



## For-Profit Divisions & Categories

### Advertising Division

This division is related to advertising on various platforms and directed toward veterinary professionals, businesses and/or pet owners

#### **Magazine Advertisement, Consumer**

A single paid, printed advertisement published in a consumer-facing magazine. Content of the advertisement must be geared toward the consumer and must be related to the animal healthcare industry.

#### **Magazine Advertisement, Consumer, Campaign**

A series of (more than one) paid advertisements published in a consumer-facing magazine(s). Content of the advertisements must be geared toward the consumer and must be related to the animal healthcare industry.

#### **NEW! Magazine Advertisement, B2B/Trade**

A single paid, printed advertisement published in a trade, business or industry facing magazine. Content of the advertisement must be geared toward the trade, business or industry and must be related to the animal healthcare industry.

#### **NEW! Magazine Advertisement, B2B/Trade, Campaign**

A series of (more than one) paid advertisements published in a trade, business or industry facing magazine(s). Content of the advertisements must be geared toward the trade, business or industry and must be related to the animal healthcare industry.

#### **Newspaper or Other Print, Advertisement, Consumer**

A single paid, printed advertisement, published in a consumer-facing daily/weekly/monthly or periodic newspaper, tabloid or other printed publication. Content of the advertisement must be geared toward the consumer and must be related to the animal healthcare industry.

#### **NEW! Newspaper Advertisement or Other Print, Consumer, Campaign**

A series of (more than one) paid, printed advertisements, published in a consumer-facing daily/weekly/monthly or periodic newspaper, tabloid or other printed publication. Content of the advertisement must be geared toward the consumer and must be related to the animal healthcare industry.

### **Newspaper or Other Print, Advertisement, B2B/Trade**

A single paid, printed advertisement, published in a trade, business or industry facing daily/weekly/monthly or periodic newspaper, tabloid or other printed publication. Content of the advertisement must be geared toward the trade, business or industry must be related to the animal healthcare industry.

### **NEW! Newspaper Advertisement or Other Print, B2B/Trade, Campaign**

A series of (more than one) paid, printed advertisements, published in a trade, business or industry facing daily/weekly/monthly or periodic newspaper, tabloid or other printed publication. Content of the advertisement must be geared toward the trade, business or industry in some way be related to the animal healthcare industry.

### **Outdoor Sign/Advertisement**

Open to any outdoor signage/advertisement used to promote a veterinary product or service to veterinarians and/or pet owners.

## Digital Division

This division includes any online, audio or audio/visual presentation or program that serves as a marketing objective.

### **Digital Advertising**

A paid single digital advertisement published on a digital channel, such as a website, electronic newsletter or other electronic method of communication used to promote a product or service to veterinary professionals and/or animal owners. Content must be related to the animal healthcare industry.

### **Digital Audio/Radio**

A digital audio file made available on the internet or broadcast over the radio (FM/AM). This can include an audio/radio commercial, non-podcast promotional or educational audio content, audio storytelling file or similar. (This should not be confused with a podcast, which is typically available as a series of new installments which can be received by subscribers.) Content must be related to the animal healthcare industry. Please attach an audio file or link.

### **Digital Campaign**

A campaign containing a mix of promotional strategies communicated on digital channels only. This can include a mix of (but not limited to) website banners and digital advertisements, electronic newsletters, digital audio/radio files, podcasts, website/microsite, and the like. Entries in the digital campaign category should not include print or other non-digital strategies. Content must promote a product or service to veterinary professionals or animal owners.

### **Digital Education Tool, B2B/Trade**

An education tool using digital technology (such as a custom mobile or website app, a series of live chats, digital storytelling tools like Microsoft's Sway, online polls/surveys/quizzes, and more), created to help veterinarians, technicians and staff educate pet owners in-clinic. Acceptable submission files include photos, screen captures and/or video showing the sales aid in action.

### **NEW! Digital Education Tool, Consumer**

An education tool, using digital technology (such as a custom mobile or website app, a series of live chats, digital storytelling tools like Microsoft's Sway, online polls/surveys/quizzes, and more), geared toward educating consumers about a product, service or activity within the animal healthcare industry. Acceptable submission files include photos, screen captures and/or video showing the sales aid in action.

### **Digital Sales Aid, B2B/Trade**

Open to any digital tool (app, edetailer, PowerPoint presentation, website or some other digital method) created to help veterinarians, technicians and staff educate pet owners in clinics. Acceptable submission files include photos, screen captures and/or video showing the sales aid in action.

## Event Division

Any in-person or virtual event in which one or more people gather in relation to the animal healthcare industry.

### **Event/Out-of-Clinic**

Any in-person event hosted outside of a veterinary clinic (at conferences, seminars, parties, road shows, attractions, etc.) developed to commemorate a special occurrence, conference, observance, educational opportunity or one-time activity.

### **NEW! Event/In-Clinic**

Any in-person event hosted inside the veterinary clinic developed to provide educational opportunities, or commemorate a special occurrence, anniversary, observance, celebration, open house or one-time activity.

### **Tradeshow Booth**

Any convention display booth designed to communicate brand identity, promote products and/or services, answer questions, facilitate dialog and showcase a company in the animal healthcare industry. This category takes into consideration overall booth structure, graphics and in-booth activities/attraction.

### **Tradeshow Experience**

Any convention display booth designed to create an experience to communicate brand identity, promote products and/or services, answer questions, facilitate dialog and showcase a company in the

animal healthcare industry. Open to any experience/activation that takes place at a veterinary conference or event.

### **Virtual Event**

Any event such as an educational seminar, conference, one-time activity or observance/commemoration that took place virtually. This event must have been shared using online video broadcasting, which is the distribution of video and/or audio content to an audience over the web or via live streaming. Attach sample image files to showcase your event or a link.

### **NEW! Virtual Tradeshow Booth**

Any display booth created for a virtual tradeshow to communicate brand identity, promote products and/or services, answer questions, facilitate dialog and showcase a company in the animal healthcare industry.

## Graphics Division

Graphics, such as artwork or illustrations, designed to showcase a product, service or program within the animal healthcare industry.

### **Animation**

Graphics or illustrations designed to appear to move and work to promote a veterinary program or service to members of the veterinary profession and/or pet/animal owners. Content must relate to the animal healthcare industry.

### **Illustration**

Original, static graphic or artwork that promotes a veterinary product, service or program to members of the veterinary profession and/or pet/animal owners.

### **Logo**

A logo created to promote a veterinary product or service to members of the veterinary profession and/or animal owners.

### **Tradeshow Graphics**

Any graphics, illustrations or artwork used at a veterinary conference, event or within a convention display booth. Open to specific graphics created for use at a tradeshow, including but not limited to meter boards, banners, clings, etc. Content must relate to the animal healthcare industry.

## Integrated Campaigns Division

Any program incorporating a series (more than one) of marketing strategies and tactics to promote an existing or new veterinary product or service. Open to any combination of trade advertising, consumer advertising, events, etc.

### **Campaign – Consumer**

Consumer focused campaign in which a series (more than one) of marketing strategies work seamlessly together to tell one story about an entity's products, programs or services within the animal healthcare industry. Please add files or links of campaign elements.

### **NEW! Campaign – B2B/Trade**

A business (B2B) or trade industry-focused campaign in which a series (more than one) of marketing strategies work seamlessly together to tell one story about an entity's products, programs or services within the animal healthcare industry. Please add files or links of campaign elements.

### **Campaign - New Product/Program or Service Launch**

A campaign in which a series (more than one) of marketing strategies work seamlessly together to tell one story about a company's NEW product launch to an audience of veterinary professionals and/or animal owners. The campaign must specifically be about launching a new product or a new and/or updated version of an existing product that relates, in some way, to the animal healthcare industry. Please add files or links to demonstrate elements of the campaign.

### **NEW! Public Relations Campaign**

A campaign in which several public relations strategies work seamlessly together to tell one story about a company's (new or existing) products, programs or services. This can include, but not limited to, public relations collateral (for example, B-roll/video, photo library, online newsroom, press kits, news releases, fact sheets) or press coverage. This also can include social media as part of an overall integrated public relations campaign, but the entry cannot be limited to just social media.

## Large Animal Division

Large animals make up an important sector of the animal healthcare industry. The following division recognizes excellence in marketing for large animal healthcare initiatives.

### **Large Animal Campaign**

A campaign in which a series (more than one) of marketing strategies work seamlessly together to tell one story about an entity's products, programs or services within the large animal healthcare industry. This includes a combination of marketing efforts, which could include ads, videos, displays, out-of-home, etc., used to promote product, program or service related to the health and wellness of large animals/production animals.

**Large Animal Commercial**

A paid video commercial, aired on either the internet or broadcast television channel, that showcases a product, program or service within the large animal healthcare industry. The commercial should be for external audiences (either B2B/trade or consumer).

**Large Animal Digital**

Digital marketing materials which can include a single or multiple digital banner ads, website, electronic newsletter, or other method of communication distributed electronically, aimed at members of the large animal community, including members of the veterinary healthcare team, business owners, animal owners, etc.

**Large Animal Print Ad**

A single printed advertisement (either paid or PSA, full-size or fractional) within a printed publication (newspaper, magazine, trade publication, tabloid or other medium) that advertises a product, program or service within the large animal community, aimed at members of the large animal veterinary healthcare team, business owners and animal owners.

**Large Animal Print Collateral**

A printed promotional piece (including brochure, flyer, postcard, brochure rack card, booklet or other printed item) that showcases a product, program or service within the large animal healthcare industry. Target audience may include large animal veterinary professionals, business owners or large animal owners, etc.

**Large Animal Video**

A video (not considered a paid commercial) that showcases a product, program or service within the large animal healthcare industry. Open to any educational or promotional video aimed at members of the large animal community, including veterinary professionals, business owners, large animal owners.

## Print Division

Any printed materials designed to market programs, products and services related to the animal healthcare industry.

**Direct Mail, B2B/Trade**

Any piece of literature sent in the mail (snail mail) to veterinary professionals about products, services and programs in the animal healthcare industry.

**Direct Mail, Consumer**

Any piece of literature sent in the mail (snail mail) to consumers about products, services and programs in the animal healthcare industry.

### **Sales Promotion (Brochures/Sales Detailers/Media Kits)**

Any printed collateral, including brochures, sales detailers, media kits, posters, flyers, etc., designed to promote the sales of products, programs or services to veterinary professionals. The audience can be veterinary professionals and/or animal owners.

## Social Media Division

Any program or portion of a campaign developed for one or more social media channels, such as Facebook, Instagram, LinkedIn, Snapchat, Twitter, Tik Tok, etc., to market programs, products and services in the animal healthcare industry.

### **Social Media Campaign, Consumer**

Any pet owner focused social media campaign (several posts) developed one or more social media channels, such as Facebook, Instagram, LinkedIn, Snapchat, Twitter, Tik Tok, and more. The campaign must market programs, products and/or services within the animal healthcare industry.

### **Social Media Campaign, B2B/Trade**

Any veterinary professional focused social media campaign (several posts) developed for one or more social media channels, such as Facebook, Instagram, LinkedIn, Snapchat, Twitter, Tik Tok, and more. The campaign must market a program, product and/or service to veterinary professionals.

## Video/Photography/Audio Division

This division is for any video, photography or audio files created for marketing that relate to the animal healthcare industry.

### **Veterinary Professional Education Video**

A video (not considered a paid commercial) that showcases a product, program, service or disease with education as a focus. The video can be instructional, be educational, include company updates, provide training and more. The video should be specifically for veterinarians or their staff.

### **Pet Owner Education Video**

A video (not considered a paid commercial) to educate pet owners about a product, program or service with animal health education as a focus. The video can be a public service announcement, be instructional, be educational, provide training and more.

### **Photography**

A photograph or series of photographs, originally taken, that demonstrate or promote a veterinary product, program or service to members of the veterinary profession and/or animal owners.

### **Podcast**

A single podcast episode or series related to the animal healthcare industry. Submit audio file or link.

**Public Service Video**

A video that showcases a product, program or service as a Public Service Announcement (PSA). The video has content related to the animal healthcare industry and was used online, in clinic, at an event, or over the air to promote a cause or movement.

**Television Commercial**

A video filmed specifically to air on television, either on streaming channel or broadcast/cable TV. Content should promote a veterinary product or service to pet owners.

## Website Division

This division is for websites or applications related to the animal healthcare industry.

**App**

This can be an interactive mobile app for tablets, smartphones and wearable devices or an interactive app for desktop- and laptop-based web browsers. App must be used to promote a veterinary product or service to veterinary professionals or animal owners.

**Website, B2B/Trade**

Any external or internal website (including microsite) created to reach veterinary professionals or business within the animal healthcare industry. Please make sure link is active if you submit a link, or upload screen captures.

**Website, Consumer**

Any website (including microsite) created to reach pet/animal owners about a product, program or service within the animal healthcare industry. Please make sure link is active if you submit a link or upload screen captures.

## Other Division

This division contains various other categories related to marketing products, programs and services within the animal healthcare industry.

**Agency Self Promotion**

This category is for marketing, advertising, design, digital, PR and consulting agencies who work within the animal healthcare industry. Self-promotion methods should be designed to reach your target audience of clients within the animal healthcare industry and may include printed, digital or broadcast items.

**In-Clinic Consumer Awareness Campaign**

A campaign in which a series (more than one) of marketing strategies and tactics promoted to pet owners a health condition, cause or movement within the walls of a veterinary clinic or hospital. The campaign may consist of printed, digital, dimensional materials.



**In-Clinic Merchandise, Educational**

This category relates to any promotional marketing item (flat, dimensional or digital) created to educate pet owners. The marketing campaign must have been delivered inside a veterinary clinic.

**In-Clinic Merchandise, Promotional/Advertising**

This category relates to promotional advertising of merchandise (not educational in nature) to pet owners/clients. The marketing campaign must have been delivered inside a veterinary clinic.