

## vIDEA 2020 - Video Media Awards and Conference

VIDEO MARKETING AWARDS - MEDIA SPECIFIC (OFFLINE)		
VM01	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
VM02	Best Video Content in a B-2-B Marketing Campaign (Offline)	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
VM03	Best Video Content in a B-2-C Marketing Campaign (Offline)	Use of powerful, unique Video Content at the core of a B-2-C marketing campaign which was designed and conducted through traditional media channels that targeted the end consumers and achieved significant results
VM04	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
VM05	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
VM06	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
VM07	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
VM08	Best Video Content in a PR Campaign (Offline)	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
VM09	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
VM10	Best Video Content in an Experiential Marketing Campaign (Offline)	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
VM11	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		
VD01	Best Video Content in an Affiliate Marketing Campaign	Use of powerful, unique Video Content at the core of a marketing campaign which was driven by a network of affiliates promoting a brand, product, service, or offering to customers on digital platforms and achieved significant results
VD02	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
VD03	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.

VIDEO MARKETING AWARDS - DIGITAL		
VD04	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
VD05	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
VD06	Best Video Content in a B-2-B Marketing Campaign (Digital)	Use of powerful, unique Video Content at the core of a B-2-B marketing campaign which was designed and conducted through digital media or by use of digital enablers to reach out to a niche business/corporate audience and achieved significant results
VD07	Best Video Content in a B-2-C Marketing Campaign (Digital)	Use of powerful, unique Video Content at the core of a B-2-C marketing campaign which was designed and conducted through digital media or by use of digital enablers that targeted the end consumers and achieved significant results
VD08	Best Video Content in a Cross-channel Marketing Campaign	Use of powerful, unique Video Content at the core of a multi-channel or omni-channel marketing campaign which involved managing a brand's exposure across social media, mobile apps, websites, email and/or word-of-mouth recommendations while providing an integrated, consistent experience of the brand.
VD09	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
VD10	Best Video Content in a Digital Re-targeting Campaign	Use of powerful, unique Video Content at the core of an online advertising targeted to consumers based on their previous Internet actions to help keep a brand in front of bounced traffic after they leave the brand website
VD11	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
VD12	Best Video Content in a Facebook Campaign	Use of powerful, unique Video Content at the core of a campaign executed on Facebook which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
VD13	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
VD14	Best Video Content in a LinkedIn Campaign	Use of powerful, unique Video Content at the core of a campaign executed on LinkedIn which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
VD15	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
VD16	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
VD17	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.

VIDEO MARKETING AWARDS - DIGITAL		
VD18	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.
VD19	Best Video Content in a Performance-driven Social Media Campaign	Use of powerful, unique Video Content at the core of a Social Media Marketing campaign which led to significant results in terms of reach /visibility / clicks / views / shares / likes / registrations / affiliations / sales / ROI, etc.
VD20	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
VD21	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.
VD22	Best Video Content in a Trend/Moment Marketing	Use of powerful, unique Video Content at the core of a digital marketing campaign that leveraged trending topics, news, events, happenings, etc. and correlated it with the brand campaign or messaging.
VD23	Best Video Content in a Twitter Campaign	Use of powerful, unique Video Content at the core of a campaign executed on Twitter which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
VD24	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)
VD25	Best Video Content in a Youtube Campaign	Use of powerful, unique Video Content at the core of a campaign executed on Youtube which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
VD26	Best Video Content in an Affiliate Marketing Campaign	Use of powerful, unique Video Content at the core of a marketing campaign which was driven by a network of affiliates promoting a brand, product, service, or offering to customers on digital platforms and achieved significant results
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 Instagram Campaign	Use of powerful, unique Video Content at the core of a campaign executed on Instagram which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
VD30	Best Video Content in an Integrated 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
VD31	Best Video Content in an Internal Communication Campaign	Use of powerful, unique Video Content at the core of any communication campaign which was run on digital media or through use of digital techniques to create significant engagement with the internal audience of an enterprise/organisation

<b>VIDEO MARKETING AWARDS - DIGITAL</b>		
VD32	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
VD33	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
VD34	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
VD35	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
VD36	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
VD37	Most Engaging Video Content in a Social Media Campaign	Use of powerful, unique Video Content at the core of a social media marketing campaign which engaged the target audience in a creative manner to achieve significant results
VD38	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
VD39	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
VD40	Most Innovative/Creative Video Content in a Social Media Campaign	Use of powerful, unique Video Content at the core of a social media marketing campaign which had an innovative, novel Video Content

<b>VIDEO MARKETING AWARDS - SECTOR SPECIFIC</b>		
VS01	Best Video Content in a Traditional Media Campaign by/for a Commercial Real Estate Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Commercial Real Estate Enterprise which created impact and produced significant results
VS02	Best Video Content in a Traditional Media Campaign by/for a Conglomerate	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a conglomerate which created impact and produced significant results
VS03	Best Video Content in a Traditional Media campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Consulting/Business Solutions/Professional Services enterprise which created impact and produced significant results
VS04	Best Video Content in a Traditional Media Campaign by/for a Financial Services/Banking enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Financial Services/Banking enterprise which created impact and produced significant results
VS05	Best Video Content in a Traditional Media Campaign by/for a Food & Beverages enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Food & Beverages enterprise which created impact and produced significant results
VS06	Best Video Content in a Traditional Media Campaign by/for a Healthcare Enterprise	Use of powerful, unique Video Content at the core of a traditional media marketing campaign by/for a Healthcare enterprise which created impact and produced significant results

VIDEO MARKETING AWARDS - SECTOR SPECIFIC		
VS07	Best Video Content in a Traditional Media Campaign by/for a Homecare Essentials Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Homecare Essentials Enterprise which created impact and produced significant results
VS08	Best Video Content in a Traditional Media Campaign by/for a Manufacturing Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Manufacturing enterprise which created impact and produced significant results
VS09	Best Video Content in a Traditional Media Campaign by/for a Media/Entertainment enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Media/Entertainment enterprise which created impact and produced significant results
VS10	Best Video Content in a Traditional Media Campaign by/for a Political leader/Organization/Movement Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Political leader/Organization/Movement enterprise which created impact and produced significant results
VS11	Best Video Content in a Traditional Media Campaign by/for a Real Estate Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Real Estate enterprise which created impact and produced significant results
VS12	Best Video Content in a Traditional Media Campaign by/for a Retail Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Retailing enterprise which created impact and produced significant results
VS13	Best Video Content in a Traditional Media Campaign by/for a Socio-economic Program/Activity/Scheme	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Socio-economic Program/Activity/Scheme which created impact and produced significant results
VS14	Best Video Content in a Traditional Media Campaign by/for a Sports Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a sports enterprise which created impact and produced significant results
VS15	Best Video Content in a Traditional Media Campaign by/for a Tours and Travel enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for a Tours and Travel enterprise which created impact and produced significant results
VS16	Best Video Content in a Traditional Media Campaign by/for an Agricultural Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an agricultural enterprise which created impact and produced significant results
VS17	Best Video Content in a Traditional Media Campaign by/for an Automobile Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an Automobile enterprise which created impact and produced significant results
VS18	Best Video Content in a Traditional Media campaign by/for an eCommerce enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an eCommerce enterprise which created impact and produced significant results
VS19	Best Video Content in a Traditional Media Campaign by/for an Educational Institution/Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an Educational institution/enterprise which created impact and produced significant results
VS20	Best Video Content in a Traditional Media Campaign by/for an Electronics Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an Electronics enterprise which created impact and produced significant results
VS21	Best Video Content in a Traditional Media Campaign by/for an FMCG/CPG Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an FMCG/CPG enterprise which created impact and produced significant results

VIDEO MARKETING AWARDS - SECTOR SPECIFIC		
VS22	Best Video Content in a Traditional Media Campaign by/for an Industrial Products/Commodities Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an Industrial Products/Commodities Enterprise which created impact and produced significant results
VS23	Best Video Content in a Traditional Media Campaign by/for an IT/ITES/Consulting Enterprise	Use of powerful, unique Video Content at the core of a traditional media campaign by/for an IT/ITES/Consulting enterprise which created impact and produced significant results
VS24	Best Video Content in a Traditional Media Campaign for a Cause/NPO/NGO/CSR	Use of powerful, unique Video Content at the core of a traditional media campaign for a Cause/NPO/NGO/CSR which created impact and produced significant results
VS25	Best Video Content in a Digital Campaign by/for a Commercial Real Estate Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a Commercial Real Estate Enterprise which created impact and produced significant results
VS26	Best Video Content in a Digital Campaign by/for a Conglomerate	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a conglomerate which created impact and produced significant results
VS27	Best Video Content in a Digital campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a Consulting/Business Solutions/Professional Services enterprise which created impact and produced significant results
VS28	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
VS29	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
VS30	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
VS31	Best Video Content in a Digital Campaign by/for a Homecare Essentials Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a Homecare Essentials Enterprise which created impact and produced significant results
VS32	Best Video Content in a Digital Campaign by/for a Manufacturing Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a Manufacturing enterprise which created impact and produced significant results
VS33	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
VS34	Best Video Content in a Digital Campaign by/for a Political leader/Organization/Movement Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a Political leader/Organization/Movement enterprise which created impact and produced significant results
VS35	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
VS36	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

<b>VIDEO MARKETING AWARDS - SECTOR SPECIFIC</b>		
VS37	Best Video Content in a Digital Campaign by/for a Socio-economic Program/Activity/Scheme	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a Socio-economic Program/Activity/Scheme which created impact and produced significant results
VS38	Best Video Content in a Digital Campaign by/for a Sports Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for a sports enterprise which created impact and produced significant results
VS39	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
VS40	Best Video Content in a Digital Campaign by/for an Agricultural Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for an agricultural enterprise which created impact and produced significant results
VS41	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
VS42	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
VS43	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
VS44	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
VS45	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
VS46	Best Video Content in a Digital Campaign by/for an Industrial Products/Commodities Enterprise	Use of powerful, unique Video Content at the core of a digital marketing campaign by/for an Industrial Products/Commodities Enterprise which created impact and produced significant results
VS47	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
VS48	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

<b>VIDEO IN WEBSITE AWARDS</b>		
VW01	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.
VW02	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.
VW03	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.

VIDEO IN WEBSITE AWARDS		
VW04	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
VW05	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.
VW06	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
VW07	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.
VW08	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.
VW09	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.
VW10	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.
VW11	Best Video Content in a Movie & Film Blog/Website	Best use of Video Content in a website/microsite/webpage/blog/social media page dedicated to moving pictures in all forms. Includes movie listings, film reviews, theory and history, and fan sites and fan forums
VW12	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 .
VW13	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 way
VW14	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 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.
VW15	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.
VW16	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.

VIDEO IN WEBSITE AWARDS		
VW17	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.
VW18	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
VW19	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.
VW20	Best Video Content in an Arts 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
VW21	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.
VW22	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
VW23	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
VW24	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
VW25	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.
VW26	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.
VW27	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		
VA01	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.
VA02	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.

VIDEO IN APP AWARDS		
VA03	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.
VA04	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
VA05	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.
VA06	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
VA07	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.
VA08	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.
VA09	Best Video Content in a Media Streaming App	Best use of Video Content in an App that offers audio or video streaming services, such as television, sports, film, music, podcasts, news, and radio.
VA10	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.
VA11	Best Video Content in a Movie & Film App	Best use of Video Content in an App dedicated to moving pictures in all forms. Includes movie listings, film reviews, theory and history, and fan sites and fan forums.
VA12	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 .
VA13	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
VA14	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.
VA15	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.
VA16	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.
VA17	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.

VIDEO IN APP AWARDS		
VA18	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.
VA19	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
VA20	Best Video Content in an Automobile App	Best use of Video Content in an App that provides information about Automobiles/Automobile related goods online.
VA21	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
VA22	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
VA23	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
VA24	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
VA25	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.
VA26	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.
VA27	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.

VIDEO ENABLER AWARDS		
VE01	Best Acting/Anchoring/Content Delivery	Acting/Anchoring/Content Delivery for a channel, series, social video, or show
VE02	Best Cinematography	Cinematography for a channel, series, social video, or show
VE03	Best Costume Design	Costume design for a channel, series, social video, or show
VE04	Best Direction	Direction for a channel, series, social video, or show
VE05	Best Editing	Editing for a channel, series, social video, or show
VE06	Best Set	Set production for a channel, series, social video, or show
VE07	Best Storytelling	Utilization of story feature on Facebook, Instagram, Whatsapp, Snapchat, and/or other similar social media
VE08	Best Visual and Special Effects	Visual and special effects for a channel, series, social video, or show
VE09	Best Writing	Writing for a channel, series, social video, or show

<b>GENRE SPECIFIC AWARDS</b>		
VG01	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
VG02	Best Business/Financial Content on TV	A Television show/episode/series that has enlightened the viewers through informative content on business/financial topics
VG03	Best Business/Financial Video 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
VG04	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
VG05	Best Drama Content on TV	A Television show/episode/series that has engaged the viewers through the drama and emotional quotient of its content
VG06	Best Drama Video 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
VG07	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
VG08	Best Educational Content on TV	A Television show/episode/series that has engaged the viewers by offering enriching educational value in its content
VG09	Best Educational Video 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
VG10	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
VG11	Best Entertaining Content on TV	A Television show/episode/series that has engaged the viewers by offering great entertainment value in its content
VG12	Best Entertaining Video 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
VG13	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
VG14	Best Horror Content on TV	A Television show/episode/series that has engaged the viewers through a powerful horror content
VG15	Best Horror Video 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
VG16	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
VG17	Best Humorous/Satirical Content on TV	A Television show/episode/series that represents humor or satire packaged through engaging content
VG18	Best Humorous/Satirical Video Content on Social Platform(s)	Any remarkably humorous/satirical content published on a social media page/handle/account/group and/or Youtube channel
VG19	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
VG20	Best Motivational Content on TV	A Television show/episode/series that has impacted the viewers by offering great motivational value in its content
VG21	Best Motivational Video 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

<b>GENRE SPECIFIC AWARDS</b>		
VG22	Best Music Video Content on an OTT Platform	A music-based independent OTT platform which has engaged the viewers through music-based video content
VG23	Best Music Video 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
VG24	Best Music Video Content on TV	A Television show/episode/series that has engaged the viewers through music-based video content
VG25	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
VG26	Best News Content on TV	A Television show/episode/series that has enlightened the viewers through informative news content
VG27	Best News Video 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
VG28	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
VG29	Best Sports Content on TV	A Television show/episode/series that has engaged the viewers through sports-related content
VG30	Best Sports Video 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
VG31	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
VG32	Best Thriller Content on TV	A Television show/episode/series that has engaged the viewers through thrilling content
VG33	Best Thriller Video 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
VG34	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
VG35	Best Vernacular/Local-Language Content on TV	A Television show/episode/series that has engaged/entertained the viewers through regional language content
VG36	Best Vernacular/Local-Language Video 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

<b>APEX AWARDS</b>		
AP01	Best Indie Series	Episodic series or show produced primarily without funds and resources from a studio or network
AP02	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.
AP03	Best Motion Picture - Documentary	Best documentation and picturisation of a non-fictional event, incident, happenings, occurrences, phenomena, personal memoir, profile, etc. in a video format
AP04	Best Motion Picture - Feature Film	Best picturisation and representation of a fictional story and/or recreation of a non-fictional event, incident, happenings, occurrences, phenomena, personal memoir, profile, etc. in more than 30 minutes' video
AP05	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, occurrences, phenomena, personal memoir, profile, etc. in less than 30 minutes' video
AP06	Best Non-Fiction Series	Non-fiction episodic series or show featuring vlogging, non-fiction, or reality programming

APEX AWARDS		
AP07	Best TV Series	Most engaging Video Content produced and published for the audience in a serial format through a Television program
AP08	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
AP09	Best Web Series	Most engaging Video Content produced and published for the audience in a serial format through a Web channel
AP10	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
AP11	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
AP12	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
AP13	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)
AP14	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
AP15	Vlogger of the Year [Person]	An individual who has created and/or hosted video blogs with high frequency, reach, and impact
AP16	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"> <li>1. The total number of entries made across all the categories of the VideA Awards 2020 (3 points per entry)</li> <li>2. The number of entries qualifying to the Top-5 nominations and their cumulative bonus points (5 points per nominated entry)</li> <li>3. The number of Awards won by the agency and their cumulative bonus points (10 points per winning entry)</li> </ol> <p><b>G.S. = (No. of Entries) X 3 + (No. of Entries in top 5) X 5 + (No. of Winning Entries) X 10</b></p>