

Best Use of Video

This category is open to any type of campaign, advertisement or promotion that features video. The video must be created through digital techniques and/or delivered via a digital medium. Judges will consider such elements as: narrative, character development, technical ability, innovation, creativity, and overall aesthetic. Entries must demonstrate the effectiveness of using this particular genre in advertising/marketing/ communicating a brand, product, or service. Entries should also demonstrate exceptional creativity and originality.

Who should enter?

Any company or individual who has used video in a campaign, advertisement or promotion, created using digital techniques.

What types of projects should be submitted?

Judges will be looking for projects which have shown best use and practice of relevant video content development as well as projects which have recognised new possibilities in visual/video generated content.

Criteria:

- Strategy (objectives, planning, execution, budget) 20%
- Design (rationale, concept, client satisfaction, user experience) 30%
- Innovation (creativity, technologies deployed) 20%
- Results (visitors, repeat visitors, lead generation, return on investment) 30%