

AICP NEXT AWARDS CATEGORIES

Integrated Campaign - Innovative brand promotion through the use of motion images across all media. Material produced and aired anywhere in the world that exemplifies outstanding quality in all categories of concept and execution. All work must have been commissioned by a client and aired on commercial media.

Honorees must be prepared to present their winning campaigns in a special presentation at The Next Awards premiere in New York, June 2017.

Experiential - Brand promotion in the moving image created for display media, including (but not limited to) augmented reality, kiosks, crowd sourcing, flash mobs, billboards, mobile phones, and in-store. These environments are meant to be temporary, pop-up or event based experiences. **Experiential - Brand promotion in the moving image created for air in alternative media, including (but not limited to) kiosks, billboards, mobile phones, gaming, in-store, place-based, and installations.**

Viral/Web Film - Promotion for a brand commissioned by a client, having its first original airing via the Internet.

Website - This category honors promotion for a brand via a website or dedicated microsite. The site must contain motion picture imagery, and be commissioned by a client.

Branded Content - This category honors brands which are successfully integrated into entertainment properties, whether being content created by the brand or an entertainment property partnering with a brand. Media includes: mobile phones, gaming, television, and film.

Mobile - This category honors innovative marketing on mobile platforms, including apps and other executions commissioned by a client.

Cause Marketing - The innovative use of media to promote or facilitate a cause, charity or non-profit entity.

Social - Brand promotion utilizing social media channels. Must be commissioned by a client.

Virtual Reality - This category honors brand-based messages created through an immersive and/or computer simulated environment to be experienced via a VR headset.

Innovation - This category honors break through solutions created for brands using technology creatively (can be software and/or hardware).

Most Next - The Most Next Award is the Best in Show. It exemplifies from among this year's Next winners the most innovative and forward thinking work of the year. Work in all Next categories is eligible for the Most Next honor.