

43rd Annual Telly Awards Categories

* Denotes new category

Denotes \$55 category



Non-Broadcast

Film and Video productions created for non-broadcast purposes

People's Telly Category

People's Telly: Non-Broadcast Production

Film and Video Productions not intended for television broadcast.

Craft Categories

3D Graphics/Animation (Non-Stereoscopic)

Non-Broadcast video production with the implemented use of 3D Graphics and Animation.

Art Direction

Specialty category that only considers the art direction of a piece.

Character Design

Specialty category that only considers the character design within an animated piece.

Directing

Specialty category in which only the direction of the piece will be evaluated.

Editing

Specialty category that only considers the editing of a piece.

Fully Animated piece

Non Broadcast piece created fully with animation.

Lighting

Specialty category that only considers the use of lighting.

Motion Graphics / Design

Specialty category that only considers the motion graphics incorporated into a piece.

Title Design

Specialty category that only considers the title design incorporated into a piece.

Use of 2D Animation

Specialty category that only considers the use of 2D animation in a piece.

Use of 3D Animation

Specialty category that only considers the use of 3D animation in a piece.

Use of Animation

Specialty category that only considers the use of animation.

Use of Archival Footage

Specialty category in which only the use of archival footage will be evaluated.

Use of Comedy

Specialty category that only considers the use of humor.

Use of Graphics

Specialty category that only considers the use of graphics.

Use of Music

Specialty category that only considers the use of music.

Use of Stock Footage

Specialty category that only considers the use of stock footage in a piece.

Videography / Cinematography

Specialty category that only considers the Videography/Cinematography value of a piece.

Craft Categories Cont.

Visual Effects

Specialty category that only considers the visual effects incorporated in a piece.

Voiceover

Specialty category that only considers the voiceover of the piece.

Writing

Specialty category that only considers the copy writing of a piece.

General Categories

Automotive / Vehicles

Non-Broadcast film or video production created to inform the viewer about topics related to the automotive industry.

Beauty, Fashion & Lifestyle

Non-Broadcast film or video featuring, promoting or documenting beauty, fashion and/or lifestyle.

Biography

Non-Broadcast productions depicting an account or accounts of a person's life.

Cause Marketing

Non-Broadcast productions created for the marketing of social and other charitable causes.

Charitable

Non-Broadcast film or video created for a non-profit organization.

Children's Audience

Non-Broadcast film or video production created for a children's audience.

Comedy

Non-Broadcast productions created specifically to make viewers laugh.

Corporate Image

Non-Broadcast film or video created to launch or elevate the image of a corporation.

Cultural

Non-Broadcast film or video production relating to cultural topics and events.

Direct Marketing

Non-Broadcast film or video production that can be used as a direct marketing tool.

Diversity & Inclusion

Non-Broadcast video production promoting Diversity & Inclusion.

Documentary: Individual

Non-Broadcast productions created to document important/interesting events or people.

Documentary: Series

Non-Broadcast series produced to document important/interesting events or people.

Drama*

Non-broadcast film or video capturing a narrative work of theatre that was performed live.

Education & Training

Non-Broadcast film or video used as education material.

43rd Annual Telly Awards Categories

* Denotes new category

Denotes \$55 category



Non-Broadcast

Film and Video productions created for non-broadcast purposes

General Categories Cont.

Educational Institution

Non-Broadcast productions created in order to inform the viewer about an educational institution.

Employee Communications

Non-Broadcast film or video production created for the purpose of relaying information to employees.

Entertainment

Non-Broadcast film or video production created for entertainment purposes.

Fitness

Non-Broadcast productions promoting or featuring fitness products, services, or facilities

Fund Raising

Non-Broadcast film or video created to generate donations and other revenue.

Government Relations

Non-Broadcast film or video produced to convey information from government entities to the general public.

Health & Safety*

Non-Broadcast film or video designed to to promote education and training around the health and/or safety of its viewers.

Health and Wellness

Non-Broadcast film or video created to provide information/instruction related to the overall health and well-being of an individual or group.

History

Non-Broadcast film or video created to inform viewers about important/interesting events or people.

How-To/DIY

Non-Broadcast film or video produced to instruct viewers on how to complete certain tasks.

Hybrid Events*

Non-Broadcast content designed for integration virtually as part of a hybrid event.

Information

Non-Broadcast productions created to inform viewers about various topics.

Internal Communications

Non-Broadcast video production for the purposes of internal communications.

Lifestyle

Non-Broadcast productions depicting the way in which a person or group lives.

Live Events

Non-Broadcast film or video created to showcase a live event.

Low Budget (under \$700 per minute)

Non-Broadcast film or video created for less than \$700 per minute of video.

Miscellaneous

Non-Broadcast film or video that may not fit any other categories.

Motivational

Non-Broadcast film or video intended to motivate or inspire the viewer.

Museums & Galleries

Non-Broadcast film or video produced by or for museums and galleries

Music/Concert

Non-Broadcast film or video produced from a live concert or for a musical presentation.

Nature/Wildlife

Non-Broadcast film or video created to inform viewers about nature and wildlife.

Not-for-profit

Non-Broadcast productions promoting or produced by a charitable or not-for-profit organization.

Pharmaceuticals

Non-Broadcast film or video created to inform viewers about pharmaceutical companies or the products they produce.

Production Co./Ad Agency Demo Reel

Non-Broadcast film or video produced by production houses or ad agencies as a demonstration piece for prospective clients.

Public Relations

Non-Broadcast film or video produced to be used as a public relations tool.

Recruitment

Non-Broadcast film or video produced to recruit new employees or volunteers.

Religion/Spirituality

Non-Broadcast film or video created to inform viewers about religious topics.

Remote Production

Non-broadcast film or video produced or directed remotely.

Safety

Non-Broadcast film or video produced to instruct or inform viewers about safety regulations and procedures.

Sales

Non-Broadcast film or video created to promote the sale of a product or service.

Social Impact

Non-Broadcast productions created to inform or influence the viewer about social issues.

Social Issues

Non-Broadcast film or video created to inform or influence the viewer about social issues.

Social Responsibility

Non-Broadcast Film and Video Productions created for promoting social issues.

Sports

Non-Broadcast film or video about sports or issues pertaining to sports.

Student

Non-Broadcast productions produced by an individual or group of students. Category limited to the work of people currently enrolled in academic programs.

43rd Annual Telly Awards Categories

* Denotes new category

Denotes \$55 category



Non-Broadcast

Film and Video productions created for non-broadcast purposes

General Categories Cont.

Sustainability*

Non-broadcast film or video focused on the sustainability -the additional environmental and social benefits - of its product or service.

Training (for Corporate use)

Non-Broadcast film or video created for corporations to be used for training purposes.

Travel & Tourism

Non-Broadcast film or video created to inform the viewer about travel and tourism (airlines, vacation rentals, resorts, destinations, auto-rentals, etc.

Workplace Culture*

Non-broadcast film or video aimed at promoting or celebrating workplace culture at an organization.

Outdoor / Environmental Categories

Billboard

Outdoor/environmental film or video production displayed on a billboard.

In-Store

Outdoor/environmental film or video produced for in-store promotion.

Non-Traditional

Outdoor/environmental film or video production displayed at a non-traditional outdoor environment.

Other

Outdoor/environmental film or video production that may not fit into any other categories.