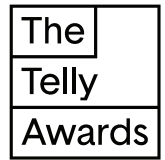


43rd Annual Telly Awards Categories

* Denotes new category

Denotes \$55 category



Social Video

Video created for distribution through a social network

People's Telly Category

People's Telly: Short Form / Social

Online video productions under 2 minutes are eligible.

Craft Categories

Art Direction

Speciality category that only considers the art direction of the piece.

Directing*

A speciality category that only considers the direction elements of a piece.

Editing

Speciality category that only considers the editing of the piece.

Fully Animated piece

Social Video created fully with animation.

History*

Content created for social media focused on history or a record of events.

Mixed Media

Speciality category that only considers the overall success of using mixed media - imagery text, motion and audio.

Most Viral

Social video content that has been shared and viewed at a massive, unexplainable rate.

Motion Graphics / Design

Speciality category that only considers the motion graphics incorporated into a piece.

Title Design

Speciality category that only considers the title design incorporated into a piece.

Use of 2D Animation

Speciality category that only considers the use of 2D animation in a piece.

Use of 360

Social Video created for 360 viewing environment.

Use of 3D Animation

Speciality category that only considers the use of 3D animation in a piece.

Use of Comedy

Speciality category that only considers the impactful use of comedy within the piece.

Use of Instagram Stories

Speciality category in which only the use and integration of Instagram Stories will be evaluated.

Use of Livestream

Speciality category that only considers the impactful use of the live format.

Use of Square Format

Speciality category that only considers the impactful use of the square format.

Use of Stock Footage

Speciality category that only considers the use of stock footage in a piece.

Use of Vertical Format

Speciality category that only considers the impactful use of the vertical format.

Voiceover

Speciality category that only considers the voiceover of the piece.

General Categories

Arts & Entertainment

Short form or social videos created to highlight or exhibit works of art or galleries.

Auto & Auto Services

Short Form/Social videos featuring automotive products, facilities, and services.

Beauty, Fashion & Lifestyle

Social video surrounding beauty, fashion or lifestyle.

Branding*

Content created for social media focused on promoting or elevating a brand.

Comedy

Short Form/Social videos produced to make viewers laugh.

Corporate Image

Social video produced to launch or elevate the image of a corporation.

CSR: Corporate Social Responsibility*

Content created specifically for social media to promote the efforts of a company taking action towards social responsibility.

Culture & Lifestyle

Short Form/Social videos depicting the values and customs of groups of people.

D&I

Short Form/Social videos that aims to celebrate and/or promote diversity and inclusion of all kinds.

D2C: Direct-to-Consumer*

Short Form/Social videos that aims to celebrate and/or promote diversity and inclusion of all kinds.

Dance & Performance

Social video piece documenting dance, choreography or performance.

Documentary: Long Form (Above 40 minutes)*

Social Video content created to document people or events with a running time above 40 minutes.

Documentary: Short Form (Under 40 Minutes)*

Social video content created to document people or events with a running time under 40 minutes.

Education & Discovery

Short Form/Social videos featuring educational and informative content.

Educational Institution*

Content created for social media created by/for the promotion of an educational institution.

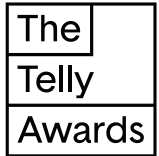
Events

Social video prominently featuring live and/or previously recorded events.

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Social Video

Video created for distribution through a social network

Fitness, Health & Wellness

Short Form/Social videos created to provide information/instruction related to the overall health and fitness of an individual or group..

Food & Beverage

Short Form/Social videos featuring food & beverage, including recipes, restaurants, reviews, culinary history, etc.

Games

Short Form/Social videos created for promotion of a Game.

Health & Safety

Social video prominently featuring education and training around the health, fitness, and/or safety of its viewers.

Health & Wellness

Short Form/Social videos created to provide information/instruction related to the overall health and fitness of an individual or group.

History*

Content created for social media focused on history or a record of events.

Hybrid Events

Social video that is part of a hybrid event: created specifically for virtual integration as part of said hybrid event.

Influencer & Celebrity

Social video prominently featuring an influencer and/or celebrity.

Instructional

Short Form/Social featuring content explaining how to perform an action or task.

Media & Entertainment

Short form and social videos created for media & entertainment purposes.

Museums & Galleries

Social video produced by or for museums and galleries.

Music*

Content containing a musical performance, or promotion of musical content.

News & Information

Short Form/Social videos featuring informational news and/or informative content.

Not For Profit

Short Form/Social videos promoting non-profit organizations.

Pets & Animals*

Content created specifically for social media featuring pets and animals.

Pharmaceutical

Social video featuring pharmaceutical companies and/or the products they produce.

Podcast

Short Form/Social videos created for and to promote a podcast.

Political & Campaigns

Short Form/Social videos produced to support a political belief or candidate/campaign.

Pro Bono*

Content created specifically for social media without charge for the purpose or contribution to a cause or movement.

Product and Services*

Short Form/Social videos featuring products or services.

Public Service & Activism

Short Form/Social videos featuring public services or activism pursuits.

Recruitment

Social video produced specifically to recruit an audience to a specific organization or team.

Remote Production

Social video produced or directed remotely.

Social Impact

Short Form/Social videos created to inform or influence the viewer about social issues.

Social Responsibility

Social video produced to improve civil and social life.

Sports & Leisure

Short Form/Social videos featuring content related to sports, sports teams or issues pertaining to sports.

Student

Short Form/Social videos produced by an individual or group of students. Category limited to the work of people currently enrolled in academic programs.

Sustainability

Social video designed to promote environmental welfare, awareness, and/or responsibility.

Talkshow/Interview

Short Form/Social videos in the form of a talk show or interview.

Travel & Tourism

Short Form/Social videos featuring content from travel agencies, hotel, airline, and destination promotional videos, reviews, travel guides, and tools for traveling.

Video Journalism*

Content presented by a journalist for the purpose of disseminating news or factual stories specifically made for social media or social platform.

Virtual Events & Experiences

Social video promoting or sharing virtual events and experiences.

Workplace Culture

Social video prominently promoting and/or celebrating a particular workplace and/or company culture.

Series Categories

Series: Animation

Fully animated social video series (up to 5 pieces).

Series: Arts & Entertainment

Short form or social videos created to highlight or exhibit works of art or galleries

Series: Auto & Auto Services

Short Form/Social videos featuring automotive products, facilities, and services.

Series: Beauty, Fashion & Lifestyle

Social video series (up to 5 pieces) surrounding beauty, fashion or lifestyle.

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Social Video

Video created for distribution through a social network

Series Categories Cont.

Series: Comedy

Short Form/Social video series produced to make viewers laugh.

Series: Culture & Lifestyle

Short Form/Social videos depicting the values and customs of groups of people.

Series: D&I

Social video series (up to 5 pieces) that aims to celebrate and/or promote diversity and inclusion of all kinds.

Series: Documentary

Social Video in a series format intended in the documentary genre.

Series: Education & Discovery

Short Form/Social videos featuring educational and informative content.

Series: Food & Beverage

Short Form/Social videos featuring food & beverage, including recipes, restaurants, reviews, culinary history, etc.

Series: Health & Wellness

Short Form/Social video series created to provide information/instruction related to the overall health and fitness of an individual or group.

Series: Instructional

Short Form/Social series featuring content explaining how to perform an action or task.

Series: Media & Entertainment

Short form and social videos created for media & entertainment purposes.

Series: Museums & Galleries

Social video produced by or for museums and galleries.

Series: News & Information

Short Form/Social videos featuring informational news and/or informative content.

Series: Not for Profit

Short Form/Social video series promoting non-profit organizations.

Series: Political & Campaigns

Short Form/Social video series produced to support a political belief or candidate/campaign.

Series: Products & Services

Short Form/Social videos featuring products or services.

Series: Public Service & Activism

Short Form/Social videos featuring public services or activism pursuits.

Series: Social Impact

Social video series (up to 5 pieces) created to inform or influence the viewer about social issues.

Series: Social Responsibility

Social video series (up to 5 pieces) produced to improve civil and social life.

Series: Sports & Leisure

Short Form/Social video series featuring content related to sports, sports teams or issues pertaining to sports.

Series: Sustainability

Social video series (up to 5 pieces) produced to promote environmental welfare, awareness, and/or responsibility.

Series: Talkshow/Interview

Short Form/Social video series in the form of a talk show or interview.

Series: Travel & Tourism

Short Form/Social videos featuring content from travel agencies, hotel, airline, and destination promotional videos, reviews, travel guides, and tools for traveling.

Series: Virtual Events & Experiences

Social video series (up to 5 pieces) promoting or sharing virtual events and experiences.