBAs may be submitted again to the 2021 competition, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** An essay of up to 200 words describing the work's purpose and results to date.
- 3** The publication in electronic form, as an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.
- 3** Optionally, you may list creative and production credits for your work—a list of the people and organizations that contributed to its development.

N01. **Best Annual Report**

- a. Publicly-Held Corporations
- b. Privately-Owned Companies
- c. Government Agencies
- d. Non-Profit Organizations
- e. Associations

N02. **Best House Organ** (internal publication)

- a. For General Audience
- b. For Employees
- c. For Customers (Business)
- d. For Customers (Public Enterprise, Government, Association)

N03. **Best Marketing or Sales Brochure or Kit.**

- a. Publicly-Held Corporations
- b. Privately-Owned Companies
- c. Government Agencies
- d. Non-Profit Organizations
- e. Associations

N04. **Best Company History Publication**

- a. Up to 50 Years
- b. More Than 50 Years



N05. **Best Publication — Other.** Open to publications not covered by the other categories here.

- a. Company
- b. Government
- c. Association or Non-Profit
- d. Public Relations

N06. **Best E-Book:** All e-books published by persons or organizations since 1 January 2018, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

N07. **Best Business Book:** All books published by persons or organizations since 1 January 2018, dealing with a subject related to business — finance, careers, professional education, training, business journalism, corporate history, personal growth, etc. — are eligible to be nominated.

N08. **Best Business Podcast:** For this category, upload two or three (no more) editions of your podcast through our uploader tool.

N09. **Best White Paper or Research Report**

VIDEO AWARDS CATEGORIES

These categories recognize excellence in videos produced for a business- or work-related purpose that were first released or otherwise made public since 1 January 2019.

Nominations that won in these categories in 2020 may be renominated in the 2021 IBAs, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** An essay of up to 200 words describing the video's purpose and results to date.
- 2** The video itself, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.
- 2** Optionally, you may list creative and production credits for your work — a list of the people and organizations that contributed to its development.

Q01. **Branded Entertainment**

- a. Business-to-Business
- b. Consumer

Q02. **Corporate Social Responsibility**

Q03. **Corporate Overview**

Q04. **Documentary**

Q05. **Events & Webcasts**

Q06. **Fashion & Lifestyle**

Q07. **Food & Drink**

Q08. **Internal/Employee Communications**

Q09. **Magazine Format**

Q10. **Motivational**

Q11. **News & Politics**

Q12. **Orientation**

Q13. **P.R.: Annual Reports**

Q14. **P.R.: Government**



- Q15. **P.R.: Industrial**
- Q16. **P.R.: Media & Entertainment**
- Q17. **P.R.: Non-profit Fund Raising**
- Q18. **P.R.: Other**
- Q19. **P.R.: Technology**
- Q20. **Public Service & Activism**
- Q21. **Sales: Direct Response Marketing**
- Q22. **Sales: Government**
- Q23. **Sales: Industrial**
- Q24. **Sales: Media & Entertainment**
- Q25. **Sales: Other**
- Q26. **Sales: Technology**
- Q27. **Sales: Product Sales**
- Q28. **Sales: Service Sales**
- Q29. **Science & Education**
- Q30. **Security/Safety**
- Q31. **Social Video**
- Q32. **Sports**
- Q33. **Training**
- Q34. **Travel & Tourism**
- Q35. **Viral**



► WEBSITE AWARDS CATEGORIES

Recognizing excellence in web sites and blogs. There is no eligibility timeframe for these categories—it doesn't matter when the site or blog was first published.

Nominations that won in these categories in 2020 may be renominated in the 2021 IBAs, as long as they are submitted to categories different from those in which they won.

Information to be submitted online for entries in these categories in the 2021 competition include:

- 1** An essay of up to 200 words describing the site's purpose and achievements.
- 2** A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site.
- 3** Optionally, you may list creative and production credits for your site—a list of the people and organizations that contribute to its development.

Industry Categories—For sites and blogs of all types within these industry groupings.

- P05. **Accounting**
- P06. **Advertising, Marketing, & Public Relations**
- P07. **Aerospace & Defense**
- P08. **Automotive & Transport Equipment**
- P09. **Banking**
- P10. **Business or Professional Services**
- P11. **Chemicals**
- P12. **Computer Hardware**

- P13. **Computer Software**
- P14. **Computer Services**
- P15. **Conglomerates**
- P16. **Consumer Products — Durables**
- P17. **Consumer Products — Non-Durables**
- P18. **Diversified Services**
- P19. **Electronics**
- P20. **Energy**
- P21. **Financial Services**
- P22. **Food & Beverage**
- P23. **Health Products & Services**
- P24. **Hospitality & Leisure**
- P25. **Insurance**
- P26. **Legal**
- P27. **Manufacturing**
- P28. **Materials & Construction**
- P29. **Media & Entertainment**
- P30. **Metals & Mining**
- P31. **Non-Profit Organizations, including Charities and Government**
- P32. **Pharmaceuticals**
- P33. **Real Estate**
- P34. **Retail**
- P35. **Telecommunications**
- P36. **Transportation**
- P37. **Utilities**



Specialty Categories

- P40. **Best Blog**
- P41. **Best Email Newsletter**
- P42. **Best Entertainment Site (New category for 2021)**
- P43. **Best Events Website**
- P44. **Best User Experience**
- P45. **Best User Interface**
- P46. **Best Web Writing/Content**
- P47. **Best Home/Welcome Page**
- P48. **Best Investor Relations Site**
- P49. **Best Overall Web Design**
- P50. **Best Online Press Room**
- P51. **Best Shopping Site (New category for 2021)**
- P52. **Best Social Site (New category for 2021)**
- P53. **Best Training Site**
- P54. **Best Use of Video or Moving Image**
- F55. **Best Facebook Fanpage or Group**
- F56. **Best Use of Instagram**
- P57. **Best Twitter Feed**

Entry Preparation Tips

1. Write Your Entries Offline Before Submitting Them

Write your entries offline, so that you have a permanent record of them. It will then take just a few minutes to submit them through our easy-to-use online submission system. Don't write your entries spontaneously online — if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

2. Include Supporting Materials and Links

For most categories, attaching supporting files or web URLs to your entries is optional. But we strongly recommend that if you have no other materials to append to your entry, you *at least* provide the URL to your organization's website, so that the judges have access to some additional, basic information about your organization.

Because entries to the IBAs must be submitted in English, **it is important that your supporting materials be in English as well.**

3. Focus on Achievements During the Eligibility Period

The eligibility period for The 2021 International Business Awards® extends from 1 January 2019 through 16 June 2021. (There is no eligibility timeframe for website or app entries.) While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

4. How to Submit Entries for Multiple Clients

If you're a PR or marketing agency and you want to submit entries on behalf of multiple clients, you don't have to create separate entry-submission accounts in our online system for each client. Instead, create one account in your agency's name, with your agency's contact information and description in the account. Then begin each entry's title with the name of the client; for example, "ABC Company: Jane Smith, CEO" or "XYZ Company: The XYZ Company Website." That will be our cue that you intended to submit the entries in your clients' names, and we'll know that if they're recognized as Stevie winners the awards should be presented to your clients, not your agency.

5. Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it, and click your links in it to ensure that they are valid and will present to the judges the content you would like them to see.

6. Video Entries and Other Media Materials

When you attach materials to your entries for judges' review, consider that judges have only a few minutes to review and rate each entry. They do not have time to wait many minutes to download materials from Hightail, Dropbox, Box.com, or similar services. Your attachments should be directly downloadable and immediately accessible to judges.

If you want the judges to review a video, we prefer that you provide a link to a hosted version on YouTube, Vimeo, or a similar service that will begin to play instantaneously when a judge wants to access it. If you absolutely cannot do that, we encourage you to upload your video file to our server.

7. Giving Titles to Your Entries

When titling your entries it is not necessary to include the category name in the title — the category will be very apparent to judges when they review your entries.

When titling the nomination of an individual person, the ideal title is just the person's name and job title, such as "Jane Doe, President." Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.

What's New & Different for 2021

Eligibility Timeframe:

- Eligibility for the 2021 IBAs extends from 1 January 2019 through 16 June 2021, the last day that entries will be accepted. Nominations should cite achievements during this eligibility window. Videos, publications, events, and other media premiered since that date are eligible to be entered. There is no eligibility timeframe for app and website entries — it doesn't matter when they were first published.

Eligibility of 2020 Winning Nominations to be Resubmitted:

- Nominations that won Gold, Silver, or Bronze Stevie Awards in The 2020 International Business Awards® may be nominated again in the 2021 IBAs, as long as they are submitted to categories different from those in which they won in 2020.

Revised Terms and Conditions of Entry:

- We have revised the terms and conditions of entry. Gold, Silver and Bronze Stevie® Awards winners who do not attend the 23 October awards banquet will be offered the opportunity to opt-in to pay shipping fees to have their physical awards shipped to them. **Review the full terms and conditions for details.**

Entry Deadlines

- There are three entry deadlines, including an early-bird deadline by which the entry fees are discounted:
 - 13 April 2021: early-bird deadline
 - 12 May 2021: deadline
 - 16 June 2021: late entry deadline, \$55/entry late fee due in addition to entry fees

Entry Fees

- Early-bird entry fees have not been raised, but fees for nominations submitted after the early-bird deadline have been raised by USD \$10.

New Categories

- Seven new **marketing campaign/program categories**
- Four new **communications/public relations categories**
- 13 new **product and service categories**
- Three new **website categories**

Grand Stevie Award Winners Determination:

We have revised the Best of the IBA awards. Fewer Grand Stevie Award trophies will be conferred. **Learn more here.**



Rules & Terms & Conditions of the Competition

The following are the terms and conditions of entry to The 2021 International Business Awards®. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

The veracity of claims made in winning entries may be audited. Any entry found to contain false or misleading information will be disqualified.

Entry Fees

Entry Fees differ per category and are **listed in this entry kit**. Entry fees must be paid before entries will be submitted to judges for review.

You may withdraw one or more entries from the competition and receive a refund of entries fees paid for those entries through 12 May 2021. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after 12 May we must submit your entries for judging before entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

Acceptance of Stevie® Awards Correspondence

Every entrant has a designated point of contact: a person with whom we communicate about the disposition of entries submitted. We will send regular email correspondence to your organization's point of contact, especially after Stevie Award winners are announced in August. Your organization's point of contact agrees to:

- Whitelist the email address help@stevieawards.com, from which most of our email correspondence will come
- Read all email correspondence from us promptly and respond as requested or required

Maintenance of Your Entry Account Information

Your organization's entry-submission account on The International Business Awards website, through which your entries are submitted, will contain the contact information for your point of contact, including that person's name, postal mailing address, email address, and telephone number. Your organization's point of contact agrees to maintain the information in this entry-submission account and update it if and when necessary. The entry-submission account may be logged into at any time at <http://www.stevieawards.com/iba>.

Final Decision

In the event of a dispute as to the category in which an entry(s) will be judged, the decision of the Stevie Awards staff will prevail. Judges may recommend that an entry be switched to a different category, and at their discretion Stevie Awards staff may change an entry's category.

Disposition of Submitted Materials

Any offline materials submitted as part of your entries will not be returned.

Payment of Shipping Fees

If we are able to stage the planned 23 October awards banquet in Paris, France

Gold, Silver, and Bronze Award winners who are not represented at the 23 October awards banquet in Paris, France to accept their award(s) will be offered the opportunity to opt-in to pay shipping fees to receive their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

Shipping fees payable will be as follows:

Stevie Award Winners in the U.S.A.

- U.S. \$35 per Gold Stevie Award trophy
- U.S. \$15 per Silver or Bronze Medal

Stevie Award Winners in Canada

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$55 per Gold Stevie Award trophy
- U.S. \$27 per Silver or Bronze Medal

Stevie Award Winners in All Other Nations

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$300 per Gold Stevie Award trophy
- U.S. \$35 per Silver or Bronze Medal

Shipping fee invoices would be issued or charges placed during the first week of November, and awards shipped to those who opted-in in late November.

If we are NOT able to stage the 23 October awards banquet in Paris, France

If we are unable to stage an awards banquet this year, and must stage a virtual awards ceremony instead, all 2021 Gold, Silver, and Bronze Stevie Award winners will be offered the opportunity to opt-in to pay shipping fees (as listed above) to be shipped their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

If we should determine that we will stage a virtual awards ceremony this year, we will then announce a revised schedule leading up to that virtual event.

Publication of Stevie-winning Entries

The full-text of Gold Stevie Award-winning entries will be published on The International Business Awards® web site approximately in December 2021. Gold Stevie Award winners will be given the opportunity to redact any confidential or non-public information from their entries before publication. If you should have one or more Gold Stevie Award-winning entries in The 2021 International Business Awards, you agree to respond promptly to our request for edits or redactions to those entries before publication.

Failure to comply with these Terms & Conditions will render your entries ineligible. Entry fees will not be refunded.





The Stevie® Awards Success Series Webinars



Achieve success in 2021! Learn from the best and brightest of Stevie Award winners and judges, industry experts, and business professionals in this four-part series of informational webinars.

Webinar Topics

HOW TO EXCEL AT CORPORATE STORYTELLING

AWARD-WINNING TIPS AND
Q&A FROM STEVIE AWARDS JUDGES

WHAT DOES IT TAKE TO WIN A STEVIE AWARD?

LEVERAGING YOUR AWARD FOR FUTURE SUCCESS

Watch On-Demand

www.StevieAwards.com/SuccessWebinars

Webinar speakers include Stevie Award winners and judges from:

cādence®

CONCENTRIX

FORD OTOSAN

IBM

luma®
brighter learning.

Microsoft

Advertising & Sponsorship Opportunities Available.
Contact Ruslana@StevieAwards.com for details.



The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes. Each year Stevie Awards competitions receive more than 12,000 nominations from organizations in more than 70 nations.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.

Resources to Help Prepare Your Entries

Most public relations agencies and independent practitioners have experience writing Stevie Awards entries. If you don't have the time to prepare, write and submit your International Business Awards® entries, we suggest you turn to a PR pro to help you.

There are also several communications professionals who specialize in writing Stevie Awards entries. Four we can recommend are:

Susan Turkell
info@pairelations.com

Melissa Sones
melissasonesconsulting@gmail.com

Martha Hooper
martha.hooper@hooperconsultinginternational.com

The Audacious Agency
Lauren Clemett & Annette Densham
info@theaudaciousagency.com

Chris Robinson
 Boost Awards
 +44(0)1273 258703
info@boost-awards.co.uk



THE INTERNATIONAL
 BUSINESS AWARDS®

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