

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.
6. **COVID-19 - External Response**: Programs that successfully conveyed an organization's response to COVID-19 for an external audience.
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.

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.