

RCrit Marketing Awards



R Crit Reviews

Category List

INR 15,000 per entry

INR 20,000 per campaign

Digital Marketing

- Website
- Mobile App / Web
- Social Media
- Web Element
- Web Video
- E-Communication
- Web Creativity
- Web Design
- Writing



R Crit Reviews



R Crit Reviews

Strategic Communications

- Marketing / Promotion Campaign
- Communication / Public Relations
- Media Kits
- Media Relations / Publicity

Print Media

- Marketing Ads
- Direct Mail
- Publication
 - Annual Report
 - Brochure
- Employee Publication
- Magazine
- External Newsletter
- Marketing Promotion Material
- Print Creativity
 - Design (Print)
 - Photography
 - Writing



R Crit Reviews



R Crit Reviews

Audio / Video

- Television (Broadcast & Cable)
- Video / Film
- Digital Video Creation
- Radio

Print Media

Marketing Ads

1. Banner/Sign
2. Bench/Shelter/Mass Transit
3. Billboard
4. Business/Trade Publication
5. Door Hanger
6. Flyer
7. Magazine
8. Mall/Airport/Station
9. Newspaper
10. Newspaper Insert
11. Point of Purchase
12. Poster
13. Trade Show Exhibit
- 14c. Advertising Campaign (INR 20,000)
15. Other

Direct Mail

16. Bill Insert
 17. Catalog
 18. Flyer
 19. Brochure
 20. Postcard
 - 21c. Direct Mail Campaign (INR 20,000)
 22. Other
- ## Publication > Annual Report
23. Association
 24. Corporation
 25. Corporate Social Responsibility
 26. Educational Institution
 27. Government
 28. Medical
 29. Nonprofit
 30. Utility
 31. Other

Publication > Brochure

32. Business to Business
33. Business to Consumer
34. Capabilities
35. Catalog
36. Company Overview
37. Consumer Awareness
38. Educational
39. Fund Raising
40. Handbook
41. Informational
42. Newspaper Supplement
43. Nonprofit
44. Pamphlet
45. Public Relations
46. Recruitment
47. Sales Promotion
48. Special Events
49. Viewbook
50. Other

Employee Publication

51. Benefits
 - 52c. Benefits Campaign (INR 20,000)
 53. Internal Communication
 54. Internal Magazine
 55. Internal Newsletter
 56. Manual/Training
 57. Special Edition
 58. Other
- ## Magazine
59. Association
 60. Consumer
 61. Corporate
 62. Educational Institution
 63. Government
 64. Industry
 65. Nonprofit
 66. Special Edition
 67. Trade
 68. Other



R Crit Reviews

Print Media

External Newsletters

69. Healthcare

70. Association

71. Corporate

72. Educational Institution

73. Government

74. Industry

75. Nonprofit

76. Other

Marketing / Promotional / Material

77. Book

78. Calendar

79. Holiday Card

80. Guide

81. Invitation

82. Poster

83. Postcard

84. Promotional Item

85. T-Shirt

86. Specialty Item

87. Other

Print Creativity > Design

88. Ad

89. Annual Report/CSR

90. Annual Report/CSR Cover

91. Annual Report/CSR Interior

92. Benefits/HR Materials

93. Brochure

94. Brochure Cover

95. Business Card

96. Calendar

97. Cartoon

98. Direct Mail

99. Holiday Card

100. Illustration/Graphic Design/Infographic

101. Invitation

102. Identity Suite

103. Logo

104. Magazine

105. Magazine Cover

106. Magazine Interior

107. Media Kit

108. Menu

109. Newsletter

110. Newsletter Cover

111. Promotional Item

112. Packaging

113. Postcard

114. Poster

115. Program Guide

116. T-Shirt

117. Other

Print Creativity > Photography

118. Advertising

119. Annual Report

120. Brochure

121. Calendar

122. Magazine 123. People/Portrait

124. Product

125. Other

Writing

126. Ad Copy

127. Advertorial

128. Annual Report/CSR

129. Brand Journalism

130. Brochure

131. Column

132. Communication Plan

133. Editorial

134. Feature Article

135. Magazine

136. Marketing Material

137. News Article

138. Newsletter

139. News Release

140. Technical

141. Speech

142. White Paper

143. Other



R Crit Reviews

Strategic Communication

Marketing / Promotion Campaign

144c. Benefits/HR Materials (INR 20,000)

145c. Branding (INR 20,000)

146c. Branding Refresh (INR 20,000)

147c. Digital Marketing (INR 20,000)

148c. Integrated Marketing (INR 20,000)

149c. Product Launch (INR 20,000)

150c. Promotion/Marketing Materials (INR 20,000)

151c. Self Promotion (INR 20,000)

152c. Special Event (INR 20,000)

153c. Other (INR 20,000)

Print Creativity > Photography

154c. Communication Plan (INR 20,000)

155c. Communication Program (INR 20,000)

156c. Corporate Social Responsibility (INR 20,000)

157c. Crisis Communication Plan or Response (INR 20,000)

158c. Internal Communication Campaign (INR 20,000)

159c. Public Relations Program (INR 20,000)

160c. Research/Study (INR 20,000)

161c. Social Media Campaign (INR 20,000)

162c. Special Event (INR 20,000)

163c. Other (INR 20,000)

Media Kits

164c. Marketing/Promotion (INR 20,000)

165c. Product/Service Launch (INR 20,000)

166c. Special Event (INR 20,000)

167c. Other (INR 20,000)

Media Relations / Publicity

168. Online Placement

169. Magazine Placement

170. Newspaper Placement

171. Television Placement

172c. Publicity Campaign (INR 20,000)

173c. Media Response (INR 20,000)

174. Other



R Crit Reviews

Digital Marketing

Website

- 175. Business to Business
- 176. Business to Consumer
- 177. Redesign (upload old site as document)
- 178. Association
- 179. Benefits
- 180. Corporation
- 181. Educational Institution
- 182. Entertainment
- 183. Event
- 184. Financial Services
- 185. Government
- 186. Informational
- 187. Legal
- 188. Manufacturer
- 189. Marketing, PR, Advertising Agency
- 190. Medical
- 191. Municipality
- 192. Nonprofit
- 193. Professional Service
- 194. Small Business
- 195. Tourism
- 196. Other

Mobile App / Web

- 197c. App for Business (INR 20,000)
- 198c. App for Entertainment (INR 20,000)
- 199c. App for Information (INR 20,000)
- 200c. App for Training/Learning (INR 20,000)
- 201c. App for Product (INR 20,000)
- 202c. App for Service (INR 20,000)
- 203. Mobile Website Company
- 204. Mobile Website Product
- 205. Mobile Website Service
- 206. Mobile Buying Experience
- 207. Mobile Experience Information
- 208. Mobile/other

Social Media

- 209c. Social Campaign (INR 20,000)
- 210c. Social Ad Campaign (INR 20,000)
- 211c. Social Engagement (INR 20,000)
- 212c. Social Branding Campaign (INR 20,000)
- 213. Social Content
- 214. Social Video
- 215. Facebook Site
- 216. Facebook Engagement
- 217. LinkedIn Site
- 218. Twitter Site
- 219. Twitter Engagement
- 220. Instagram Site
- 221. Instagram Engagement
- 222c. Influencer Content (INR 20,000)
- 223c. Viral Marketing Campaign (INR 20,000)
- 224. YouTube Video
- 225. Other

Web Element

- 226. Blog Overall
- 227. Blog Single Post
- 228. Home Page
- 229. Landing Page
- 230. Intranet
- 231. Podcast
- 232. Portal
- 233. Microsite Event
- 234. Microsite Information
- 235. Microsite Product
- 236. E-Commerce
- 237c. E-Learning (INR 20,000)
- 238c. Games, Contests (INR 20,000)
- 239. Infographic
- 240. Streaming Video
- 241. Web Based Training
- 242. Pre-Roll Ad
- 243. Webmercial
- 244. Web Display Ad (Pop-Ups, Banners etc.)
- 245c. Web Advertising Campaign (INR 20,000)
- 246. Other



R Crit Reviews

Digital Marketing

Web Video

247. Educational

248. Event

249. Nonprofit

250. Informational

251. Marketing

252. Medical

253. Overview

254. Self Promotion

255. Training

256. YouTube Video

257. Other

E-Communication

258. E-Book (iBook)

259. E-Annual Report

260. E-Brochure

261. E-Magazine

262. E-Mail Communication

263c. E-Mail Campaign (INR 20,000)

264. E-Newsletter

265. Other

Web Creativity > Web Design

266. Blog

267. E-Communication

268c. Mobile App (INR 20,000)

269. Mobile Website

270. Social Media Site

271. Website

272. Website Redesign (upload old site as document)

273. Website Home Page

274. Website Interior

275c. Web Multi-Media Games, Contests (INR 20,000)

276. Web Animation

277. Web Graphics

278. Web Interactive Capabilities

279. Other

280. Blog Overall

Web Creativity > Writing

281. Blog Single Post

282. Web Content

283. Other



R Crit Reviews

Audio / Video

Television (Broadcast & Cable)

284. Program

285. Promotion

286. PSA

287c. PSA Campaign (INR 20,000)

288. Single Spot

289c. Campaign (INR 20,000)

290. Other

Video / Film

291. Corporate Image

292. Documentary

293. Educational Institution

294. Fund Raiser

295. Government

296. Informational

297. Internal Communication

298. Marketing Product or Service

299. Medical

300. Meeting Open/Close

301. Nonprofit

302. Powerpoint Presentation

303. Recruitment

304. Special Event

305. Training

306. Video Script

307. Other

Digital Video Creation

308. Animation

309. Motion Graphic Video

310. White Board Video

311. Virtual Tour

312. Virtual/Augmented/Mixed Reality

313. Other

Radio

314. Original Music

315c. Podcast Series (INR 20,000)

316. Podcast Episode

317. Radio Program

318. Radio Promotion

319. Sports

320. PSA

321c. PSA Campaign (INR 20,000)

322. Single Spot

323c. Campaign (INR 20,000)

324. Other



R Crit Reviews