



MUSE

CREATIVE AWARDS

2018
CATEGORY

FINAL ENTRY DEADLINE

25.3.2018

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MUSE

ADVERTISING, MARKETING & DESIGN

ADVERTISING

AA18001	Advertising Campaign (\$160)
AA18002	Direct Mail (NEW)
AA18003	Magazine AD Single
AA18004	Magazine AD Campaign (\$160)
AA18005	Magazine Cover (NEW)
AA18006	Newspaper AD Single
AA18007	Newspaper AD Campaign (\$160)
AA18008	Online AD (Single)
AA18009	Online AD Campaign (\$160)
AA18010	Point of Purchase
AA18011	Trade Show / Exhibit
AA18012	Other Advertising Item ____ (\$160)

CORPORATE IDENTITY

CI18001	Business Card
CI18002	Corporate Identity Guide (\$160)
CI18003	Interior Design (NEW)
CI18004	Logo
CI18005	Packaging Single
CI18006	Packaging Series (\$160)

OUTDOOR ADVERTISING

OA18001	Billboard
OA18002	Outdoor Campaign (\$160)
OA18003	Signage
OA18004	Trade Show / Exhibit
OA18005	Transit / Airport / Kiosk
OA18006	Vehicle Graphics
OA18007	Other Outdoor Advertising ____ (\$160)

MARKETING BRANDING & PROMOTIONAL

MB18001	Brochure
MB18002	Calendar
MB18003	Catalog
MB18004	Character Design
MB18005	Corporate Profile (\$160)
MB18006	Cover (DVD/CD/Book)
MB18007	Flyer
MB18008	Icon
MB18009	Illustration
MB18010	Infographic
MB18011	Invitation / Greeting Card
MB18012	Media Kit / Sales Kit / Folder
MB18013	Menu
MB18014	Poster Single
MB18015	Poster Series (\$160)
MB18016	Promotional (NEW)
MB18017	T-Shirt
MB18018	Marketing Item / Other ____ (\$160)

PUBLICATION

PC18001	Annual Report (\$160)
PC18002	Book (\$160)
PC18003	User Guide (\$160)
PC18004	Magazine (\$160)
PC18005	Newsletter (\$160)
PC18006	Other Publication ____ (\$160)

INTEGRATED MARKETING

IM18001	Company Branding (\$160)
IM18002	Event Marketing (\$160)
IM18003	Green / Eco-Friendly (\$160) (NEW)
IM18004	Integrated Marketing Campaign (\$160)
IM18005	Integrated Marketing Materials (\$160)
IM18006	Integrated Mobile Experience (\$160)
IM18007	Internal Campaign (\$160)
IM18008	Nonprofit (\$160) (NEW)
IM18009	Product Branding (\$160)
IM18010	Political (\$160) (NEW)
IM18011	Promotional (\$160) (NEW)
IM18012	Social Media (\$160) (NEW)
IM18013	Other Integrated Marketing ____ (\$160)

STRATEGIC PROGRAM

SP18001	Brand Strategy Campaign (\$160) (NEW)
SP18002	Comm/Marketing Campaign (\$160)
SP18003	CSR Program (\$160)
SP18004	Digital Marketing Campaign (\$160)
SP18005	Interactive Brand Experience (\$160)
SP18006	Internal Comm Campaign (\$160)
SP18007	Mobile Campaign (\$160) (NEW)
SP18008	PR Campaign (\$160)
SP18009	Product Launch (\$160)
SP18010	Social Media Campaign (\$160)
SP18011	Video Campaign (\$160)
SP18012	Other ____ (\$160)

CONTENT MARKETING

CM18001	Advertorial
CM18002	Blog
CM18003	Branded Content
CM18004	Brand Journalism
CM18005	Case Study
CM18006	Display Advertising
CM18007	Ebook
CM18008	Email Marketing / Newsletter
CM18009	How-to Guide
CM18010	Infographic
CM18011	Landing Page Content
CM18012	News Release
CM18013	Publication Article / Column
CM18014	Social
CM18015	Website Content (\$160)
CM18016	Other Contents (\$160)

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WEBSITES, FIRM, VIDEO & GAMES

WEBSITE

WS18001 Aesthetics (NEW)
WS18002 Art & Design (NEW)
WS18003 Automotive (NEW)
WS18004 Banking (NEW)
WS18005 Beauty & Cosmetics (NEW)
WS18006 Biotechnology (NEW)
WS18007 Best User Experience (NEW)
WS18008 Branding (NEW)
WS18009 Business to Business
WS18010 Celebrity / Fan (NEW)
WS18011 Children (NEW)
WS18012 Consulting (NEW)
WS18013 Consumer Product / Services
WS18014 Corporation
WS18015 Design / Web Agency (NEW)
WS18016 E-Commerce
WS18017 E-Learning
WS18018 Education (NEW)
WS18019 Events (NEW)
WS18020 Experimental (NEW)
WS18021 Fashion (NEW)
WS18022 Family / Parenting (NEW)
WS18023 Financial Services (NEW)
WS18024 Fitness (NEW)
WS18025 Food & Beverage (NEW)
WS18026 Games / Games Related (NEW)
WS18027 Government (NEW)
WS18028 Green / Eco-Friendly (NEW)
WS18029 Health (NEW)
WS18030 Home Page / Landing Page
WS18031 Hotel / Lodging (NEW)
WS18032 Humor (NEW)
WS18033 Information Technology (IT) (NEW)
WS18034 Insurance (NEW)
WS18035 Law & Legal Services (NEW)
WS18036 Lifestyle (NEW)
WS18037 Magazine (NEW)
WS18038 Manufacturing (NEW)
WS18039 Marketplace (\$160)
WS18040 Microsite
WS18041 Movie / Film (NEW)
WS18042 Multi-level Marketing (NEW)
WS18043 Multilingual Site (\$160)
WS18044 Music (NEW)
WS18045 News & Newspaper (NEW)
WS18046 Nonprofit
WS18047 Personal Web Site (NEW)
WS18048 Pharmaceuticals (NEW)
WS18049 Podcasting
WS18050 Political
WS18051 Portfolio
WS18052 Professional Services (NEW)
WS18053 Promotion / Contest (NEW)
WS18054 Property / Developer (NEW)
WS18055 Public Relations (NEW)
WS18056 Publishing (NEW)
WS18057 Radio (NEW)
WS18058 Restaurant (NEW)
WS18059 Real Estate (NEW)
WS18060 Religion / Spirituality (NEW)
WS18061 Retail (NEW)
WS18062 School / Universities (NEW)
WS18063 Self-Promotion (NEW)
WS18064 Shopping (NEW)
WS18065 Small Business (NEW)
WS18066 Social / Networking (NEW)
WS18067 Sports (NEW)
WS18068 Technology / Science (NEW)
WS18069 Transportation (NEW)
WS18070 Television (NEW)
WS18071 Training / Knowledge Base
WS18072 Tourism (NEW)
WS18073 Travel (NEW)
WS18074 Utilities (NEW)
WS18075 Web App (NEW)
WS18076 Other Web Site ____ (\$160)

VIDEO

VD18001 Animation
VD18002 Art & Design
VD18003 Automotive
VD18004 Banking (NEW)
VD18005 Beauty & Cosmetics (NEW)
VD18006 Branding (NEW)
VD18007 Business to Business (NEW)
VD18008 Budget below \$3000
VD18009 Celebrity / Fan (NEW)
VD18010 Children (NEW)
VD18011 Cinematography
VD18012 Comedy
VD18013 Corporate
VD18014 Consulting (NEW)
VD18015 Consumer Product / Services (NEW)
VD18016 Cultural (NEW)
VD18017 Design / Web Agency (NEW)
VD18018 Documentary
VD18019 Drama (NEW)
VD18020 Educational
VD18021 Entertainment
VD18022 Event
VD18023 Experimental
VD18024 Fashion
VD18025 Film / Movie (\$160)
VD18026 Financial Services (NEW)
VD18027 Fitness (NEW)
VD18028 Food & Beverage (NEW)
VD18029 Government (NEW)
VD18030 Green / Eco-Friendly (NEW)
VD18031 Health & Fitness
VD18032 Hotel / Lodging (NEW)
VD18033 How-to / DIY (NEW)
VD18034 Information (NEW)
VD18035 Information Technology (IT) (NEW)
VD18036 Insurance (NEW)
VD18037 Law & Legal Services (NEW)
VD18038 Lifestyle (NEW)
VD18039 Medical
VD18040 Motion Graphics
VD18041 Multi-level Marketing (NEW)
VD18042 Music Video
VD18043 Nature / Wildlife (NEW)
VD18044 News / Feature (NEW)
VD18045 Nonprofit
VD18046 Personal
VD18047 Political
VD18048 Publishing (NEW)
VD18049 Professional Services (NEW)
VD18050 Promotion / Contest
VD18051 Property / Developer (NEW)
VD18052 Public Relations
VD18053 Real Estate
VD18054 Religion / Spirituality (NEW)
VD18055 Restaurant
VD18056 Retail (NEW)
VD18057 School / Universities (NEW)
VD18058 Self-Promotion (NEW)
VD18059 Shopping (NEW)
VD18060 Sports
VD18061 Technology / Science (NEW)
VD18062 Training
VD18063 Transportation (NEW)
VD18064 Travel
VD18065 TV Ad
VD18066 TV Ad Campaign (\$160)
VD18067 TV Program (\$160)
VD18068 TV Series / Episodes (\$160)
VD18069 Tourism (NEW)
VD18070 Viral (NEW)
VD18071 Wedding
VD18072 Other Videos ____ (\$160)

MUSE

MOBILE APPS, PHOTOGRAPHY & SOCIAL

MOBILE APP

AP18001	Business (\$160)
AP18002	Catalog (\$160)
AP18003	Consumer (\$160)
AP18004	Corporation (\$160)
AP18005	E-Commerce (\$160)
AP18006	Education (\$160) (NEW)
AP18007	Entertainment (\$160)
AP18008	Events (\$160) (NEW)
AP18009	Finance (\$160) (NEW)
AP18010	Fitness (\$160) (NEW)
AP18011	Food & Drink (\$160)
AP18012	Games (\$160)
AP18013	Health & Wellness (\$160)
AP18014	Lifestyle (\$160)
AP18015	Marketplace (\$160)
AP18016	Medical (\$160)
AP18017	Music & Audio (\$160)
AP18018	GPS / Navigation (\$160)
AP18019	News (\$160)
AP18020	Nonprofit/Religious (\$160)
AP18021	Political (\$160)
AP18022	Reference & eBook (\$160)
AP18023	Self-Promotion (\$160) (NEW)
AP18024	School / Universities (\$160) (NEW)
AP18025	Services (\$160) (NEW)
AP18026	Shopping (\$160) (NEW)
AP18027	Social Networking (\$160)
AP18028	Sport & Recreation (\$160)
AP18029	Themes (\$160) (NEW)
AP18030	Travel (\$160)
AP18031	Utilities (\$160)
AP18032	Weather (\$160)
AP18033	Other Mobile App ____ (\$160)

AUDIO

AD18001	Editorial
AD18002	Podcast
AD18003	Radio AD
AD18004	Radio AD Series (\$160)
AD18005	Radio Campaign (\$160)
AD18006	Radio Program (\$160)
AD18007	Audio Other ____ (\$160)

SOCIAL MEDIA

SM18001	Blog
SM18002	Game/Contest
SM18003	Home Page Design
SM18004	Product or Service Branding
SM18005	Social Video
SM18006	Social Media Campaign (\$160)
SM18007	Viral Marketing (\$160)
SM18008	Social Media Other ____ (\$160)

PHOTOGRAPHY

PG18001	Advertising
PG18002	Architecture
PG18003	Beauty (NEW)
PG18004	Book (NEW)
PG18005	Celebrity (NEW)
PG18006	Digital Enhance
PG18007	Documentary (NEW)
PG18008	Editorial (NEW)
PG18009	Environment (NEW)
PG18010	Events (NEW)
PG18011	Fashion (NEW)
PG18012	Fine Art
PG18013	Food & Beverage
PG18014	Health (NEW)
PG18015	Industrial (NEW)
PG18016	Interiors (NEW)
PG18017	Lifestyle (NEW)
PG18018	Macro
PG18019	Magazine (NEW)
PG18020	Music (NEW)
PG18021	Nature
PG18022	People / Portrait
PG18023	Personal Work
PG18024	Political (NEW)
PG18025	Product
PG18026	Sport
PG18027	Travel / Tourism (NEW)
PG18028	Wedding
PG18029	Other Photography ____

CORPORATE SOCIAL RESPONSIBILITY

PB18001 Pro Bono (Free)

To be eligible for FREE entry, you must be the representative of the company in order to enter. Agencies, individual or freelancers may not represent the client's company to participate in this category, but may instead participate in the "Non Profit Organizations" category.

STUDENT SUBMISSION

SS18001	Student AD
SS18002	Student Animation
SS18003	Student Audio
SS18004	Student Branding Campaign (\$160)
SS18005	Student Illustration
SS18006	Student Photography (5 Entries)
SS18007	Student Video
SS18008	Student Web / App
SS18009	Other ____ (\$160)