Categories

Under each discipline, you must enter your campaign in one or more of the following categories.

Automotive

Product and services include:

- manufacturers
- dealers
- aftermarket
- and others

Business

B2B product and services include:

- information technologies (hardware, software, networking system infrastructure)
- transportation
- delivery
- business self-promotion, and others

Consumer Products

Products intended for:

- personal care
- for use in the home
- these can include consumer goods, books, electronics, beauty products, consumer devices and others

*Excluding F&B and health care products

Consumer Services

Services intended for:

- personal care
- for use in the home
- these can include travel, gaming, entertainment, telecommunications, Internet, ISP, landline, cellular, wireless, broadcast (radio, TV), satellite and others

Financial

Product and services include programs developed around:

- lead generation
- traffic building
- customer service
- order generation
- database building
- retention or acquisition
Food & Beverage

Products intended for:

- consumer consumption

*Excluding products for health care, personal care or for the home.

Health Care

- products (OTC included) and/or services intended for maintenance and improvement of physical and mental health
- campaigns supporting pharmaceutical, health & wellness clinics/centres and hospitals

Retail

Initiated by:

- retailers (stores and online)
- dealers
- distributors
- manufacturers and;
- food services to build traffic and sales
- these include catalogue and e-commerce – websites and other interactive methods that include product information and ordering devices

Social Causes

This includes:

- NGO
- PSAs
- charities
- fund-raising
- causes
- associations, government, public sector and others

2019 Feature: Cannabis

Recognizing excellence, compliance, innovation, and leadership in Canada’s cannabis industry in the following areas:

- education
- research
- launch
- retail
- campaigns

To be eligible, entries must meet all requirements of the Cannabis Act – both the letter and the intent of the law. The onus is on
incumbents to ensure their entries are in compliance. No refunds will be provided for non-compliant entries.

This competition is open to initiatives from October 17, 2018 to June 1, 2019.