

Videa 2019 - Video and Media Awards and Conference

Video Marketing Awards - Media Specific (Offline)	VM1	Best Video Content in a 360 Degree Campaign	Use of powerful, unique Video Content at the core of a marketing campaign which was executed over various offline channels including ATL, BTL and Experiential media and created an impact and produced significant results
	VM2	Best Video Content in a B-2-B Marketing Campaign	Use of powerful, unique Video 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
	VM3	Best Video Content in a Big Screen Campaign (Cinema Screen)	Use of powerful, unique Video Content at the core of a marketing campaign which was executed on Cinema Screens and created an impact and produced significant results
	VM4	Best Video Content in a BTL Marketing Campaign	Use of powerful, unique Video 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, etc. and created impact and produced significant results
	VM5	Best Video Content in a Direct Marketing Campaign (Offline)	Use of powerful, unique Video Content at the core of a marketing campaign which was executed through a highly personalised communication to a well-segmented target audience via conferencing/direct-mail/insert media/mobile-van or community marketing, etc. and created impact and produced significant results
	VM6	Best Video Content in a Low Budget Marketing Campaign (Offline)	Use of powerful, unique Video Content at the core of a marketing campaign which was executed on low budget but created an impact and produced significant results
	VM7	Best Video Content in a PR Campaign	Use of powerful, unique Video 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
	VM8	Best Video Content in a TVC Campaign	Use of powerful, unique Video 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
	VM9	Best Video Content in an Experiential Marketing Campaign	Any marketing campaign that engaged the target audience by creating a unique experience for them through video-enabled 'event marketing', 'on-ground marketing', 'live marketing', 'participation marketing', or 'VR/AR/AI' and encouraged them to participate in the evolution of a brand or a brand experience
	VM10	Best Video Content in an OOH Campaign	Use of powerful, unique Video Content at the core of a marketing campaign which was executed through the Out Of Home (outdoor) advertising via Dynamic Billboards/Hoardings/Standees, etc. and created an impact and produced significant results

Video Marketing Awards - Digital (Part 1)	VD11	Best Branded Video Content	Short films, commercials and/or videos that premiered on the Internet and promoted brands, products or services for commercial purposes while delivering relevant Video Content
	VD12	Best use of Advanced Technologies to develop a Video Content program	Any marketing campaign that leveraged advanced technology tools/methods such as ML, AI, VR, AR, Image Processing, etc. to create and sustain smarter Video Content programs.
	VD13	Best use of Animation/Motion Graphics in a visual communication	Use of animation and/or motion graphics 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.
	VD14	Best Use of Automation in Video Content Marketing	Intelligent use of technology tools which enabled and/or automated the process of Video delivery from the developer to the audience through digital channel(s) in an effective and impactful manner
	VD15	Best Use of Video Content in a Digital Campaign for Social and Economic Development	Use of impactful Video Content through digital initiatives, programmes, products, and service that have had a tangible effect in bridging the socio-economic divide at an affordable cost
	VD16	Best Video Content in a Digital Integrated Campaign	Use of powerful, unique Video Content in a digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner
	VD17	Best Video Content in a Display Marketing Campaign	Use of powerful, unique Video Content at the core of a marketing campaign which integrates video with any form of web/mobile/social/direct/interactive digital media display to promote an idea, concept, product, service, offer, etc. and achieved significant results

Video Marketing Awards - Digital (Part 2)	VD18	Best Video Content in a Gamification Marketing Campaign	Use of powerful, unique visual content and concept to engage the target group through online/mobile gamification methods and generate significant results
	VD19	Best Video Content in a Low-Budget Marketing Campaign (Digital)	Any digital marketing campaign which was executed on low budget but created an impact and produced significant results primarily due to a powerful, unique Video Content at its core
	VD20	Best Video Content in a Mobile Marketing Campaign - Overall	All original mobile advertising/marketing/promotion campaigns which were creatively executed through any mobile platform based program such as apps, multimedia messages, social media on mobile, etc. and achieved significant results primarily due to a powerful, unique Video Content at its core
	VD21	Best Video Content in a Performance-driven Digital Campaign	Use of powerful, unique Video 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 / sales / ROI, etc.
	VD22	Best Video Content in a Performance-driven Mobile Campaign	Use of powerful, unique Video 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.
	VD23	Best Video Content in a Search Marketing Campaign	Use of powerful, unique Video Content at the core of a campaign that promoted ideas, concepts, products, services, or offers by integrating video media format in search results on search engines, social media platforms, app stores, marketplace websites or apps, online classifieds and/or affiliates and achieved significant results
	VD24	Best Video Content in a Social Media Marketing Campaign	Use of powerful, unique Video 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
	VD25	Best Video Content in a Social Messenger Campaign	Use of powerful, unique Video Content in a marketing campaign which was executed through social messengers such as Facebook messenger, InMails (Linkedin), Whatsapp, Skype, Hangout, Hike, WeChat, Viber, etc.
	VD26	Best Video Content in a Viral Marketing Campaign	Use of powerful, unique Video Content at the core of a advertising/marketing campaigns which were executed in the form of video or video enabled interactions through the digital channels viz. web, mobile, social media, messengers, etc. and achieved significant success (attained extensive organic circulation and propagation by the end users)
	VD27	Best Video Content in an Email Marketing Campaign	Use of powerful, unique Video Content at the core of a well-targeted and coordinated communication campaign that used video embedded email marketing as a tool for promotion of an idea, concept, product, service, or offer and achieved significant results
	VD28	Best Video Content in an Influencer Marketing Campaign	Use of powerful, unique Video Content at the core of a influencer led marketing campaign which made use of a powerful, unique Video Content to communicate with the target group to drive favourable results
	VD29	Best Video Content in an Online Commercial	Use of powerful, unique Video 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 achieved significant success
	VD30	Best Video Content in an Online PR Campaign	Use of powerful, unique Video Content at the core of an outstanding Digital Public Relations (image management) campaign performed for a product, service, enterprise, celebrity, etc. that achieved significant results
	VD31	Best Video Marketing Campaign - Overall	Use of powerful, unique Video Content at the core of a campaign which used video as a format to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of reach and impact
	VD32	Most Engaging Video Content in a Digital Campaign	Use of powerful, unique Video Content at the core of a digital media marketing campaign which engaged the target audience in a creative manner to achieve significant results
	VD33	Most Engaging Video Content in a Mobile Campaign	Use of powerful, unique Video Content at the core of a mobile marketing campaign which engaged the target audience in a creative manner to achieve significant results
VD34	Most Innovative/Creative Video Content in a Digital Campaign	Use of powerful, unique Video Content at the core of a digital marketing campaign which had an innovative, novel Video Content	
VD35	Most Innovative/Creative Video Content in a Mobile Campaign	Use of powerful, unique Video Content at the core of a mobile marketing campaign which had an innovative, novel Video Content	

Sector Specific Awards (Part 1)	VS36	Best Video Content in an ATL campaign by//for a Business Solutions enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a business solutions enterprise which created impact and produced significant results
	VS37	Best Video Content in an ATL Campaign by//for a Financial Services/Banking enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Financial Services/Banking enterprise which created impact and produced significant results
	VS38	Best Video Content in an ATL Campaign by//for a Food & Beverages enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Food & Beverages enterprise which created impact and produced significant results
	VS39	Best Video Content in an ATL Campaign by//for a Healthcare Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Healthcare enterprise which created impact and produced significant results
	VS40	Best Video Content in an ATL Campaign by//for a Media/Entertainment enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Media/Entertainment enterprise which created impact and produced significant results
	VS41	Best Video Content in an ATL Campaign by//for a Real Estate Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Real Estate enterprise which created impact and produced significant results
	VS42	Best Video Content in an ATL Campaign by//for a Retail Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Retailing enterprise which created impact and produced significant results
	VS43	Best Video Content in an ATL Campaign by//for a Tours and Travel enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for a Tours and Travel enterprise which created impact and produced significant results
	VS44	Best Video Content in a an ATL Campaign by//for an Automobile Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for an Automobile enterprise which created impact and produced significant results
	VS45	Best Video Content in an ATL campaign by//for an eCommerce enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for an eCommerce enterprise which created impact and produced significant results
	VS46	Best Video Content in an ATL Campaign by//for an Educational Institution/Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for an Educational institution/enterprise which created impact and produced significant results
	VS47	Best Video Content in an ATL Campaign by//for an Electronics Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for an Electronics enterprise which created impact and produced significant results
	VS48	Best Video Content in an ATL Campaign by//for an FMCG/CPG Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for anFMCG/CPG enterprise which created impact and produced significant results
	VS49	Best Video Content in an ATL Campaign by//for an IT/ITES/Consulting Enterprise	Use of powerful, unique Video Content at the core of an ATL campaign by//for an IT/ITES/Consulting enterprise which created impact and produced significant results
	VS50	Best Video Content in an ATL Campaign for a Cause/NPO/NGO/CSR	Use of powerful, unique Video Content at the core of an ATL campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
	VS51	Best Video Content in a BTL campaign by//for a Business Solutions enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a business solutions enterprise which created impact and produced significant results
VS52	Best Video Content in a BTL Campaign by//for a Financial Services/Banking enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a Financial Services/Banking enterprise which created impact and produced significant results	

Sector Specific Awards (Part 2)	VS53	Best Video Content in a BTL Campaign by//for a Food & Beverages enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a Food & Beverages enterprise which created impact and produced significant results
	VS54	Best Video Content in a BTL Campaign by//for a Healthcare Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a Healthcare enterprise which created impact and produced significant results
	VS55	Best Video Content in a BTL Campaign by//for a Media/Entertainment enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a Media/Entertainment enterprise which created impact and produced significant results
	VS56	Best Video Content in a BTL Campaign by//for a Real Estate Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//fo a Real Estate enterprise which created impact and produced significant results
	VS57	Best Video Content in a BTL Campaign by//for a Retail Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a Retailing enterprise which created impact and produced significant results
	VS58	Best Video Content in a BTL Campaign by//for a Tours and Travel enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for a Tours and Travel enterprise which created impact and produced significant results
	VS59	Best Video Content in a BTL Campaign by//for an Automobile Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for an Automobile enterprise which created impact and produced significant results
	VS60	Best Video Content in a BTL campaign by//for an eCommerce enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for an eCommerce enterprise which created impact and produced significant results
	VS61	Best Video Content in a BTL Campaign by//for an Educational Institution/Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for an Educational institution/enterprise which created impact and produced significant results
	VS62	Best Video Content in a BTL Campaign by//for an Electronics Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for an Electronics enterprise which created impact and produced significant results
	VS63	Best Video Content in a BTL Campaign by//for an FMCG/CPG Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for an FMCG/CPG enterprise which created impact and produced significant results
	VS64	Best Video Content in a BTL Campaign by//for an IT/ITES/Consulting Enterprise	Use of powerful, unique Video Content at the core of a BTL campaign by//for an IT/ITES/Consulting enterprise which created impact and produced significant results
	VS65	Best Video Content in a BTL Campaign for a Cause/NPO/NGO/CSR	Use of powerful, unique Video Content at the core of a BTL campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
	VS66	Best Video Content in a Digital campaign by//for a Business Solutions enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a business solutions enterprise which created impact and produced significant results
	VS67	Best Video Content in a Digital Campaign by//for a Financial Services/Banking enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Financial Services/Banking enterprise which created impact and produced significant results
	VS68	Best Video Content in a Digital Campaign by//for a Food & Beverages enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Food & Beverages enterprise which created impact and produced significant results
VS69	Best Video Content in a Digital Campaign by//for a Healthcare Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Healthcare enterprise which created impact and produced significant results	

Sector Specific Awards (Part 3)	VS70	Best Video Content in a Digital Campaign by//for a Media/Entertainment enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Media/Entertainment enterprise which created impact and produced significant results
	VS71	Best Video Content in a Digital Campaign by//for a Real Estate Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Real Estate enterprise which created impact and produced significant results
	VS72	Best Video Content in a Digital Campaign by//for a Retail Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Retailing enterprise which created impact and produced significant results
	VS73	Best Video Content in a Digital Campaign by//for a Tours and Travel enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for a Tours and Travel enterprise which created impact and produced significant results
	VS74	Best Video Content in a Digital Campaign by//for an Automobile Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for an Automobile enterprise which created impact and produced significant results
	VS75	Best Video Content in a Digital campaign by//for an eCommerce enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for an eCommerce enterprise which created impact and produced significant results
	VS76	Best Video Content in a Digital Campaign by//for an Educational Institution/Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for an Educational institution/enterprise which created impact and produced significant results
	VS77	Best Video Content in a Digital Campaign by//for an Electronics Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for an electronics Enterprise which created impact and produced significant results
	VS78	Best Video Content in a Digital Campaign by//for an FMCG/CPG Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for an FMCG/CPG enterprise which created impact and produced significant results
	VS79	Best Video Content in a Digital Campaign by//for an IT/ITES/Consulting Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by//for an IT/ITES/Consulting enterprise which created impact and produced significant results
VS80	Best Video Content in a Digital Campaign for a Cause/NPO/NGO/CSR	Use of powerful, unique Video Content at the core of a digital marketing campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results	

Video in Website Awards (Part 1)	VW81	Best Video Content in a Business Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page created by individuals, groups or companies for professional and business related topics.
	VW82	Best Video Content in a Charitable/Non-Profit/Non-Govt. Organization Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page for charities and charitable organizations whose primary purpose is supporting/driving social efforts for developmental causes.
	VW83	Best Video Content in a Consumer Electronics Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that features or reviews any type of consumer electronics, including but not limited to computers, mobile devices, home audio/video equipment or other electronic products.
	VW84	Best Video Content in a Coupons/Deals/Cashbacks Blog/Website	Best use of Video 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
	VW85	Best Video Content in a Fashion & Beauty Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that features personal style, clothing, design, and accessories. These include fashion and beauty editorials and style guide sites.

Video in Website Awards (Part 2)	VW86	Best Video Content in a Financial Services/Banking Blog/Website	Best use of Video 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
	VW87	Best Video Content in a Food & Drink Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that covers the culinary world, including food culture, restaurants, recipes, and products.
	VW88	Best Video Content in a Gaming Blog/Website	Best use of Video 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.
	VW89	Best Video Content in a Healthcare/Fitness Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that provides information on personal health and well-being. These include medical, alternative medicine, health and lifestyle, mental health, and fitness.
	VW90	Best Video Content in a Media/Entertainment Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page which provides entertaining online Video Content to the visitors in the form of musical videos, movies, video series, games, etc.
	VW91	Best Video Content in a Multilingual Blog/Website	Best use of Video 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 .
	VW92	Best Video Content in a News Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that exclusively focused to the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent
	VW93	Best Video Content in a News Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that exclusively focused to the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent
	VW94	Best Video Content in a Personal Blog/Website	Best use of Video 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.
	VW95	Best Video Content in a Real Estate Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that markets or promotes 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.
	VW96	Best Video Content in a Shopping Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page which allow users to purchase products, goods, or services in specialised or diversified categories through an inventory based model or through aggregation of merchants and/or service providers in a marketplace model with multiple payment options.
	VW97	Best Video Content in a Social Media Blog/Website	Best use of Video Content in a social media forum/portal/website/microsite which provides a platform for its users to connect, network, and share updates in multimedia content formats such as text, images, audio, video, etc. through a seamless and user friendly interface.
	VW98	Best Video Content in a Travel/Tourism Blog/Website	Best use of Video 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
	VW99	Best Video Content in an Activism Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page which acts as thought-leadership and/or as platform for exchange of ideas, activities, programs pertaining to issues of social, community and developmental importance.
	VW100	Best Video Content in an Art Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page which act as thought-leadership and as platforms for exchange of ideas, activities, programs pertaining to artistic and cultural importance
VW101	Best Video Content in an Automobile Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page that provides information about Automobiles/Automobile related goods online.	
VW102	Best Video Content in an eCommerce Website by a Retail Brand	Best use of Video 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	

Video in Website Awards (Part 3)	VW103	Best Video Content in an eCommerce Website in a Specialised Category	Best use of Video Content in a website/microsite/webpage/blog/social media page which offers the facility of online purchase of products exclusively from a particular category, industry, segment, or product line
	VW104	Best Video Content in an Educational Blog/Website	Best use of Video 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, ranking and reviews
	VW105	Best Video Content in an Employment/Job Portal Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page which provide job listings across different sectors, industries, and profiles to facilitate enterprises and individuals that are looking for candidates and jobs respectively.
	VW106	Best Video Content in an Events Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page promoting specific events including concerts, fairs, festivals, sporting events, tours, or other events.
	VW107	Best Video Content in an Online Classified/Resale Marketplace/Online Booking Blog/Website	Best use of Video 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.

Video in App Awards (Part 1)	VA108	Best Video Content in an Automobile App	Best use of Video Content in an App that provides information about Automobiles/Automobile related goods online.
	VA109	Best Video Content in a Business App	Best use of Video Content in an App created by individuals, groups or companies for professional and business related topics.
	VA110	Best Video Content in a Charitable/Non-Profit/Non-Govt. Organization App	Best use of Video Content in an App for charities and charitable organizations whose primary purpose is supporting/driving social efforts for developmental causes.
	VA111	Best Video Content in a Consumer Electronics App	Best use of Video Content in an App that features or reviews any type of consumer electronics, including but not limited to computers, mobile devices, home audio/video equipment or other electronic products.
	VA112	Best Video Content in a Coupons/Deals/Cashbacks App	Best use of Video Content in an 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
	VA113	Best Video Content in an eCommerce App by a Retail Brand	Best use of Video Content in an App by a Retail brand or company (except Travel companies/agencies) which offers the facility of online purchase of its products
	VA114	Best Video Content in an eCommerce App in a Specialised Category	Best use of Video Content in an App which offers the facility of online purchase of products exclusively from a particular category, industry, segment, or product line
	VA115	Best Video Content in an Educational App	Best use of Video Content in an 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
	VA116	Best Video Content in an Employment/Job Portal App	Best use of Video Content in an App which provides job listings across different sectors, industries, and profiles to facilitate enterprises and individuals that are looking for candidates and jobs respectively
	VA117	Best Video Content in a Media/Entertainment App	Best use of Video Content in an App which provides entertaining online Video Content to the visitors in the form of musical videos, movies, video series, games, etc.
	VA118	Best Video Content in an Events App	Best use of Video Content in an App promoting specific events including concerts, fairs, festivals, sporting events, tours, or other events.
	VA119	Best Video Content in a Fashion & Beauty App	Best use of Video Content in an App that features personal style, clothing, design, and accessories. These include fashion and beauty editorials and style guide sites.
	VA120	Best Video Content in a Financial Services/Banking App	Best use of Video Content in an 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
VA121	Best Video Content in a Food & Drink App	Best use of Video Content in an App that covers the culinary world, including food culture, restaurants, recipes, and products.	

Video in App Awards (Part 2)	VA122	Best Visual Content in a Gaming App	Best use of Video Content in an App featuring direct online gaming for individuals or multi-player. Includes games of any type including action, sports, fantasy, skill, or logic.
	VA123	Best Video Content in a Healthcare/Fitness App	Best use of Video Content in an App that provides information on personal health and well-being. These include medical, alternative medicine, health and lifestyle, mental health, and fitness.
	VA124	Best Video Content in a Multilingual App	Best use of Video Content in an 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 .
	VA125	Best Video Content in a News App	Best use of Video Content in an App that exclusively focused to the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent way
	VA126	Best Video Content in an Online Classified/Resale Marketplace/Online Booking App	Best use of Video Content in an 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.
	VA127	Best Video Content in a Real Estate App	Best use of Video Content in an App that markets or promotes 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.
	VA128	Best Video Content in a Shopping App	Best use of Video Content in an App which allows users to purchase products, goods, or services in specialised or diversified categories through an inventory based model or through aggregation of merchants and/or service providers in a marketplace model with multiple payment options.
	VA129	Best Video Content in a Professional Services App	Best use of Video Content in an App developed for professional service firms including consultants of any type, accountants, and other business service providers.
	VA130	Best Video Content in a Social Media App	Best use of Video Content in an App which provides a platform for its users to connect, network, and share updates in multimedia content formats such as text, images, audio, video, etc. through a seamless and user friendly interface.
	VA131	Best Video Content in a Social Messenger App	Best use of Video Content in an App which provides a messaging platform for its users to connect and interact in multimedia content formats such as text, images, audio, video, etc. through a seamless and user friendly interface.
	VA132	Best Video Content in an Online Classified/Resale Marketplace/Online Booking App	Best use of Video Content in an App which act as hosts to other businesses and/or individuals for posting and advertising their products/used products, services and offerings, and provide 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.
	VA133	Best Video Content in a Travel/Tourism App	Best use of Video Content in an 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

Video Enabler Awards	VE134	Best Cinematography	Cinematography for a channel, series, social video, or show
	VE135	Best Costume Design	Costume design for a channel, series, social video, or show
	VE136	Best Directing	Directing for a channel, series, social video, or show
	VE137	Best Editing	Editing for a channel, series, social video, or show
	VE138	Best Visual and Special Effects	Visual and special effects for a channel, series, social video, or show
	VE139	Best Writing	Writing for a channel, series, social video, or show
	VE140	Best Set	Set production for a channel, series, social video, or show
	VE141	Best Acting/Anchoring/Content Delivery	Acting/Anchoring/Content Delivery for a channel, series, social video, or show

Genre Specific Awards	VG142	Best Humorous Video Content	Best use of humoros in a specific and/or various Video Content format(s)
	VG143	Best Entertaining Video Content	Best use of entertaining Video Content in a specific and/or various format(s)
	VG144	Best Educational Video Content	Best use of educational Video Content in a specific and/or various format(s)
	VG145	Best Sports Video Content	Best use of sports related Video Content in a specific and/or various format(s)
	VG146	Best Motivational Video Content	Best use of motivational Video Content in a specific and/or various format(s)
	VG147	Best Motion Picture - Documentary	Best documentation and picturisation of a non-fictional event, incident, happenings, occurences, phenomena, personal memoir, profile, etc. in a video format
	VG148	Best Motion Picture - Short Film (less than 30 mins)	Best picturisation and representation of a fictional story and/or recreation of a non-fictional event, incident, happenings, occurences, phenomena, personal memoir, profile, etc. in less than 30 minutes' video
	VG149	Best Motion Picture - Feature Film	Best picturisation and representation of a fictional story and/or recreation of a non-fictional event, incident, happenings, occurences, phenomena, personal memoir, profile, etc. in more than 30 minutes' video
	VG150	Best TV Series	Most engaging Video Content produced and published for the audience in a serial format through a Television program
	VG151	Best Web Series	Most engaging Video Content produced and published for the audience in a serial format through a Web channel
	VG152	Best Indie Series	Episodic series or show produced primarily without funds and resources from a studio or network
	VG153	Best Non-Fiction Series	Non-fiction episodic series or show featuring vlogging, non-fiction, or reality programming
	VG154	Best Live Streaming	Channel, show, series, social video, or event featuring live, real-time interactive video including broadcast channels such Facebook Live, Live.ly, Live.me, Twitch, YouNow, and YouTube Live, etc.
VG155	Best Storytelling	Utilization of story feature on Facebook, Instagram, Whatsapp, Snapchat, and/or other similar social media	

Apex Awards	AP156	Video Leader of the Year [Person]	An individual who has led the creation and/or production of mutiple engaging, impactful and unique Video Content properties in the year gone by
	AP157	Video Enterprise of the Year	An publisher/production house/agency which has been at the helm of creation and/or production of various succesful, engaging, impactful and unique Video Content properties in the year gone by
	AP158	Video Marketer of the Year [Person]	A marketer who has led the production and publication of great Video Content to successfully attain traction, engagement, ROI, etc. for the brand(s)
	AP159	Video Influencer of the Year [Person]	A celebrity/public-figure/opinion-leader/influencer who has effectively used impactful Video Content to communicate and engage with the target group or the people at large
	AP160	Best Video Startup	An entrepreneurial venture started not before January 2016 with key specialisation in conceptualising/creating/producing/distributing/publishing impactful Video Content for public consumption and/or private circulation
	AP161	Vlogger of the Year [Person]	An individual who has created and/or hosted video blogs with high frequency, reach, and impact
	AP162	Video-on-Demand/OTT Platform of the Year	A OTT provider/publisher/video hosting platform which created high impact video content throughout the year and enjoyed immense mass popularity
	AP163	Video Agency of the Year	<p>"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:</p> <ol style="list-style-type: none"> 1. The total number of entries made across all the categories of the Videa Awards 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) <p>G.S. = (No. of Entries) X 3 + (No. of Entries in top 5) X 5 + (No. of Winning Entries) X 10</p>

Videa Short-Film Contest	SF164	Best Short-Film Entry (Professional)	<p>All Entries will be evaluated by a Panel of expert Jurors.</p> <p>Guidelines:</p> <ul style="list-style-type: none"> -The length of the film should be less than 20 mins -The film should preferably be shot on professional cameras -The film should be a new project specifically undertaken for the Videa contest, and a previously produced film cannot be nominated in this category. If you have made a short film earlier and wish to nominate it, you may do so in the Best Motion Picture - Short Film Category under the Genre Specific Awards.
	SF165	Best Short-Film Entry (Amateur)	<p>All Entries will be evaluated by a Panel of expert Jurors.</p> <p>Guidelines:</p> <ul style="list-style-type: none"> -The length of the film should be less than 20 mins -Mobile cameras can be used for the shoot -The film should be a new project specifically undertaken for the Videa contest, and a previously produced film cannot be nominated in this category. If you have made a short film earlier and wish to nominate it, you may do so in the Best Motion Picture - Short Film Category under the Genre Specific Awards.
	SF166	Best Short-Film (Popular Vote)	<p>The winner in this category will be decided by the sum total of the votes received on our portal and the likes on your facebook listing for each entry nominated in the two categories listed above. The voting portal will be open for the general public. The most popular entry will win this prestigious award.</p>

