THE AME AWARDS® 2019 CATEGORIES

The AME Awards: In order to be considered amongst the World’s Best Advertising & Marketing Effectiveness, creative campaigns must achieve specific marketing goals and objectives, demonstrate a ground-breaking solution to marketing challenges and exhibit success accomplished through creative execution and strategic planning.

The AME Awards categories celebrate creative media campaigns that move the needle on behalf of the brand at the intersection of creativity and effectiveness across all executions and all platforms.

PRODUCTS AND SERVICES

All physical or digital items/services provided for consumer or business use that satisfy an identified need.

PS01 Automotive/Vehicles (cars, recreational vehicles, motorcycles, trucks)
PS02 Automotive/Aftermarket (fuel, repairs, paint, oil change & lube, tires, Accessories, extended warranties)
PS03 Beauty Products & Services (cosmetics, self-care, hair products, nail care, salons, spa services)
PS04 Beverages, Alcoholic (beer, wine, liquor)
PS05 Beverages, Non-Alcoholic (juice, soft drinks, coffee, energy drinks)
PS06 Business-to-Business (human resources, skills assessment, accounting, technical support)
PS07 Corporate Image (information, rebranding, internal communications)
PS08 Culture & The Arts (promotion of events, concerts, culinary/cultural/film festivals, museums, theatrical events)
PS09 Digital Goods (virtual products, memberships, services warranties, subscriptions digital downloads of books, music, videos)
PS10 Education (brick-and-mortar or online programs, language classes, instructional sessions)
PS11 Electronics - Consumer & Business (audio, video, home entertainment, screening rooms, computers/laptops, gaming devices, VR/AR devices, sound systems, UAV/drone)
PS12 Fashion (clothing, footwear, accessories, jewelry)
PS13 Financial Services (banks, insurance, investment)
PS14 Fitness & Wellness (exercise and health-focused equipment, health related personal products, vitamins and energy products, health & fitness facilities/programs, weight loss/management/nutrition programs)
PS15 Food (packaged & frozen)
PS16 Furniture & Appliances (appliances, furniture, indoor and outdoor décor)
PS17 Government / Politics (informational Sources, Recruitment, Policy or Program Communications)
PS18 Healthcare - (Prescription and OTC medications)
PS19 Household Supplies & Services (cleaning products/services, gardening products/services)
PS20 Mass Transportation (train, ferry, subway, Bus, trolley, taxis, bikeshares)
PS21 Media & Entertainment (digital streaming, broadcasting, publishing)
PS22 Mobile/Internet - (mobile, internet and cable/streaming services)
CREATIVITY FOR POSITIVE IMPACT

Creative campaigns in all media whose goal is to encourage social good and beneficial behavior to facilitate change resulting in a positive movement and outcome for individuals, causes, society, and the welfare of animals and the environment.

CPI01  Civic / Social Education
CPI02  Environment and Sustainability
CPI03  Philanthropic appeals
CPI04  Promotion of Peace / Human rights
CPI05  Promotion of Health & Human Services
CPI06  Emergency Relief
CPI07  Collaboration / Partnerships

BEST USE OF DISCIPLINE

All methods used to creatively and effectively deliver information in service of the brand.

UD01  Ambient
UD02  Augmented Reality/ Virtual Reality/Mixed Reality
UD03  Avant Garde / Innovative
UD04  Branded Content/Entertainment
UD05  Branding
UD06  Creative Use of Technology
BEST USE OF MEDIUM

Any communication medium used as a vehicle to advance the story of the brand, engage consumers and drive results to achieve the goals of the brand.

UM01  Audio/Radio
UM02  Activation & Engagement
UM03  Branded Content / Entertainment
UM04  Collateral
UM05  Creative Partnerships
UM06  Events
UM07  Gamification
UM08  Guerrilla
UM09  Outdoor / Out-of-Home
UM10  Point-of-Purchase
UM11  Pop-Up Stores
UM12  Print
UM13  Social Media & Influencer
UM14  Social Video
UM15  TV & Cinema
UM16  Website