

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.

| Ask yourself these ?'s about your entry. | Commercial Category | Corporate Category |
|--|-------------------------------------|---|
| 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 |