

## The Social Stars 2024 - Categories

CAMPAIGN AWARDS			
CA01	Best Affiliate Marketing Campaign	CA17	Best Marketing Automation Campaign
CA02	Best AI Integrated Campaign	CA18	Best Mobile Campaign
CA03	Best Audience Engagement Campaign	CA19	Best Multi-Platform Campaign
CA04	Best B2B Campaign	CA20	Best Online PR/Reputation Management
CA05	Best B2C Campaign	CA21	Best Paid Ads Campaign
CA06	Best Brand Strategy	CA22	Best Performance-driven Campaign
CA07	Best Campaign Based on Marketing Analytics	CA23	Best Regional/Local Campaign
CA08	Best Community Engagement	CA24	Best Retargeting Campaign
CA09	Best Contest or Game	CA25	Best Socio Economic Development Campaign
CA10	Best Crisis Management Campaign	CA26	Best Technology-led Marketing Campaign
CA11	Best Customer Service through Social	CA27	Best Trend/Moment Marketing
CA12	Best Gamification Campaign	CA28	Best Use of Data Driven Media
CA13	Best Global Campaign	CA29	Best Use of Influencer Marketing
CA14	Best Integrated Campaign	CA30	Best Use of Location Based Targeting
CA15	Best Live Campaign	CA31	Best Viral Marketing Campaign
CA16	Best Low-Budget Marketing Campaign	CA32	Most Creative Campaign

INFLUENCER AWARDS			
IA01	Best Influencer/Partnership - Agency	IA08	Best Influencer/Partnership - Multi-Platform
IA02	Best Influencer/Partnership - Brand	IA09	Best Influencer/Partnership - Non Profit
IA03	Best Influencer/Partnership - Celebrity	IA10	Best Influencer/Partnership - Pinterest
IA04	Best Influencer/Partnership - Entertainment	IA11	Best Influencer/Partnership - Snapchat
IA05	Best Influencer/Partnership - Facebook	IA12	Best Influencer/Partnership - YouTube
IA06	Best Influencer/Partnership - Instagram	IA13	Best Influencer/Partnership -TikTok
IA07	Best Influencer/Partnership - LinkedIn	IA14	Best Influencer/Partnership -Twitter

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ONLINE PRESENCE AWARDS			
OP01	Best Online Presence - Clubhouse	OP07	Best Online Presence - Reddit
OP02	Best Online Presence - Facebook	OP08	Best Online Presence - Snapchat
OP03	Best Online Presence - Instagram	OP09	Best Online Presence - TikTok
OP04	Best Online Presence - LinkedIn	OP10	Best Online Presence - Tumblr
OP05	Best Online Presence - Overall	OP11	Best Online Presence - Twitter
OP06	Best Online Presence - Pinterest	OP12	Best Online Presence - YouTube
SOCIAL PLATFORM AWARDS			
SP01	Best Access & Rewards Campaign	SP08	Best Use of Instagram Reels
SP02	Best Call to Action in a Campaign	SP09	Best Use of Instagram Stories
SP03	Best Use of AR Filters	SP10	Best Use of LinkedIn Live
SP04	Best Use of Chatbots	SP11	Best Use of Polls & Surveys
SP05	Best Use of Facebook Live	SP12	Best Use of TikTok Video
SP06	Best Use of Facebook Stories	SP13	Best Use of Twitter Live
SP07	Best Use of Instagram Live/IGTV	SP14	Best Use of Youtube Live
CONTENT AWARDS			
CO01	Best Business Content	CO15	Best Non Fiction Content
CO02	Best Content Strategy	CO16	Best Regional Content
CO03	Best Drama Content	CO17	Best Short form Content
CO04	Best Educational Content	CO18	Best Sports Content
CO05	Best Entertaining Content	CO19	Best Technical Content
CO06	Best Fiction Content	CO20	Best Thriller Content
CO07	Best Financial Content	CO21	Best Use of Animation
CO08	Best Horror Content	CO22	Best Use of Gifs
CO09	Best Humorous Content	CO23	Best Use of Graphics
CO10	Best Lifestyle Content	CO24	Best Use of Meme
CO11	Best Long form Content	CO25	Best Use of Photography
CO12	Best Motivational Content	CO26	Best Use of Video
CO13	Best Music Content	CO27	Best User Generated Content
CO14	Best News Content	CO28	Most Trending hashtags

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SECTOR SPECIFIC AWARDS			
SS01	Best Social Strategy/Campaign - Advertising/Marketing and PR	SS25	Best Social Strategy/Campaign - Healthcare/Fitness Enterprise
SS02	Best Social Strategy/Campaign - Agricultural Enterprise	SS26	Best Social Strategy/Campaign - Homcare Enterprise
SS03	Best Social Strategy/Campaign - Automobile Enterprise	SS27	Best Social Strategy/Campaign - Hospitality
SS04	Best Social Strategy/Campaign - Aviation & Defense	SS28	Best Social Strategy/Campaign - Industrial Products Enterprise
SS05	Best Social Strategy/Campaign - BioTech	SS29	Best Social Strategy/Campaign - IOT Enterprise
SS06	Best Social Strategy/Campaign - Business Solutions Enterprise	SS30	Best Social Strategy/Campaign - ITEnterprise
SS07	Best Social Strategy/Campaign - Cause/NPO/NGO/CSR	SS31	Best Social Strategy/Campaign - ITES Enterprise
SS08	Best Social Strategy/Campaign - Chemicals	SS32	Best Social Strategy/Campaign - Legal
SS09	Best Social Strategy/Campaign - Commercial Real Estate Enterprise	SS33	Best Social Strategy/Campaign - Lifestyle
SS10	Best Social Strategy/Campaign - Commodities Enterprise	SS34	Best Social Strategy/Campaign - Manufacturing Enterprise
SS11	Best Social Strategy/Campaign - Conglomerate	SS35	Best Social Strategy/Campaign - Media Enterprise
SS12	Best Social Strategy/Campaign - Consulting Enterprise	SS36	Best Social Strategy/Campaign - Mobile App
SS13	Best Social Strategy/Campaign - CPG (Durables/Non-Durables) Enterprise	SS37	Best Social Strategy/Campaign - News
SS14	Best Social Strategy/Campaign - eCommerce Enterprise	SS38	Best Social Strategy/Campaign - OEMs
SS15	Best Social Strategy/Campaign - Educational Institution/Enterprise	SS39	Best Social Strategy/Campaign - Others
SS16	Best Social Strategy/Campaign - Electronics Enterprise	SS40	Best Social Strategy/Campaign - Political leader/Organization/Movement
SS17	Best Social Strategy/Campaign - Energy Enterprise	SS41	Best Social Strategy/Campaign - Professional Services
SS18	Best Social Strategy/Campaign - Entertainment Enterprise	SS42	Best Social Strategy/Campaign - Real Estate Enterprise
SS19	Best Social Strategy/Campaign - Events	SS43	Best Social Strategy/Campaign - Retail Enterprise
SS20	Best Social Strategy/Campaign - Fashion & Beauty	SS44	Best Social Strategy/Campaign - Socio-economic Program/Activity/Scheme
SS21	Best Social Strategy/Campaign - Financial Services/Banking Enterprise	SS45	Best Social Strategy/Campaign - Sports Enterprise
SS22	Best Social Strategy/Campaign - FMCG Enterprise	SS46	Best Social Strategy/Campaign - Telecommunications
SS23	Best Social Strategy/Campaign - Food & Beverages Enterprise	SS47	Best Social Strategy/Campaign - Tourism/Travel/Transportation Enterprise
SS24	Best Social Strategy/Campaign - Gaming	SS48	Best Social Strategy/Campaign - Utilities

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INDIVIDUAL AWARDS			
ID01	Best Account Management (Manager/Team Lead)	ID14	Best Illustration (Illustrator)
ID02	Best Analytics (Manager/Team Lead)	ID15	Best Marketing (Manager/Team Lead)
ID03	Best Animation (Manager/Team Lead)	ID16	Best Partnership Management (Manager/Team Lead)
ID04	Best Art Direction (Director)	ID17	Best Photography (Photographer)
ID05	Best Brand Marketing (Manager/Team Lead)	ID18	Best PR (Manager/Team Lead)
ID06	Best Campaign Management (Manager/Team Lead)	ID19	Best Production (Manager/Team Lead)
ID07	Best Communications (Manager/Team Lead)	ID20	Best Project Management (Manager/Team Lead)
ID08	Best Community Management (Manager/Team Lead)	ID21	Best Research (Manager/Team Lead)
ID09	Best Content (Manager/Team Lead)	ID22	Best Sales (Manager/Team Lead)
ID10	Best Copywriting (Copywriter)	ID23	Best Social Media (Manager/Team Lead)
ID11	Best Creative Direction (Creative Director)	ID24	Best Strategy (Manager/Team Lead)
ID12	Best Design (Designer)	ID25	Best Talent Management (Manager/Team Lead)
ID13	Best Editing (Editor)	ID26	Best Video (Videographer)

APEX AWARDS			
AA01	Influencer of the Year	AA04	Social Media Person of the Year
AA02	Online Presence of the Year	AA05	Social Media Start-up of the Year
AA03	Social Media Agency of the Year	AA06	Social Media Strategy of the Year