

### Corporate or Commercials Category? Not sure where to enter?

Please ask yourself this list of questions below. If the majority of your answers are in one column then that is most likely your category for that particular entry.

<b>Ask yourself these ?'s about your entry.</b>	<b>Commercial Category</b>	<b>Corporate Category</b>
Is the audience primarily external or internal	external e.g. the public / consumer	internal e.g. staff, stakeholders, shareholders or Business to Business
Is your project promoting	the sale of a product or service	service / messaging / training / education
Is the project primarily	scripted	unscripted
Are the cast featured in the project primarily	paid actors	employees of the client
Was there a media spend / buy (TV and / or Social Media)	media spend (and online)	online with no media spend