2021 Golden Trumpet Awards - Categories

1. **Advocacy**: Programs that shaped perceptions on behalf of an organization or cause.
2. **Annual Reports**: Digital or printed publications that effectively summarized an organization’s previous year of operations.
3. **Community Relations**: Includes communications programs that sought to serve, educate, enlighten or influence a specific community or communities.
4. **Content Marketing**: Programs that demonstrated informational content that drove sales, donations or customer retention.
5. **Corporate Social Responsibility**: Programs that helped demonstrate a corporation’s commitment to a cause or an issue.
7. **COVID-19 - Internal Response**: Programs that successfully conveyed an organization’s response to COVID-19 for its employees or members.
8. **Crisis Communication**: Programs that successfully managed a crisis that impacted an organization’s reputation, employees or brand.
9. **Integrated Marketing Communications**: Public relations programs that unified different marketing methods such as mass marketing, one-to-one marketing, promotion and direct marketing.
10. **Internal Communications**: Messaging to employees or members.

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11. **International Campaigns:** Programs that were implemented beyond the borders of the USA.

12. **Marketing - Branding:** The most effective, comprehensive programs that drove a brand to resonate with key audiences.

13. **Marketing - Business to Business and Business Services:** The most effective, comprehensive programs that drove business to business communication.

14. **Marketing - Consumer/Lifestyle:** The most effective programs that supported a consumer brand or product for today’s evolving lifestyles.

15. **Marketing - Food & Beverage:** The most effective programs to publicize, promote, and support the marketing of food and beverage brands.

16. **Marketing - Healthcare/Medical:** The most effective programs to publicize and educate key audiences about health/medical products or services.

17. **Media Relations - Business to Business and Business Services:** Effective messaging about products or services targeting businesses and industrial companies and organizations.

18. **Media Relations - Business to Consumer:** Effective use of media relations to promote a business to consumers.

19. **Media Relations - Corporate:** Working with media for the purpose of informing the general public, employees and investors about news relating to a corporation.
20. **Media Relations - COVID-19**: Worked with the media for the purpose of informing the general public, employees, and other stakeholders on how to mitigate the spread of COVID-19.

21. **Media Relations - Nonprofit**: Effectively promoted a nonprofit cause to reach supporters and the general public.

22. **Multicultural Campaigns**: Campaigns in English or a foreign language that targeted a multicultural audience.

23. **Public Affairs**: Programs or campaigns designed to support a concern, especially those dealing with current social or political issues.

24. **Publications**: Blog posts, books, magazines, newsletters, on-line newsletters and other reports.

25. **Social Media**: The most effective use of social media that provided timely, customized information to critical audiences on demand.

26. **Special Events - In-Person**: Open-house celebrations, commemoration of anniversaries, ceremonies connected with new installations; events in connection with national observances or local celebrations.

27. **Special Events - Virtual**: Any special event that included an element where people could experience a special celebration, conversation, or performance while others simultaneously tuned in from other locations.

28. **Video**: Video produced to promote an organization, issue, or campaign.

29. **Websites**: Websites that effectively built a brand, promoted a product, service or issue, and expanded site visits.