

WOMAN IN TECH

MODEL D CATEGORIES / Round 1

- Best Ad-supported Video Service
- Best Branded Content/Content Marketing
- Best Branded Integration in a Web Series
- Best Branded Web Series
- Best Category-Specific YouTube Channel
- Best Companion Video for TV Show
- Best Covid-19 Awareness Campaign
- Best Covid-19 Awareness Related Content
- Best Digital Consumer Brand
- Best Direct to Consumer Campaign
- Best Documentary (Single or Series)
- Best Host in a Sports-Related Web Series or Channel
- Best Host in a Web Series or Channel
- Best LGBTQIA Programming
- Best Live Series or Event
- Best Microsite
- Best Multiplatform Marketing Campaign

SPOTLIGHT CATEGORIES

- BEST AGENCY/ CLIENT MARKETING PARTNERSHIP
- BEST OVERALL SOCIAL MEDIA MARKETING

MODEL D CATEGORIES / Round 2

- Best New Web Series
- Best Over-the-top (OTT) Content Service
- Best Podcast/Audio Series
- Best Short Form Animation Video
- Best Short Form Comedic Video
- Best Short Form Instructional Video
- Best Short Form Video focusing on Animals/Pets
- Best Short Form Video from a TV Network or Digital Publisher
- Best Short Form Video with a Social Good Message
- Best Social Media Marketing Campaign: Use of Instagram
- Best Sports Web Series
- Best Use of a Digital Influencer in a Social Campaign
- Best use of Augmented Reality/IMR Technology
- Best Video Platform
- Best Virtual Event
- Best Web Video or Series
- Outstanding Team of the Year

AD TECH CATEGORIES

DIGITAL "IT LIST" HONOREES

CYNOPSISDIGITAL MODEL AWARDS

THE BEST IN ONLINE VIDEO
CONTENT & ADVERTISING

December 1, 2020 / 1pm ET Run-of-Show