

Category Code	Category Name	Description
CAMPAIGN AWARDS		
CA01	Best Affiliate Marketing Campaign	Recognises campaigns that drive results through strategic affiliate partnerships and networks.
CA02	Best AI Integrated Campaign	Recognises campaigns that effectively integrate AI to enhance creativity, engagement, or performance.
CA03	Best Audience Engagement Campaign	Recognises campaigns that successfully capture attention and create meaningful audience interaction.
CA04	Best B2B Campaign	Recognises impactful social campaigns designed to engage and influence B2B audiences.
CA05	Best B2C Campaign	Recognises campaigns that effectively engage consumers and drive brand or business outcomes.
CA06	Best Brand Strategy	Recognises strategic social initiatives that strengthen brand positioning, relevance, and growth.
CA07	Best Campaign Based on Marketing Analytics	Recognises campaigns that use analytics and insights to inform strategy and improve results.
CA08	Best Community Engagement	Recognises campaigns that successfully build, nurture, and engage active online communities.
CA09	Best Contest or Game	Recognises creative contests or social games that drive participation, engagement, and brand interaction.
CA10	Best Crisis Management Campaign	Recognises effective social strategies that protect and rebuild brand reputation during a crisis.
CA11	Best Customer Service through Social	Recognises brands delivering exceptional customer support and resolution through social platforms.
CA12	Best Gamification Campaign	Recognises campaigns using game mechanics to increase participation, engagement, and loyalty.
CA13	Best Global Campaign	Recognises social campaigns that successfully connect with audiences across multiple international markets.
CA14	Best Integrated Campaign	Recognises campaigns that seamlessly integrate social with multiple marketing channels for greater impact.
CA15	Best Live Campaign	Recognises real-time social campaigns that create engagement around live events, launches, or moments.
CA16	Best Low-Budget Marketing Campaign	Recognises campaigns that achieve exceptional impact and results with limited budgets.
CA17	Best Marketing Automation Campaign	Recognises campaigns that use automation to improve targeting, engagement, efficiency, or conversion.
CA18	Best Mobile Campaign	Recognises campaigns specifically designed to deliver engaging mobile-first brand experiences.
CA19	Best Multi-Platform Campaign	Recognises campaigns that effectively connect audiences across multiple social and digital platforms.
CA20	Best Online PR/Reputation Management	Recognises social and digital initiatives that effectively build, protect, or enhance brand reputation.
CA21	Best Paid Ads Campaign	Recognises paid social campaigns that demonstrate strong creativity, targeting, and measurable results.
CA22	Best Performance-driven Campaign	Recognises campaigns that deliver outstanding measurable business, marketing, or conversion results.
CA23	Best Regional/Local Campaign	Recognises campaigns that effectively connect with audiences through local or regional relevance.
CA24	Best Retargeting Campaign	Recognises campaigns that successfully re-engage audiences through strategic retargeting.
CA25	Best Socio Economic Development Campaign	Recognises social campaigns that create awareness and meaningful impact around socio-economic development.
CA26	Best Technology-led Marketing Campaign	Recognises campaigns that leverage innovative technology to enhance marketing effectiveness and engagement.
CA27	Best Trend/Moment Marketing	Recognises campaigns that creatively and effectively leverage timely trends, conversations, or cultural moments.
CA28	Best Use of Data Driven Media	Recognises campaigns that use audience and performance data to optimise media strategy and outcomes.
CA29	Best Use of Influencer Marketing	Recognises campaigns that strategically leverage influencers to build reach, relevance, and engagement.
CA30	Best Use of Location Based Targeting	Recognises campaigns that use location intelligence to deliver relevant and targeted audience experiences.
CA31	Best Viral Marketing Campaign	Recognises campaigns that achieve exceptional organic reach, sharing, conversation, and cultural impact.

Category Code	Category Name	Description
CA32	Most Creative Campaign	Recognises campaigns that demonstrate exceptional originality, creativity, and innovative thinking.
CA33	Best Social Customer Care Strategy	Recognises strategies that deliver responsive, consistent, and effective customer care through social media.
CA34	Best Social Listening & Response Strategy	Recognises brands that turn social listening into timely, relevant, and effective responses.
CA35	Best Social Customer Experience Campaign	Recognises campaigns that create seamless, engaging, and memorable customer experiences through social.
CA36	Best Festive Marketing Campaign	Recognises campaigns that creatively leverage festive occasions to drive engagement and brand connection.
CA37	Best Cultural & Festive Moment Marketing	Recognises campaigns that authentically connect brands with cultural and festive moments.
CA38	Best Festive Engagement Campaign	Recognises festive campaigns that inspire exceptional audience participation and interaction.
CA39	Best Social-Led Experiential Campaign	Recognises experiences designed around social media to amplify participation, engagement, and reach.
CA40	Best Experiential Marketing Campaign	Recognises immersive brand experiences that create meaningful audience engagement and impact.
CA41	Best Live & Real-Time Social Campaign	Recognises campaigns that leverage real-time conversations and moments to drive social engagement.
CA42	Best Creator-Led Campaign	Recognises campaigns where creators play a central role in shaping storytelling, engagement, and impact.
CA43	Best Micro/Nano Influencer Campaign	Recognises campaigns that effectively leverage smaller creators for authentic and targeted engagement.
CA44	Best Influencer-Driven Performance Campaign	Recognises influencer campaigns that combine creator impact with measurable performance outcomes.
CA45	Best Internal Communications Campaign on Social/Digital	Recognises digital campaigns that effectively inform, connect, and engage internal audiences.
CA46	Best Employee Advocacy Programme	Recognises programmes that empower employees to become authentic advocates for their organisation.
CA47	Best Employer Brand Social Campaign	Recognises social campaigns that strengthen employer brand perception and attract talent.
CA48	Best Employee Engagement Campaign	Recognises campaigns that successfully foster employee participation, connection, and engagement.
CA49	Best Podcast Marketing Campaign	Recognises campaigns that effectively use social and digital channels to promote podcasts and build audiences.
CA50	Best Digital Audio Campaign	Recognises innovative audio-led campaigns that engage audiences across digital platforms.
CA51	Best Social + Radio Integrated Campaign	Recognises campaigns that effectively combine social media and radio to amplify reach and engagement.
CA52	Best Sports Social Media Campaign	Recognises campaigns that use social media to create strong engagement around sports and sporting properties.
CA53	Best Sports Fan Engagement Campaign	Recognises campaigns that build meaningful interaction and participation among sports fans.
CA54	Best Sports Moment Marketing Campaign	Recognises campaigns that creatively capitalise on timely sports moments, events, or conversations.
CA55	Best Social Media Campaign for an App	Recognises campaigns that use social media to drive awareness, downloads, and engagement for an app.
CA56	Best App Engagement Campaign	Recognises campaigns that effectively drive ongoing user engagement and activity within an app.
CA57	Best Social Commerce App Campaign	Recognises campaigns that successfully combine social engagement with app-based commerce and conversions.
CA58	Best App Launch Campaign	Recognises innovative campaigns that create awareness, downloads, and momentum for an app launch.
CA59	Best Generative AI Campaign	Recognises campaigns that creatively use generative AI to deliver innovative marketing outcomes.
CA60	Best Conversational AI Campaign	Recognises campaigns using conversational AI to create personalised and engaging customer interactions.
CA61	Best AI-Powered Social Media Campaign	Recognises social campaigns that use AI to enhance targeting, content, engagement, or performance.
CA62	Best AI-Powered Influencer Campaign	Recognises influencer campaigns enhanced by AI-driven creativity, targeting, or optimisation.
CA63	Best AI-Powered Advertising Campaign	Recognises advertising campaigns that use AI to improve creativity, targeting, optimisation, or results.

Category Code	Category Name	Description
CA64	Best AI-Powered Video Campaign	Recognises video campaigns that use AI to enhance creation, personalisation, storytelling, or performance.
CA65	Best AI-Powered Search Strategy	Recognises innovative strategies using AI to improve search visibility, discovery, and performance.
CA66	Best AI-Powered Lead Generation Campaign	Recognises campaigns that leverage AI to identify, attract, qualify, and convert prospects.
CA67	Best AI-Powered Performance Marketing Campaign	Recognises performance campaigns using AI to optimise targeting, conversion, and measurable outcomes.
CA68	Best User-Generated Content Campaign	Recognises campaigns that successfully harness audience-created content to build authenticity and engagement.
CA69	Best Social Media Launch Campaign	Recognises social-first campaigns that create strong awareness and momentum around a new launch.
CA70	Best Always-On Social Media Strategy	Recognises consistent, strategic social activity that continuously builds engagement and brand presence.
CA71	Best Social Listening Strategy	Recognises strategies that use social conversations and insights to inform smarter brand decisions.
CA72	Best Social Media Personalisation Strategy	Recognises strategies that deliver personalised social experiences based on audience needs and behaviour.
CA73	Best Generative AI Social Media Campaign	Recognises social campaigns using generative AI to create innovative content and audience experiences.
CA74	Best AI-Powered Social Personalisation Strategy	Recognises AI-driven strategies that deliver highly personalised social content and experiences.
CA75	Best AI-Powered Social Listening Strategy	Recognises strategies that use AI to analyse social conversations and generate actionable insights.
CA76	Best AI-Powered Creator Campaign	Recognises creator campaigns enhanced by AI-driven content, ideation, targeting, or optimisation.
CA77	Best AI-Generated Social Storytelling	Recognises innovative storytelling created or enhanced through generative AI for social platforms.
CA78	Best AI-Powered Social Customer Experience	Recognises AI-enabled social experiences that improve customer interactions, service, and satisfaction.
CA79	Best AI-Powered Social Commerce Campaign	Recognises campaigns using AI to enhance social shopping, discovery, personalisation, or conversion.
CA80	Best AI-Powered Social Advertising Strategy	Recognises social advertising strategies that leverage AI for smarter targeting, creative, and optimisation.
CA81	Best AI-Powered Trend & Moment Marketing	Recognises campaigns using AI to identify and activate relevant trends and cultural moments.
CA82	Best AI-Powered Influencer Marketing Strategy	Recognises influencer strategies that use AI to improve creator selection, content, targeting, or performance.
CA83	Best AI-Powered Social Video Campaign	Recognises social video campaigns enhanced by AI-driven creation, personalisation, or optimisation.
CA84	Best AI-Powered Social Media Automation	Recognises innovative use of AI to automate and optimise social media operations and engagement.
INFLUENCER AWARDS		
IA01	Best Influencer/Partnership - Agency	Recognises agencies delivering outstanding influencer partnerships that create measurable brand impact.
IA02	Best Influencer/Partnership - Brand	Recognises brands that build effective and impactful influencer partnerships.
IA03	Best Influencer/Partnership - Celebrity	Recognises impactful celebrity partnerships that deliver strong audience and brand engagement.
IA04	Best Influencer/Partnership - Entertainment	Recognises influencer partnerships within entertainment that create meaningful audience impact.
IA05	Best Influencer/Partnership - Facebook	Recognises outstanding influencer partnerships executed on Facebook.
IA06	Best Influencer/Partnership - Instagram	Recognises outstanding influencer partnerships executed on Instagram.
IA07	Best Influencer/Partnership - LinkedIn	Recognises effective influencer partnerships that engage professional audiences on LinkedIn.
IA08	Best Influencer/Partnership - Multi-Platform	Recognises influencer partnerships that effectively engage audiences across multiple platforms.
IA09	Best Influencer/Partnership - Non Profit	Recognises influencer partnerships that advance awareness and engagement for non-profit causes.
IA10	Best Influencer/Partnership - Pinterest	Recognises creative influencer partnerships that drive engagement on Pinterest.

Category Code	Category Name	Description
IA11	Best Influencer/Partnership - Snapchat	Recognises innovative influencer partnerships that engage audiences on Snapchat.
IA12	Best Influencer/Partnership - YouTube	Recognises influencer partnerships that deliver strong storytelling and engagement on YouTube.
IA13	Best Influencer/Partnership - TikTok	Recognises creative influencer partnerships that drive impact and engagement on TikTok.
IA14	Best Influencer/Partnership - Twitter	Recognises effective influencer partnerships that drive conversations and engagement on Twitter.
IA15	Best Creator Collaboration	Recognises collaborations between creators that deliver distinctive and engaging content.
IA16	Best Long-Term Creator Partnership	Recognises sustained creator relationships that build authentic and lasting brand value.
IA17	Best Athlete/Creator Collaboration (Sports)	Recognises impactful collaborations between athletes and creators that engage sports audiences.
IA18	Best AI Creator Collaboration	Recognises innovative collaborations between creators and AI technologies or AI-driven personas.
ONLINE PRESENCE AWARDS		
OP01	Best Online Presence - Clubhouse	Recognises the most engaging and effective brand presence on Clubhouse.
OP02	Best Online Presence - Facebook	Recognises a Facebook presence that consistently delivers strong content, engagement, and community impact.
OP03	Best Online Presence - Instagram	Recognises an Instagram presence demonstrating exceptional creativity, consistency, and audience engagement.
OP04	Best Online Presence - LinkedIn	Recognises a LinkedIn presence that effectively builds professional influence and audience engagement.
OP05	Best Online Presence - Overall	Recognises an organisation with an outstanding, consistent, and impactful overall digital presence.
OP06	Best Online Presence - Pinterest	Recognises a Pinterest presence that inspires audiences through strong visual content and engagement.
OP07	Best Online Presence - Reddit	Recognises an effective and authentic brand presence within Reddit communities.
OP08	Best Online Presence - Snapchat	Recognises a creative and engaging brand presence on Snapchat.
OP09	Best Online Presence - TikTok	Recognises a TikTok presence that excels in creativity, relevance, and audience engagement.
OP10	Best Online Presence - Tumblr	Recognises an engaging and distinctive brand presence on Tumblr.
OP11	Best Online Presence - Twitter	Recognises a Twitter presence that drives meaningful conversations, relevance, and engagement.
OP12	Best Online Presence - YouTube	Recognises a YouTube presence that delivers compelling content and sustained audience engagement.
SOCIAL PLATFORM AWARDS		
SP01	Best Access & Rewards Campaign	Recognises campaigns that use exclusive access, benefits, or rewards to drive social engagement.
SP02	Best Call to Action in a Campaign	Recognises campaigns with compelling CTAs that effectively drive audience action.
SP03	Best Use of AR Filters	Recognises innovative use of augmented reality filters to enhance participation and brand interaction.
SP04	Best Use of Chatbots	Recognises effective chatbot experiences that improve engagement, service, or conversion.
SP05	Best Use of Facebook Live	Recognises engaging and effective use of Facebook Live to connect with audiences in real time.
SP06	Best Use of Facebook Stories	Recognises creative use of Facebook Stories to drive attention, engagement, and interaction.
SP07	Best Use of Instagram Live/IGTV	Recognises impactful use of Instagram's live and long-form video formats to engage audiences.
SP08	Best Use of Instagram Reels	Recognises creative and effective use of Instagram Reels to drive reach and engagement.
SP09	Best Use of Instagram Stories	Recognises innovative use of Instagram Stories to build engagement and audience connection.

Category Code	Category Name	Description
SP10	Best Use of LinkedIn Live	Recognises effective use of LinkedIn Live to engage professional audiences and communities.
SP11	Best Use of Polls & Surveys	Recognises creative use of polls and surveys to generate participation and audience insights.
SP12	Best Use of TikTok Video	Recognises compelling TikTok video content that drives engagement, relevance, and reach.
SP13	Best Use of Twitter Live	Recognises effective use of Twitter Live to create real-time audience engagement.
SP14	Best Use of YouTube Live	Recognises engaging live-streamed experiences that build audience participation on YouTube.
SP15	Best Personalised Customer Experience on Social	Recognises personalised social interactions that deliver relevant and memorable customer experiences.
SP16	Best Social Engagement Experience	Recognises innovative social experiences that encourage meaningful audience participation.
SP17	Best Event Amplification through Social Media	Recognises social strategies that significantly extend the reach and impact of live events.
SP18	Best Branded Podcast	Recognises a podcast that effectively builds brand relevance through compelling audio storytelling.
SP19	Best Social Media Promotion for a Podcast	Recognises social strategies that effectively grow awareness and listenership for a podcast.
SP20	Best Corporate/Business Podcast	Recognises podcasts that effectively communicate business, industry, or corporate perspectives.
SP21	Best Use of Audio Storytelling	Recognises creative use of audio to tell compelling stories and connect with audiences.
SP22	Most Innovative Use of AI	Recognises the most innovative application of AI to enhance social media and marketing.
SP23	Best Responsible AI Use in Social Media	Recognises thoughtful and ethical use of AI in creating positive social media outcomes.
CONTENT AWARDS		
CO01	Best Business Content	Recognises business-focused content that delivers relevance, value, and audience engagement.
CO02	Best Content Strategy	Recognises a strategic content approach that consistently delivers audience and business impact.
CO03	Best Drama Content	Recognises compelling dramatic storytelling that captivates social audiences.
CO04	Best Educational Content	Recognises content that effectively informs, educates, and adds value to its audience.
CO05	Best Entertaining Content	Recognises engaging content that successfully entertains and connects with audiences.
CO06	Best Fiction Content	Recognises imaginative fictional storytelling that captures audience attention and engagement.
CO07	Best Financial Content	Recognises impactful content that makes financial topics accessible, relevant, and engaging.
CO08	Best Horror Content	Recognises creative horror storytelling that creates strong audience engagement and impact.
CO09	Best Humorous Content	Recognises witty and entertaining content that effectively engages audiences through humour.
CO10	Best Lifestyle Content	Recognises engaging lifestyle content that inspires, informs, or connects with audiences.
CO11	Best Long Form Content	Recognises in-depth content that sustains audience interest through strong storytelling and value.
CO12	Best Motivational Content	Recognises inspiring content that motivates audiences and creates positive engagement.
CO13	Best Music Content	Recognises creative music-led content that connects with audiences and drives engagement.
CO14	Best News Content	Recognises timely and engaging news content that effectively informs digital audiences.
CO15	Best Non Fiction Content	Recognises compelling factual storytelling that informs and engages audiences.
CO16	Best Regional Content	Recognises culturally relevant content that effectively connects with regional audiences.

Category Code	Category Name	Description
CO17	Best Short Form Content	Recognises concise, engaging content designed for short-form digital consumption.
CO18	Best Sports Content	Recognises compelling sports content that drives audience interest and engagement.
CO19	Best Technical Content	Recognises content that effectively simplifies and communicates complex technical subjects.
CO20	Best Thriller Content	Recognises suspenseful storytelling that captivates and retains audience attention.
CO21	Best Use of Animation	Recognises creative use of animation to enhance storytelling, communication, and engagement.
CO22	Best Use of GIFs	Recognises innovative use of GIFs to create engaging and shareable social content.
CO23	Best Use of Graphics	Recognises visually compelling graphics that enhance communication and audience engagement.
CO24	Best Use of Meme	Recognises creative and culturally relevant use of memes to drive engagement and conversation.
CO25	Best Use of Photography	Recognises exceptional photography that strengthens storytelling and audience connection.
CO26	Best Use of Video	Recognises impactful video content that combines strong storytelling, creativity, and engagement.
CO27	Best User Generated Content	Recognises campaigns that effectively leverage content created by audiences or communities.
CO28	Most Trending Hashtags	Recognises innovative hashtag use that generates exceptional reach, participation, or conversation.
CO29	Best Branded Audio Content	Recognises branded audio content that delivers compelling storytelling and audience connection.
CO30	Best AI-Powered Content Creation	Recognises innovative use of AI to create high-quality, engaging, and effective content.
CO31	Best AI-Powered Social Content Strategy	Recognises social content strategies that use AI to improve creativity, relevance, and performance.
SECTOR SPECIFIC AWARDS		
SS01	Best Social Strategy/Campaign – Advertising/Marketing and PR	Recognises an outstanding social strategy or campaign that drives visibility, engagement, and impact for advertising, marketing, or PR businesses.
SS02	Best Social Strategy/Campaign – Agricultural Enterprise	Recognises innovative social strategies that effectively connect agricultural businesses with customers, communities, and stakeholders.
SS03	Best Social Strategy/Campaign – Automobile Enterprise	Recognises social campaigns that creatively engage automotive audiences and strengthen brand consideration and business impact.
SS04	Best Social Strategy/Campaign – Aviation & Defense	Recognises effective social strategies that build awareness, engagement, and trust within the aviation and defence sector.
SS05	Best Social Strategy/Campaign – BioTech	Recognises social campaigns that effectively communicate biotechnology innovations, solutions, and impact to relevant audiences.
SS06	Best Social Strategy/Campaign – Business Solutions Enterprise	Recognises social strategies that effectively showcase business solutions while engaging professional and enterprise audiences.
SS07	Best Social Strategy/Campaign – Cause/NPO/NGO/CSR	Recognises social campaigns that create awareness, participation, and meaningful impact around social causes and community initiatives.
SS08	Best Social Strategy/Campaign – Chemicals	Recognises social strategies that effectively communicate innovation, products, expertise, and responsible practices within the chemicals sector.

Category Code	Category Name	Description
SS09	Best Social Strategy/Campaign – Commercial Real Estate Enterprise	Recognises social campaigns that effectively showcase commercial real estate offerings, developments, and opportunities.
SS10	Best Social Strategy/Campaign – Commodities Enterprise	Recognises social strategies that effectively communicate commodity businesses, market expertise, and industry value.
SS11	Best Social Strategy/Campaign – Conglomerate	Recognises social strategies that effectively manage diverse businesses, brands, audiences, and narratives under one group.
SS12	Best Social Strategy/Campaign – Consulting Enterprise	Recognises social campaigns that establish expertise, thought leadership, and engagement for consulting organisations.
SS13	Best Social Strategy/Campaign – CPG (Durables/Non-Durables) Enterprise	Recognises social strategies that successfully build consumer engagement and brand preference for CPG businesses.
SS14	Best Social Strategy/Campaign – eCommerce Enterprise	Recognises social campaigns that drive discovery, engagement, conversion, and loyalty for eCommerce businesses.
SS15	Best Social Strategy/Campaign – Educational Institution/Enterprise	Recognises social strategies that effectively engage students, educators, parents, and wider education communities.
SS16	Best Social Strategy/Campaign – Electronics Enterprise	Recognises social campaigns that creatively showcase electronics products, innovation, and consumer experiences.
SS17	Best Social Strategy/Campaign – Energy Enterprise	Recognises social strategies that effectively communicate energy solutions, innovation, sustainability, and industry leadership.
SS18	Best Social Strategy/Campaign – Entertainment Enterprise	Recognises social campaigns that build excitement, engagement, and audience connection around entertainment brands and content.
SS19	Best Social Strategy/Campaign – Events	Recognises social strategies that effectively build awareness, participation, engagement, and momentum around events.
SS20	Best Social Strategy/Campaign – Fashion & Beauty	Recognises visually compelling social campaigns that build brand desirability, engagement, and consumer connection.
SS21	Best Social Strategy/Campaign – Financial Services/Banking Enterprise	Recognises social campaigns that build trust, simplify financial communication, and drive meaningful customer engagement.
SS22	Best Social Strategy/Campaign – FMCG Enterprise	Recognises social strategies that effectively connect FMCG brands with consumers through relevant and engaging content.
SS23	Best Social Strategy/Campaign – Food & Beverages Enterprise	Recognises social campaigns that creatively build appetite, awareness, engagement, and brand affinity.
SS24	Best Social Strategy/Campaign – Gaming	Recognises social strategies that engage gaming communities and drive participation, excitement, and brand growth.
SS25	Best Social Strategy/Campaign – Healthcare/Fitness Enterprise	Recognises social campaigns that promote health, wellness, fitness, and informed audience engagement.

Category Code	Category Name	Description
SS26	Best Social Strategy/Campaign – Homecare Enterprise	Recognises social strategies that effectively engage consumers around homecare products, solutions, and everyday needs.
SS27	Best Social Strategy/Campaign – Hospitality	Recognises social campaigns that create desire, engagement, and meaningful connections around hospitality experiences.
SS28	Best Social Strategy/Campaign – Industrial Products Enterprise	Recognises social strategies that effectively communicate industrial products, expertise, innovation, and business value.
SS29	Best Social Strategy/Campaign – IoT Enterprise	Recognises social campaigns that effectively showcase connected technologies, innovation, and real-world IoT applications.
SS30	Best Social Strategy/Campaign – IT Enterprise	Recognises social strategies that establish technology expertise, innovation, solutions, and industry leadership.
SS31	Best Social Strategy/Campaign – ITES Enterprise	Recognises social campaigns that effectively communicate technology-enabled services, expertise, and business value.
SS32	Best Social Strategy/Campaign – Legal	Recognises social strategies that build professional credibility, thought leadership, and audience trust for legal organisations.
SS33	Best Social Strategy/Campaign – Lifestyle	Recognises social campaigns that inspire audiences and build strong connections around lifestyle interests and experiences.
SS34	Best Social Strategy/Campaign – Manufacturing Enterprise	Recognises social strategies that showcase manufacturing capabilities, innovation, people, and industry leadership.
SS35	Best Social Strategy/Campaign – Media Enterprise	Recognises social campaigns that effectively engage audiences and strengthen the reach and influence of media organisations.
SS36	Best Social Strategy/Campaign – Mobile App	Recognises social campaigns that drive awareness, downloads, engagement, and growth for mobile applications.
SS37	Best Social Strategy/Campaign – News	Recognises social strategies that effectively deliver timely information while building audience trust and engagement.
SS38	Best Social Strategy/Campaign – OEMs	Recognises social campaigns that effectively showcase OEM capabilities, products, partnerships, and industry value.
SS39	Best Social Strategy/Campaign – Others	Recognises innovative social strategies from sectors demonstrating exceptional creativity, engagement, and measurable impact.
SS40	Best Social Strategy/Campaign – Political Leader/Organization/Movement	Recognises social campaigns that effectively communicate messages, mobilise audiences, and build digital engagement.
SS41	Best Social Strategy/Campaign – Professional Services	Recognises social strategies that build expertise, credibility, visibility, and engagement for professional service organisations.
SS42	Best Social Strategy/Campaign – Real Estate Enterprise	Recognises social campaigns that effectively build property awareness, engagement, leads, and brand trust.
SS43	Best Social Strategy/Campaign – Retail Enterprise	Recognises social strategies that drive discovery, engagement, customer interaction, and retail growth.
SS44	Best Social Strategy/Campaign – Socio-economic Program/Activity/Scheme	Recognises social campaigns that create awareness, participation, and measurable impact around socio-economic initiatives.

Category Code	Category Name	Description
SS45	Best Social Strategy/Campaign – Sports Enterprise	Recognises social campaigns that build fan engagement, brand visibility, participation, and commercial impact in sports.
SS46	Best Social Strategy/Campaign – Telecommunications	Recognises social strategies that effectively engage customers around connectivity, technology, services, and innovation.
SS47	Best Social Strategy/Campaign – Tourism/Travel/Transportation Enterprise	Recognises social campaigns that inspire travel, strengthen destination or service appeal, and drive audience engagement.
SS48	Best Social Strategy/Campaign – Utilities	Recognises social strategies that effectively communicate essential services, customer value, sustainability, and innovation.
INDIVIDUAL AWARDS		
ID01	Best Account Management (Manager/Team Lead)	Recognises an account management professional who excels in client relationships, delivery, and growth.
ID02	Best Analytics (Manager/Team Lead)	Recognises a professional who turns social and marketing data into actionable insights and results.
ID03	Best Animation (Manager/Team Lead)	Recognises an animation professional demonstrating exceptional creativity, execution, and storytelling.
ID04	Best Art Direction (Director)	Recognises an art director delivering distinctive visual concepts and creative excellence.
ID05	Best Brand Marketing (Manager/Team Lead)	Recognises a professional driving strong brand strategy, visibility, and market impact.
ID06	Best Campaign Management (Manager/Team Lead)	Recognises a professional who successfully manages campaigns from strategy through execution and results.
ID07	Best Communications (Manager/Team Lead)	Recognises a communications professional delivering clear, impactful, and engaging brand messaging.
ID08	Best Community Management (Manager/Team Lead)	Recognises a professional who effectively builds, nurtures, and engages digital communities.
ID09	Best Content (Manager/Team Lead)	Recognises a content professional delivering creative, relevant, and high-impact digital storytelling.
ID10	Best Copywriting (Copywriter)	Recognises a copywriter creating compelling, persuasive, and memorable brand communication.
ID11	Best Creative Direction (Creative Director)	Recognises a creative leader who consistently delivers innovative concepts and distinctive brand storytelling.
ID12	Best Design (Designer)	Recognises a designer delivering outstanding visual creativity, usability, and communication.
ID13	Best Editing (Editor)	Recognises an editor demonstrating exceptional storytelling, precision, and creative execution.
ID14	Best Illustration (Illustrator)	Recognises an illustrator creating distinctive and impactful visual storytelling.
ID15	Best Marketing (Manager/Team Lead)	Recognises a marketing professional delivering strategic initiatives that drive meaningful business impact.
ID16	Best Partnership Management (Manager/Team Lead)	Recognises a professional who builds and manages high-value strategic partnerships.
ID17	Best Photography (Photographer)	Recognises a photographer delivering exceptional visual storytelling, creativity, and technical excellence.
ID18	Best PR (Manager/Team Lead)	Recognises a PR professional who builds strong visibility, reputation, and stakeholder relationships.
ID19	Best Production (Manager/Team Lead)	Recognises a production professional delivering high-quality creative projects with effective execution.
ID20	Best Project Management (Manager/Team Lead)	Recognises a professional who successfully manages complex projects, teams, timelines, and outcomes.
ID21	Best Research (Manager/Team Lead)	Recognises a research professional generating insights that strengthen marketing and social strategies.
ID22	Best Sales (Manager/Team Lead)	Recognises a sales professional demonstrating exceptional performance, relationship building, and business growth.
ID23	Best Social Media (Manager/Team Lead)	Recognises a social media professional driving creativity, engagement, growth, and brand impact.

Category Code	Category Name	Description
ID24	Best Strategy (Manager/Team Lead)	Recognises a strategic professional developing insights-led approaches that deliver measurable impact.
ID25	Best Talent Management (Manager/Team Lead)	Recognises a professional who effectively attracts, develops, engages, and retains creative talent.
ID26	Best Video (Videographer)	Recognises a video professional delivering exceptional visual storytelling and creative execution.
ID27	Best AI Virtual Influencer / Digital Persona	Recognises innovative development and management of AI-powered virtual personalities or digital personas.
APEX AWARDS		
AA01	Influencer of the Year	Recognises an influencer demonstrating exceptional influence, creativity, engagement, and audience impact.
AA02	Online Presence of the Year	Recognises the most impactful and consistent overall digital and social presence.
AA03	Social Media Agency of the Year	Recognises an agency demonstrating excellence, innovation, and measurable impact in social media.
AA04	Social Media Person of the Year	Recognises an outstanding individual shaping the social media landscape through leadership and innovation.
AA05	Social Media Start-up of the Year	Recognises a promising start-up demonstrating innovation and strong growth in social media.
AA06	Social Media Strategy of the Year	Recognises the most effective and innovative social media strategy delivering exceptional impact.
AA07	Best AI-Powered Brand Community	Recognises a brand community enhanced by AI to deliver stronger engagement, personalisation, and value.
AA08	Best AI-Powered Social Media Innovation	Recognises breakthrough innovation using AI to transform social media engagement or marketing.
Under 30		
UT01	Social Media Professional	Recognises an emerging social media professional under 30 demonstrating exceptional creativity, expertise, and impact.
UT02	Social Media Strategist	Recognises an emerging strategist under 30 developing innovative social strategies that deliver meaningful results.
UT03	Social Media Manager	Recognises an accomplished social media manager under 30 driving strong content, engagement, and brand growth.
UT04	Social Media Creator	Recognises a young creator under 30 producing distinctive and engaging social content.
UT05	Content Creator	Recognises an emerging content creator under 30 demonstrating originality, consistency, and audience impact.
UT06	Influencer Marketing Professional	Recognises a young professional driving innovative and effective influencer marketing initiatives.
UT07	Creator Partnerships Professional	Recognises an emerging professional building impactful and authentic partnerships between brands and creators.
UT08	Social Content Strategist	Recognises a young strategist developing content approaches that drive engagement, relevance, and social growth.
UT09	Community Builder	Recognises an emerging professional who successfully builds, nurtures, and grows engaged digital communities.
UT10	Social Media Innovator	Recognises a young innovator introducing new ideas, technologies, or approaches to social media.
UT11	Social Media Performance Professional	Recognises a young professional delivering measurable social media growth, efficiency, and performance.
UT12	Social Media Analytics Professional	Recognises an emerging analytics professional turning social data into actionable insights and results.
UT13	Social Commerce Professional	Recognises a young professional driving innovation and growth at the intersection of social media and commerce.
UT14	Social Customer Experience Professional	Recognises an emerging professional creating better customer experiences through social platforms and engagement.
UT15	Meme & Moment Marketing Professional	Recognises a young marketer who creatively turns cultural moments, trends, and memes into brand opportunities.

Category Code	Category Name	Description
UT16	Short-Form Content Specialist	Recognises an emerging specialist creating compelling and high-performing short-form content.
UT17	Social Video Professional	Recognises a young professional demonstrating excellence in social video creation, strategy, and storytelling.
UT18	Social Media Entrepreneur	Recognises a young entrepreneur building innovative businesses, solutions, or ventures around social media.
UT19	Creator Economy Professional	Recognises an emerging professional contributing meaningfully to the growth and evolution of the creator economy.
UT20	Emerging Social Media Leader	Recognises a young leader demonstrating exceptional potential, influence, and innovation in social media.
UT21	Digital Marketing Professional	Recognises a young digital marketer delivering innovative strategies and measurable business impact.
Under 40		
UF01	Social Media Leader	Recognises an accomplished leader under 40 who has made significant contributions to social media.
UF02	Social Media Marketing Leader	Recognises a marketing leader under 40 driving impactful social strategies, growth, and innovation.
UF03	Digital & Social Marketing Leader	Recognises a leader under 40 successfully integrating digital and social marketing to drive business impact.
UF04	Social Media Strategy Leader	Recognises a strategic leader under 40 shaping innovative and effective social media strategies.
UF05	Social Media Innovation Leader	Recognises a leader under 40 pioneering innovative approaches, technologies, and ideas in social media.
UF06	Social Content Leader	Recognises a leader under 40 driving excellence in social content strategy, creativity, and storytelling.
UF07	Creator Marketing Leader	Recognises a leader under 40 driving innovative creator-led marketing and brand partnerships.
UF08	Influencer Marketing Leader	Recognises a leader under 40 demonstrating exceptional expertise and impact in influencer marketing.
UF09	Creator Economy Leader	Recognises a leader under 40 shaping the growth, innovation, and future of the creator economy.
UF10	Community & Engagement Leader	Recognises a leader under 40 building strong communities and meaningful audience engagement.
UF11	Social Commerce Leader	Recognises a leader under 40 driving innovation and business growth through social commerce.
UF12	Social Media Performance Leader	Recognises a leader under 40 delivering measurable growth and performance through social media.
UF13	Social Analytics & Insights Leader	Recognises a leader under 40 turning social data and insights into strategic business decisions.
UF14	Social Customer Experience Leader	Recognises a leader under 40 transforming customer experiences through social engagement and digital innovation.
UF15	Social Transformation Leader	Recognises a leader under 40 driving organisational or business transformation through social and digital innovation.
UF16	Social Media Entrepreneur	Recognises an entrepreneur under 40 building successful ventures, businesses, or solutions in the social media ecosystem.
UF17	Social Video Leader	Recognises a leader under 40 shaping innovative social video strategies, storytelling, and audience engagement.
UF18	Cultural & Moment Marketing Leader	Recognises a leader under 40 who effectively turns cultural trends and moments into impactful marketing opportunities.
UF19	Social Media & Brand Reputation Leader	Recognises a leader under 40 strengthening brand reputation, trust, and influence through social media.
UF20	Emerging Social Media Visionary	Recognises a forward-thinking leader under 40 demonstrating vision, innovation, and the potential to shape the future of social media.