



**BRANDS & ORGS
CALL FOR ENTRIES**

Early deadline: November 10, 2016



The competition for brands & organizations

The Shorty Awards invite brands, agencies and organizations from around the world who are innovating in the social media space to submit their professional work for recognition. The awards are an international competition honoring campaigns executed by entertainment, financial, non-profit, sports, and consumer brands—among others.

The Real Time Academy



The winners of the Shorty Awards for brands and organizations are judged by the CMO (rtacademy.org/CMO) and Marketing (rtacademy.org/marketing) juries of the Real Time Academy. They are comprised of leaders in technology, journalism, business and culture.

Members include:



Chris Brandt
CMO, Taco Bell



James Fishler
Head of Sales for
Beats by Dre



Luanne Calvert
VP & CMO,
Virgin America



Heather C. McGhee
President, Demos



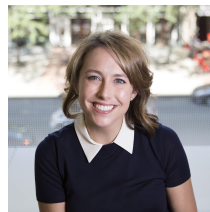
Marc Mathieu
CMO, Samsung



Sarah Hofstetter
CEO, 360i



Jonathan Mildenhall
CMO, Airbnb



Kate Hull Fliflet
VP, Social Change
Ogilvy Washington



Patrick Yee
EVP, Marketing &
Strategy,
Refinery29



Beth Comstock
CMO, GE

To see a full list and learn more about the academy, visit rtacademy.org



Entries

Entries include a description of objective, strategy and results as well as embedded videos, images and links. They are completed online and could be edited up until the late deadline on February 16, regardless of when they are submitted. Submissions are judged on their creativity, innovation, use of platform and overall effectiveness.

Eligibility

Content must have been live at some point between January 1, 2016 and December 31, 2016 in order to be eligible for the 9th Annual Shorty Awards for Brands and Organizations.

Important Dates

September 29, 2016	Call for Entries
November 10, 2016	Early entry deadline (\$399)
February 9, 2017	Regular entry deadline (\$499)
February 16, 2017	Late entry deadline (\$699)
March 2017	Finalists announced
April 2016	Shorty Awards ceremony

CONTACT

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**By Industry**

Auto
 Beauty
 Business to Business
 Consumer Brand
 Cultural Institution
 Education
 Entertainment
 Family and Parenting
 Fashion
 Financial Services
 Food & Beverage
 Games
 Government and Politics
 Health and Fitness
 Home and Decor
 Hospitality
 Insurance
 Live Events
 News & Media
 Non-Profit
 Pets & Animals
 Real Estate
 Retail and E-Commerce
 Social Activism
 Sports
 Technology
 Television
 Travel & Tourism
 Wine, Beer & Spirits

By Campaign

Integrated Campaign (*digital with traditional media*)
 Mobile Campaign
 Multi-Platform Campaign (*across different digital/social platforms*)
 Social Good Campaign

Content & Media

Branded Content
 Contest or Promotion
 Data Visualization
 Emojis
 GIFs
 Hashtag
 Memes
 Native Advertising
 Snapchat Filter / Lens
 User Generated Content
 Video

By Design

Art Direction
 Brand Identity
 Brand Redesign
 Graphics
 Images

Strategy & Engagement

Call to Action
 Creative Use of Technology
 Customer Service
 Gamification
 Humor
 Integration with Live Television
 LGBTQ Community Engagement
 Location Based Experience
 Media Buying Strategy - Large
 Media Buying Strategy - Mid-Range
 Media Buying Strategy - Shoe-string
 Multicultural Community Engagement
 Online Community
 Physical & Digital Convergence
 Real Time Response
 Social Media Tool
 Spokesperson

By use of Platform

Use of Facebook
 Use of Instagram
 Use of Pinterest
 Use of Periscope
 Use of Snapchat
 Use of Tumblr
 Use of Twitter
 Use of Vine
 Use of WeChat
 Use of Weibo
 Use of WhatsApp
 Use of YouTube
 Use of an Emerging Platform

By Overall Presence

Overall Facebook Presence
 Overall Instagram Presence
 Overall Tumblr Presence
 Overall Twitter Presence
 Overall YouTube Presence
 Overall Snapchat Presence
 Overall Periscope Presence



By Region

- Africa
- Asia
- Central America
- Europe
- North America
- Oceania
- South America
- South Asia
- The Middle East

Mobile Sites & Apps

- Book & Catalogue Apps
- Dating Apps
- Entertainment Apps
- Finance Apps
- Food & Beverage Apps
- Game Apps
- Health, Fitness & Medical Apps
- Kids & Lifestyle Apps
- Magazine & Newspaper Apps
- Photo & Video Apps
- Productivity Apps
- Travel & Weather Apps

Influencer & Celebrity Brand Partnership

- Facebook Partnership
- Instagram Partnership
- Multi-Platform Campaign
- Musical.ly Partnership
- Snapchat Partnership
- Twitter Partnership
- Vine Partnership
- YouTube Partnership

Video By Platform

- Facebook Live
- Facebook Video
- Instagram Story
- Instagram Video
- Snapchat Discover Story
- Snapchat Story
- Twitter Video

Video Content

- 360 Video
- Augmented Reality
- Comedy Video
- Ephemeral Video
- Instructional
- Live Event Coverage
- Live News Coverage
- Livestreaming Video
- Long Form Video
- Medium Length Video
- Short Form Video
- Video Pre-Roll
- Virtual Reality

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PAST AWARD HONOREES



visit shortyawards.com/archive for a full list.

Winners of the 8th Annual Shorty Awards for Brands & Organizations



BLAH Airlines
Eleven Inc., Virgin America



#BornAndMade
Love Social, Carol's Daughter



The Tweeting Mattress
Casper



Parenting Unfiltered
Something Massive, Plum Organics



Emoji Ordering
CP+B, Domino's



Endless Table
Havas Worldwide Chicago, Reynolds

Previous brand and agency entrants include:

