

OCpra Awards Competition Categories and Descriptions

Bright Ideas & Square Peg Categories:

- 100. Bright Idea - General: Special communications, event materials or promotional ideas that were extraordinary or highly successful.
- 101. Bright Idea - Recruitment: Special communications, event materials or promotional ideas specifically designed for admissions and recruitment that were extraordinary or highly successful.
- 102. Bright Idea – Alumni/Fundraising: Special communications, event materials or promotional ideas specifically designed for alumni relations or fundraising that were extraordinary or highly successful.
- 103. Shoe String: Something impressive you created on a small budget. Cost must be included.
- 104. Square Peg: A general, wildcard design category which includes any items that do not fit into any other category.

Brochure & Direct Mail Categories:

- 105. Small Brochure: Flyer or booklet 8-pages or less.
- 106. Larger Brochure - Annual Report/Program/Capital Campaign: Printed or electronic piece that is more than 8 pages.
- 107. Direct Mail Piece: Letter, post card or brochure that has been mailed.

Design Categories:

- 108. Holiday Greetings: Any holiday promotion (not limited to Christmas)
- 109. Before & After: Any communication piece (e.g., website, publication, etc.) that has been redesigned/revamped. Must include both an example of the old and new versions and indicate which is old and which is new.
- 110. Cover Design: Cover can come from any magazine, special publication or other materials.
- 111. Logo Design: Logo or icon design
- 112. T-shirt Design: Unique T-shirt used to promote an event or purpose
- 113. Print or Digital Advertising: Advertisements that have appeared in a printed publication or designed for digital mediums.

Events & Promotions Categories:

- 114. Events/Promotion: Multifaceted marketing projects toward a single event or series. Submit variety of themed materials.
- 115. Campaign - General: Any general campaign to meet a specific marketing objective. Must demonstrate connectivity between elements/materials and results of campaign.

116. Campaign - Recruitment: Campaigns specifically designed for admissions and recruitment. Must demonstrate connectivity between elements/materials and results of campaign.

117. Campaign – Alumni/Fundraising: Campaigns specifically designed for alumni relations or fundraising. Must demonstrate connectivity between elements/materials and results of campaign.

118. Promotional Item: Unique promotional item used to promote an event or purpose.

Photography Categories:

119. Traditional Photo: Photos of any subject (excluding sports).

120. Traditional Sports Photo: Photos of any athletic activity or competition.

121. Portrait Photography: Portrait-style photo of an individual.

Poster Design Categories:

122. Poster Design (General): Any poster, excluding fine art/culture or athletics

123. Poster Design (Culture/Fine Arts): Poster that focus on fine arts, cultural activities, such as music, theater, fine arts, etc.

124. Poster Design (Sports): Electronic or print publication focused on an organization's athletic program or athletes.

Publications Categories:

125. Special Publications: Annual reports, one-time special event publications.

126. Magazine (Print or Digital): Electronic or print publication focused on an organization's activities.

127. Viewbook: Admissions Viewbook.

Video Categories:

128. Video Featurette: Program or video (less than :60 seconds)

129. Video Feature - General: Program or video featured (more than :60 seconds)

130. Video Feature - Athletics: Program or video featured (more than :60 seconds) specifically designed for athletics.

Web and Social Media Categories:

131. Best Use of Social Media: Entries can include a single post, tweet, graphic or campaign that is specifically designed for a special event/student life/athletic event on social media.

132. Social Media Campaign: Entries can include a series of post, tweet or graphic specifically designed for social media or any campaigns that are specifically designed for social media platforms.

133. Web Design: Any redesigned or new website is eligible. Must submit URL.

Writing Categories:

134. News Writing (Under 250 Words): Press release or text developed specifically for media with less than 250 words).

135. News Writing (250+ Words): Press release or text developed specifically for media with 250 or more words).

136. Full Length Feature: Stories that are more than 1,000 words in length that may focus on news or event (excluding human interest stories).

137. Full Length Feature - Human Interest: Stories that are more than 1,000 words in length which profile a person, or people, or a pet in an emotional way.

138. Featurette: Stories that are less than 1,000 words in length.

139. Best Headline: Submit complete article and state why it's the best headline.