

INDIA CONTENT LEADERSHIP AWARDS AND CONFERENCE - ICL 2019				
<b>Content as a Product</b>	TV Shows	PT1	Best Business/Financial Content on TV	A Television show that has enlightened the viewers through informative content on business/financial topics
		PT2	Best Drama Content on TV	A Television show that has engaged the viewers through the drama and emotional quotient of its content
		PT3	Best Educational Content on TV	A Television show that has engaged the viewers by offering enriching educational value in its content
		PT4	Best Entertaining Content on TV	A Television show that has engaged the viewers by offering great entertainment value in its content
		PT5	Best Horror Content on TV	A Television show that has engaged the viewers through a powerful horror content
		PT6	Best Humorous/Satirical Content on TV	A Television show that represents humor or satire packaged through engaging content
		PT7	Best Motivational Content on TV	A Television show that has impacted the viewers by offering great motivational value in its content
		PT8	Best Music Content on TV	A Television show that has engaged the viewers through music-based content
		PT9	Best News Content on TV	A Television show that has enlightened the viewers through informative news content
		PT10	Best Sports Content on TV	A Television show that has engaged the viewers through sports-related content
		PT11	Best Thriller Content on TV	A Television show that has engaged the viewers through thrilling content
		PT12	Best Vernacular/Local-Language Content on TV	A Television show that has engaged/entertained the viewers through regional language content
	Web Shows (OTT) Cont...	PW1	Best Business/Financial Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has enlightened the viewers through informative content on business/financial topics
		PW2	Best Drama Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged the viewers through the drama and emotional quotient of its content
		PW3	Best Educational Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged the viewers by offering enriching educational value in its content
		PW4	Best Entertaining Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged the viewers by offering great entertainment value in its content
		PW5	Best Horror Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged the viewers through a powerful horror content
		PW6	Best Humorous/Satirical Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and represents humor or satire packaged through engaging content
		PW7	Best Motivational Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has impacted the viewers by offering great motivational value in its content
		PW8	Best Music Content on an OTT Platform	A music-based independent OTT platform which has engaged the viewers through music-based content

Category List - ICL 2019

<b>Content as a Product</b>	Web Shows (OTT) Cont...	PW9	Best News Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has enlightened the viewers through informative news content
		PW10	Best Sports Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged the viewers through sports-related content
		PW11	Best Thriller Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged the viewers through thrilling content
		PW12	Best Vernacular/Local-Language Content on an OTT Platform	Any show/series which is exclusive to an independent OTT platform and has engaged/entertained the viewers through regional language content
	Social Platforms (YouTube/Facebook/Instagram/LinkedIn/Blogs, etc.)	PS1	Best Business/Financial Content on Social Platform(s)	Any informative content on business/financial topics that has enlightened the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS2	Best Drama Content on Social Platform(s)	Any content that has engaged the visitors/viewers through its drama and emotional quotient through a social media page/handle/account/group and/or Youtube channel
		PS3	Best Educational Content on Social Platform(s)	Any enriching content with educational value that has engaged the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS4	Best Entertaining Content on Social Platform(s)	Any content that has entertained the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS5	Best Horror Content on Social Platform(s)	Any powerful horror content that has engaged the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS6	Best Humorous/Satirical Content on Social Platform(s)	Any remarkably humorous/satirical content published on a social media page/handle/account/group and/or Youtube channel
		PS7	Best Motivational Content on Social Platform(s)	Any motivational content that has impacted the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS8	Best Music Content on Social Platform(s)	Any entertaining music content that has engaged the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS9	Best News Content on Social Platform(s)	Any informative news content that has enlightened the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS10	Best Sports Content on Social Platform(s)	Any sports-related content that has engaged the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS11	Best Thriller Content on Social Platform(s)	Any thrilling content that has engaged the visitors/viewers through a social media page/handle/account/group and/or Youtube channel
		PS12	Best Vernacular/Local-Language Content on Social Platform(s)	Any regional language content that has engaged the visitors/viewers through a social media page/handle/account/group and/or Youtube channel

Category List - ICL 2019

<b>Content as a Product</b>	Print (Daily/Periodical/Magazine/Report)	PP1	Best Business/Financial Content in Print	Any informative content on business/financial topics that has enlightened the readers through a print publication
		PP2	Best Educational Content in Print	Any enriching content with educational value that has engaged the readers through a print publication
		PP3	Best Entertaining Content in Print	Any content that has entertained the readers through a print publication
		PP4	Best News Content in Print	Any informative news content that has enlightened the readers through a print publication
		PP5	Best Sports Content in Print	Any sports-related content that has engaged the readers through a print publication
		PP6	Best Vernacular/Local-Language Content in Print	Any regional language content that has engaged the readers through a print publication
	Audio (Radio/Podcast)	PA1	Best Business/Financial Content on Radio/Podcast	Any radio program or audio podcast that has enlightened the audience through informative content on business/financial topics
		PA2	Best Educational Content on Radio/Podcast	Any radio program or audio podcast that has engaged the audience by offering enriching educational value in its content
		PA3	Best Entertaining Content on Radio/Podcast	Any radio program or audio podcast that has engaged the audience by offering great entertainment value in its content
		PA4	Best Music Content on Radio/Podcast	Any radio program or audio podcast that has engaged the audience by offering entertaining music content
		PA5	Best News Content on Radio/Podcast	Any radio program or audio podcast that has enlightened the audience through informative news content
		PA6	Best Sports Content on Radio/Podcast	Any radio program or audio podcast that has engaged the audience through sports-related content
		PA7	Best Vernacular/Local-Language Content on Radio/Podcast	Any radio program or audio podcast that has engaged/entertained the audience through regional language content

<b>Content as a Service</b>	Content Marketing- Traditional Media (Cont...)	ST1	Best Content in a 360 Degree Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed over two or more offline channels including ATL, BTL and Experiential media and created an impact and produced significant results
		ST2	Best Content in a B-2-B Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign executed through Conferences, Summits, Seminars, Educational Forums, Symposia, Industry Meets, etc. that created an impact and produced significant results
		ST3	Best Content in a Big Screen Marketing Campaign (Cinema Screen)	Use of powerful, unique Content at the core of a marketing campaign which was executed on Cinema Screens and created an impact and produced significant results

Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing - Traditional Media (Cont...)	ST4	Best Content in a BTL Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed through any of the Below-The-Line media channels including events, activations, live-shows, concerts, point-of-sale installations, flash-mobs, etc. and created an impact and produced significant results
		ST5	Best Content in a Direct Marketing Campaign (Offline)	Use of powerful, unique Content at the core of a marketing campaign which was executed through a highly personalised communication to a well-segmented target audience via telemarketing/voicemail marketing/broadcast faxing/couponing/direct-mail/insert media/direct selling/grassroots or community marketing, etc. and created an impact and produced significant results
		ST6	Best Content in a Low Budget Marketing Campaign (Offline)	Use of powerful, unique Content at the core of a marketing campaign which was executed on low budget but created an impact and produced significant results
		ST7	Best Content in a PR Campaign (Offline)	Use of powerful, unique Content at the core of a Public Relations (image management) campaign performed for a product, service, enterprise, celebrity, etc. that created an impact and produced significant results
		ST8	Best Content in a Print Campaign (Daily)	Use of powerful, unique Content at the core of a marketing campaign which was executed in a Print Media (Daily) and created an impact and produced significant results
		ST9	Best Content in a Print Campaign (Magazine)	Use of powerful, unique Content at the core of a marketing campaign which was executed in a Print Media (Magazines, tabloids, periodicals, journals, etc.) and created an impact and produced significant results.
		ST10	Best Content in a Radio Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed via radio programs/advertisements/announcements/jingles, etc. and created an impact and produced significant results
		ST11	Best Content in a TVC Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed through Television programs/advertisements/announcements/product-placement in shows, etc. and created an impact and produced significant results
		ST12	Best Content in an Experiential Marketing Campaign	Use of powerful, unique Content at the core of an experiential marketing campaign that created an impact and produced significant results
		ST13	Best Content in an OOH Campaign	Use of powerful, unique Content at the core of a marketing campaign which was executed through the Out Of Home (outdoor) advertising via Billboards/Hoardings/Posters/Standees/Banners, etc. and created an impact and produced significant results
	Content Marketing - Digital Media (Cont..)	SD1	Best Branded Content	Short films, commercials and/or videos that premiered on the Internet and promoted brands, products or services for commercial purposes while delivering relevant content
		SD2	Best Content in a Digital Integrated Marketing Campaign	Use of powerful, unique Content in a digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner and created an impact and achieved significant results

Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing - Digital Media (Cont..)	SD3	Best Content in a Display Marketing Campaign	Use of powerful, unique Content at the core of a marketing campaign which made extensive use of digital banners, buttons, pop-ups, videos or any other form of web/mobile/social/direct/interactive digital media display to promote an idea, concept, product, service, offer, etc. and create an impact and achieve significant results
		SD4	Best Content in a Gamification Marketing Campaign	Use of powerful, unique Content and concept to engage the target group through online/mobile gamification methods and create an impact and achieve significant results
		SD5	Best Content in a Low-Budget Marketing Campaign (Digital)	Use of powerful, unique Content at the core of a digital marketing campaign which was executed on low budget but created an impact and produced significant results
		SD6	Best Content in a Mobile Marketing Campaign - Overall	Use of powerful, unique Content at the core of an original mobile advertising/marketing/promotion campaign which was creatively executed through any mobile platform based program such as apps, messages (text or multimedia), social media on mobile, gadgets/gears, barcodes, QR codes, coupons etc. and created an impact and produced significant results
		SD7	Best Content in a Performance-driven Digital Campaign	Use of powerful, unique Content at the core of a digital media marketing campaign which led to significant results in terms of reach /visibility / clicks / views / shares / likes / registrations / affiliations / readership / sales / ROI, etc.
		SD8	Best Content in a Performance-driven Mobile Campaign	Use of powerful, unique Content at the core of a mobile marketing campaign which led to great results for a business in terms of reach /visibility / clicks / views / shares / likes / registrations / affiliations / readership / sales / ROI, etc.
		SD9	Best Content in a Performance-driven Social Media Campaign	Use of powerful, unique Content at the core of a social media marketing campaign which led to great results for a business in terms of reach /visibility / clicks / views / shares / likes / registrations / affiliations / readership / sales / ROI, etc.
		SD10	Best Content in a Search Marketing Campaign	Use of powerful, unique Content at the core of a campaign that promoted ideas, concepts, products, services, or offers by enhanced/promoted visibility in search results on search engines, social media platforms, app stores, marketplace websites or apps, online classifieds and/or affiliates and created an impact and achieved significant results
		SD11	Best Content in a Social Media Marketing Campaign - Overall	Use of powerful, unique Content at the core of a campaign executed on any of the social media platforms which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
		SD12	Best Content in a Social Messenger Campaign	Use of powerful, unique Content in a marketing campaign which was executed through social messengers such as Facebook messenger, InMails (Linkedin), Whatsapp, Skype, Hangout, Hike, WeChat, Viber, etc. and created an impact and achieved significant results
		SD13	Best Content in a Video Marketing Campaign	Use of powerful, unique Content at the core of a campaign which used video as a format to promote ideas, concepts, products, services, or offers, and created an impact and achieved significant results

Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing - Digital Media (Cont..)	SD14	Best Content in a Viral Marketing Campaign	Use of powerful, unique Content at the core of an advertising/marketing campaign which was executed in the form of text, graphics, video or any other interactive activity through the digital channels viz. web, mobile, social media, messengers, etc. and created an impact and achieved significant results (attained extensive organic circulation and propagation by the end users)
		SD15	Best Content in an Email Marketing Campaign	Use of powerful, unique Content at the core of a well-targeted and coordinated communication campaign (text, images, infographics, newsletters, video, etc.) that used email marketing as a tool for promotion of an idea, concept, product, service, or offer and created an impact and achieved significant results
		SD16	Best Content in an Influencer Marketing Campaign	Use of powerful, unique Content at the core of an influencer led marketing campaign to communicate with the target group and create an impact and achieve significant results
		SD17	Best Content in an Online Commercial	Use of powerful, unique Content at the core of an original web commercial which premiered online to advertise a product or service, adapted the traditional television format for the Internet and created an impact and achieved significant results
		SD18	Best Content in an Online PR Campaign	Use of powerful, unique Content at the core of an outstanding Digital Public Relations (image management) campaign performed for a product, service, enterprise, celebrity, etc. that created an impact and achieved significant results
		SD19	Best Digital Marketing Campaign with Animated Content	Use of animation and/or motion graphics (content) through online experiences produced on behalf of a brand that integrates animated/graphical format in a seamless, superior way that enhances the end-user experience.
		SD20	Best use of Marketing Automation in a Content Marketing campaign	Use of powerful, unique Content at the core of a marketing technology tool which enables and/or automates the process of content delivery from the developer to the audience through digital channel(s) in an effective and impactful manner
		SD21	Most Engaging Content in a Digital Marketing Campaign	Use of powerful, unique Content at the core of a digital media marketing campaign which engaged the target audience in a creative manner and created an impact and achieved significant results
		SD22	Most Engaging Content in a Mobile Marketing Campaign	Use of powerful, unique Content at the core of a mobile marketing campaign which engaged the target audience in a creative manner and created an impact and achieved significant results
		SD23	Most Engaging Content in a Social Media Marketing Campaign	Use of powerful, unique Content at the core of a social media marketing campaign which engaged the target audience in a creative manner and created an impact and achieved significant results
SD24	Most Innovative/Creative Content in a Digital Marketing Campaign	Use of powerful, unique Content at the core of a digital marketing campaign which had an innovative, novel content		

Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing - Digital Media (Cont..)	SD25	Most Innovative/Creative Content in a Mobile Marketing Campaign	Use of powerful, unique Content at the core of a mobile marketing campaign which had an innovative, novel content
		SD26	Most Innovative/Creative Content in a Social Media Marketing Campaign	Use of powerful, unique Content at the core of a social media marketing campaign which had an innovative, novel content
	Content Marketing: Sector-Specific (Cont...)	SS1	Best Content in a Digital Media Campaign by/for a Cause/NPO/NGO/CSR	Use of powerful, unique Content at the core of a digital marketing campaign for a Cause/NPO/NGO/CSR which created an impact and produced significant results
		SS2	Best Content in a Digital Media Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by/for a Consulting/Business Solutions/Professional Services enterprise which created an impact and produced significant results
		SS3	Best Content in a Digital Media Campaign by/for a Financial Services/Banking Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by/for a Financial Services/Banking enterprise which created an impact and produced significant results
		SS4	Best Content in a Digital Media Campaign by/for a Food & Beverages Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by/for a Food & Beverages enterprise which created an impact and produced significant results
		SS5	Best Content in a Digital Media Campaign by/for a Healthcare Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by/for a Healthcare enterprise which created an impact and produced significant results
		SS6	Best Content in a Digital Media Campaign by/for a Media/Entertainment Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by/for a Media/Entertainment enterprise which created an impact and produced significant results
		SS7	Best Content in a Digital Media Campaign by/for a Political leader/Organization/Movement	Use of powerful, unique Content at the core of a digital marketing campaign for a Political leader/organisation/movement which created an impact and produced significant results
		SS8	Best Content in a Digital Media Campaign by/for a Real Estate Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by/for a Real Estate enterprise which created an impact and produced significant results

Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing: Sector-Specific (Cont...)	SS9	Best Content in a Digital Media Campaign by//for a Retail Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for a Retailing enterprise which created an impact and produced significant results
		SS10	Best Content in a Digital Media Campaign by//for a Socio-economic Program/Activity/Scheme	Use of powerful, unique Content at the core of a digital marketing campaign for promoting/highlighting the salience and/or interaction of social and economic factors which created an impact and produced significant results
		SS11	Best Content in a Digital Media Campaign by//for a Sports Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for a Sports enterprise which created an impact and produced significant results
		SS12	Best Content in a Digital Media Campaign by//for a Tours & Travel Enterprise	Use of powerful, unique Content at the core of a digital campaign by//for a Tours & Travel enterprise which created an impact and produced significant results
		SS13	Best Content in a Digital Media Campaign by//for an Automobile Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for an Automobile enterprise which created an impact and produced significant results
		SS14	Best Content in a Digital Media campaign by//for an eCommerce Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for an eCommerce enterprise which created an impact and produced significant results
		SS15	Best Content in a Digital Media Campaign by//for an Educational Institution/Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for an Educational institution/enterprise which created an impact and produced significant results
		SS16	Best Content in a Digital Media Campaign by//for an Electronics Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for an electronics enterprise which created an impact and produced significant results
		SS17	Best Content in a Digital Media Campaign by//for an FMCG/CPG Enterprise	Use of powerful, unique Content at the core of a digital marketing campaign by//for an FMCG/CPG enterprise which created an impact and produced significant results
		SS18	Best Content in a Digital Media Campaign by//for an IT/ITES/IOT Enterprise	Use of powerful, unique Content at the core of a digital campaign by//for an IT/ITES/IOT enterprise which created an impact and produced significant results
		SS19	Best Content in a Traditional Media Campaign by//for a Cause/NPO/NGO/CSR	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign for a Cause/NPO/NGO/CSR which created an impact and produced significant results



Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing: Sector-Specific (Cont...)	SS20	Best Content in a Traditional Media Campaign by//for a Consulting/Business Solutions/Professional Services Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Consulting/Business Solutions/Professional Services enterprise which created an impact and produced significant results
		SS21	Best Content in a Traditional Media Campaign by//for a Financial Services/Banking Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Financial Services/Banking enterprise which created an impact and produced significant results
		SS22	Best Content in a Traditional Media Campaign by//for a Food & Beverages Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Food & Beverages enterprise which created an impact and produced significant results
		SS23	Best Content in a Traditional Media Campaign by//for a Healthcare Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Healthcare enterprise which created an impact and produced significant results
		SS24	Best Content in a Traditional Media Campaign by//for a Media/Entertainment Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Media/Entertainment enterprise which created an impact and produced significant results
		SS25	Best Content in a Traditional Media Campaign by//for a Political leader/Organization/Movement	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign for a Political leader/organisation/movement which created an impact and produced significant results
		SS26	Best Content in a Traditional Media Campaign by//for a Real Estate Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Real Estate enterprise which created an impact and produced significant results
		SS27	Best Content in a Traditional Media Campaign by//for a Retail Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Retailing enterprise which created an impact and produced significant results
		SS28	Best Content in a Traditional Media Campaign by//for a Socio-economic Program/Activity/Scheme	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign for promoting/highlighting the salience and/or interaction of social and economic factors which created an impact and produced significant results

Category List - ICL 2019

<b>Content as a Service</b>	Content Marketing: Sector-Specific (Cont...)	SS29	Best Content in a Traditional Media Campaign by//for a Sports Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Sports enterprise which created an impact and produced significant results
		SS30	Best Content in a Traditional Media Campaign by//for a Tours & Travel Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for a Tours & Travel enterprise which created an impact and produced significant results
		SS31	Best Content in a Traditional Media Campaign by//for an Automobile Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for an Automobile enterprise which created an impact and produced significant results
		SS32	Best Content in a Traditional Media campaign by//for an eCommerce Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for an eCommerce enterprise which created an impact and produced significant results
		SS33	Best Content in a Traditional Media Campaign by//for an Educational Institution/Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for an Educational institution/enterprise which created an impact and produced significant results
		SS34	Best Content in a Traditional Media Campaign by//for an Electronics Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for an Electronics enterprise which created an impact and produced significant results
		SS35	Best Content in a Traditional Media Campaign by//for an FMCG/CPG Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for an FMCG/CPG enterprise which created an impact and produced significant results
		SS36	Best Content in a Traditional Media Campaign by//for an IT/ITES/IOT Enterprise	Use of powerful, unique Content at the core of a Traditional Media Marketing (ATL, BTL, OOH) campaign by//for an IT/ITES/IOT enterprise which created an impact and produced significant results

<b>Content as an Enabler</b>	Website/Blog (Cont...)	EW1	Best Content in a Business Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page created by individuals, groups or companies for professional and business related topics.
		EW2	Best Content in a Charitable/Non-Profit/Non-Govt. Organization Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page for charities and charitable organizations whose primary purpose is helping people or other worthy causes.

Category List - ICL 2019

<b>Content as an Enabler</b>	Website/Blog (Cont...)	EW3	Best Content in a Consumer Electronics Blog/Website	Best use of Content in a website that feature or review any type of consumer electronics, including computers, mobile devices, home audio/video equipment or other related electronic products. Sites created on behalf of a brand belong in the Advertising: Consumer Electronics & Services category.
		EW4	Best Content in a Coupons/Deals/Cashbacks Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which in affiliation with other e-commerce/m-commerce/online marketplace businesses offer discounts, cashbacks, and/or other additional and exclusive deals for the end-customers on their online orders/purchases
		EW5	Best Content in a Fashion & Beauty Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page that feature personal style, clothing, design, and accessories. These include fashion and beauty editorial and style guide sites.
		EW6	Best Content in a Financial Services/Banking Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which furnishes financial services and/or information including mobile banking, online stock trading, financial planning, financial portfolio management, investment policies and/or their comparison, utility bills management, expense management, financial news, mortgage information, credit cards and/or investor relations and services
		EW7	Best Content in a Food & Drink Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page that cover the culinary world, including food culture, restaurants, recipes, and products.
		EW8	Best Content in a Gaming Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page featuring direct online gaming for individuals or multi-player. Includes games of any type including action, sports, fantasy, skill, or logic. Please enter branded or sponsored games in the Interactive Advertising Games/Applications category. Sites promoting, reviewing, and providing gaming resources should be entered in the Games-Related category
		EW9	Best Content in a Healthcare/Fitness Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page that provide information on personal health and well-being. These include medical, alternative medicine, health and lifestyle, mental health, and fitness.
		EW10	Best Content in a Local Language/Vernacular Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which provides service(s) and/or information exclusively in any of the languages scheduled under the Indian local languages by the Constitution of India and/or any language recognized as official national language of any country across the globe .
		EW11	Best Content in a Media/Entertainment Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which provides entertaining sports content including live streaming of matches, commentary, analysis, reports, conversations, etc.
		EW12	Best Content in a News Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page exclusively focused to the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent way

Category List - ICL 2019

<b>Content as an Enabler</b>	Website/Blog (Cont...)	EW13	Best Content in a Personal Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page created by individuals who share information and/or services to the visitors and are not 'materially' related to any business or enterprise. The views and opinions shared therein should be personal and not representative of any particular group, community, company, etc.
		EW14	Best Content in a Real Estate Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page marketing or promoting the sale or rental of residential or commercial real estate, including real estate listings, brokers and brokerage services, real estate agents, and sites for developments, buildings or other real estate holdings.
		EW15	Best Content in a Sports Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which provides entertaining online content to the visitors in the form of music, movies, videos, games, etc.
		EW16	Best Content in a Travel/Tourism Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page offering travel and/or stay services, arrangement facilities, and information. It includes websites by Airlines, Road and Water Transport companies, Hotels and Resorts, Online Travel Agencies, Online Travel Marketplaces with/without comparison features, Destination, and Travel Service reviewers/bloggers offering purchase of tickets, hotel room bookings, vehicles for rent, car-pooling, vacation packages, travel writings, and/or travel tools
		EW17	Best Content in an Automobile Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page to provide information and/or sale of Automobiles/Automobile related goods online.
		EW18	Best Content in an eCommerce Website by a Retail Brand	Best use of Content in a website/microsite/webpage/blog/social media page by a Retail brand or company (except Travel companies/agencies) which offers the facility of online purchase of its products
		EW19	Best Content in an eCommerce Website in a Specialised Category	Best use of Content in a website/microsite/webpage/blog/social media page which offer the facility of online purchase of products exclusively from a particular category, industry, segment, or product line
		EW20	Best Content in an Educational Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which provides educational courses, study materials, online certification, online training through webinars/webcasts, and/or information regarding educational courses, institutions, colleges, etc. and their affiliations, <u>ranking and reviews</u>
		EW21	Best Content in an Events Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page promoting specific events including concerts, fairs, festivals, sporting events, tours, or other events.
		EW22	Best Content in an Online Classified/Resale Marketplace/Online Booking Blog/Website	Best use of Content in a website/microsite/webpage/blog/social media page which acts as host to other businesses and/or individuals for posting and advertising their products/used products, services and offerings, and provides the visitors with a holistic list of businesses, products, and service providers for a particular category or a range of categories. It also includes websites which allow online booking of services such as movies, restaurants, sports and events, etc.

Category List - ICL 2019

<b>Content as an Enabler</b>	Mobile App (Cont...)	EM1	Best Content in a Business App	Best use of Content in a Mobile App created by individuals, groups or companies for professional and business related topics.
		EM2	Best Content in a Charitable/Non-Profit/Non-Govt. Organization App	Best use of Content in a Mobile App for charities and charitable organizations whose primary purpose is helping people or other worthy causes.
		EM3	Best Content in a Consumer Electronics App	Best use of Content in a website that feature or review any type of consumer electronics, including computers, mobile devices, home audio/video equipment or other related electronic products. Sites created on behalf of a brand belong in the Advertising: Consumer Electronics & Services category.
		EM4	Best Content in a Coupons/Deals/Cashbacks App	Best use of Content in a Mobile App which in affiliation with other e-commerce/m-commerce/online marketplace businesses offer discounts, cashbacks, and/or other additional and exclusive deals for the end-customers on their online orders/purchases
		EM5	Best Content in a Fashion & Beauty App	Best use of Content for an App that feature personal style, clothing, design, and accessories. These include fashion and beauty editorial and style guide sites.
		EM6	Best Content in a Financial Services/Banking App	Best use of Content in a Mobile App which furnishes financial services and/or information including mobile banking, online stock trading, financial planning, financial portfolio management, investment policies and/or their comparison, utility bills management, expense management, financial news, mortgage information, credit cards and/or investor relations and services
		EM7	Best Content in a Food & Drink App	Best use of Content in a Mobile App that cover the culinary world, including food culture, restaurants, recipes, and products.
		EM8	Best Content in a Gaming App	Best use of Content for App featuring direct online gaming for individuals or multi-player. Includes games of any type including action, sports, fantasy, skill, or logic. Please enter branded or sponsored games in the Interactive Advertising Games/Applications category. Sites promoting, reviewing, and providing gaming resources should be entered in the Games-Related category
		EM9	Best Content in a Healthcare/Fitness App	Best use of Content for App that provide information on personal health and well-being. This includes medical, alternative medicine, health and lifestyle, mental health, and fitness.
		EM10	Best Content in a Local Language/Vernacular App	Best use of Content in a Mobile App which provides service(s) and/or information exclusively in any of the languages scheduled under the Indian local languages by the Constitution of India and/or any language recognized as official national language of any country across the globe .
		EM11	Best Content in a Media/Entertainment App	Best use of Content in a Mobile App which provides entertaining sports content including live streaming of matches, commentary, analysis, reports, conversations, etc.
		EM12	Best Content in a News App	Best use of Content in a Mobile App exclusively focused on the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent way

Category List - ICL 2019

<b>Content as an Enabler</b>	Mobile App (Cont...)	EM13	Best Content in a Personal App	Best use of Content in a Mobile App created by individuals who share information and/or services to the visitors and are not 'materially' related to any business or enterprise. The views and opinions shared therein should be personal and not representative of any particular group, community, company, etc.
		EM14	Best Content in a Real Estate App	Best use of Content for App marketing or promoting the sale or rental of residential or commercial real estate, including real estate listings, brokers and brokerage services, real estate agents, and sites for developments, buildings or other real estate holdings.
		EM15	Best Content in a Sports App	Best use of Content in a Mobile App which provides entertaining online content to the visitors in the form of music, movies, videos, games, etc.
		EM16	Best Content in a Travel/Tourism App	Best use of Content in a Mobile App offering travel and/or stay services, arrangement facilities, and information. It includes websites by Airlines, Road and Water Transport companies, Hotels and Resorts, Online Travel Agencies, Online Travel Marketplaces with/without comparison features, Destination, and Travel Service reviewers/bloggers offering purchase of tickets, hotel room bookings, vehicles for rent, car-pooling, vacation packages, travel writings, and/or travel tools
		EM17	Best Content in an Automobile App	Best use of Content in a Mobile App to provide information and/or sale of Automobiles/Automobile related goods online.
		EM18	Best Content in an eCommerce App by a Retail Brand	Best use of Content in a Mobile App by a Retail brand or company (except Travel companies/agencies) which offers the facility of online purchase of its products
		EM19	Best Content in an eCommerce App in a Specialised Category	Best use of Content in a Mobile App which offers the facility of online purchase of products exclusively from a particular category, industry, segment, or product line
		EM20	Best Content in an Educational App	Best use of Content in a Mobile App which provides educational courses, study materials, online certification, online training through webinars/webcasts, and/or information regarding educational courses, institutions, colleges, etc. and their affiliations, ranking and reviews
		EM21	Best Content in an Events App	Best use of Content for an App promoting specific events including concerts, fairs, festivals, sporting events, tours, or other events.
		EM22	Best Content in an Online Classified/Resale Marketplace/Online Booking App	Best use of Content in a Mobile App which acts as host to other businesses and/or individuals for posting and advertising their products/used products, services and offerings, and provides the visitors with a holistic list of businesses, products, and service providers for a particular category or a range of categories. It also includes websites which allow online booking of services such as movies, restaurants, sports and events, etc.

Category List - ICL 2019

<b>Overall Content Excellence</b>	Apex Awards	OA1	Best Content Delivery Enabler [Technology]	A technology enterprise which has enabled/enhanced/amplified content distribution for advertisers/publishers/producers through its network/servers/data-centres in the most effective manner
		OA2	Best Content in a full-length Feature Film	A full-length feature film which was produced on a large-scale and budget, released in cinema screens pan India and entertained the viewers with impactful content
		OA3	Best Content in a short- Film/documentary	A short-film/documentary which was produced on a small budget (<10 Lacs) and impressed its niche audience with powerful, impactful content
		OA4	Best Content Startup	An entrepreneurial venture started not before January 2016 with key specialisation in conceptualising/creating/producing/distributing/publishing impactful content for public consumption and/or private circulation
		OA5	Content Debut of the Year	Any content product, publication, program or series launched between Jan 2018 and June 2019 that amassed significant viewers, followers, subscribers, etc. for its remarkable content in a short span of time
		OA6	Content Enterprise of the Year	A publisher/production house which has been at the helm of creating, producing or publishing various successful, engaging, impactful and unique content properties with high subscriber growth rate
		OA7	Content Influencer of the Year [Person]	A celebrity/public-figure/opinion-leader/influencer who has effectively used impactful content to communicate and engage with the target group or the people at large
		OA8	Content Leader of the Year [Person]	An individual who has led the creation and/or production of multiple engaging, impactful and unique content properties in the year gone by
		OA9	Content Marketer of the Year [Person]	A marketer who has led the production and publication of great content to successfully attain traction, engagement, ROI, etc. for the brand(s)
		OA10	Content Marketing Agency of the Year	This award shall honour the agency which supercedes the others in the Grand Score. The Grand Score of each agency shall be an aggregate of following: 1. The total number of entries made across all the categories of the ICL 2019 (3 points per entry) 2. The number of entries qualifying to the Top-5 nominations and their cumulative bonus points (5 points per nominated entry) 3. The number of Awards won by the agency and their cumulative bonus points (10 points per winning entry)