

Global Media Awards has new categories

The International News Media Association (INMA) has added new categories to its 2016 Global Media Awards to reflect the new categories unique to the media environment of today: video, print advertising, native advertising, data analytics, consumer research, innovation and incubation.



The awards, first launched in 1937, reward the best innovative ideas to grow audience, revenue and brand of media companies. The deadline for entries is 29 January 2016 and the awards ceremony will be held on 24 May 2016, at Victoria and Albert Museum, London at the conclusion of the 86th Annual INMA World Congress.

The competition aims to reward excellence across six genres

1. Energise brands
2. Create new products
3. Grow, engage, and monetise audiences
4. Grow advertising revenue
5. Develop customer insights

6. Instil innovation

"The Awards represent our industry's best foot forward in engaging with the changed media landscape," said Earl J. Wilkinson, executive director and CEO of INMA. "How do we add new life to news brands? How do we stand out in the consumer's mind and the advertiser's mind in a crowded digital marketplace? How do we apply next-generation data analytics to the basics of the news business? How do we make the process of innovation central to how a media company operates? INMA aims to answer these questions with the Global Media Awards."

Additional categories

For 2016, INMA expanded the number of categories in the Global Media Awards competition from 15 to 20, added regional "Best of Show" winners and integrated key concepts from its popular Global Innovation Awards competition. Categories suggested by INMA members and approved by the association's Board of Directors are:

1. Best Brand Awareness Campaign
2. Best Public Relations or Community Service Campaign
3. Best Use of an Event to Build a News Brand
4. Best New Print Product
5. Best Use of Mobile
6. Best Use of Video
7. Best Launch of a Brand or Product to Create an Audience Segment
8. Best Idea to Encourage Print Readership or Engagement
9. Best Idea to Grow Digital Readership or Engagement
10. Best Use of Social Media
11. Best New Paid Content or Subscription Initiative

12. Best Idea to Grow Advertising Sales or Retain Advertising Clients
 13. Best Marketing Solution for an Advertising Client
 14. Best Execution of Print Advertising
 15. Best Execution of Native Advertising
 16. Best Use of Data Analytics
 17. Best Use of Consumer Research
 18. Best New Corporate Innovation Initiative
 19. Best New Concept to Incubate Products or Ideas
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20. Best Idea or Innovation to Create New Profit Centres

The INMA Global Media Awards also will include new groupings. INMA did away with circulation and audience groupings and replaced them with two groups: regional/local news brands and national/international news brands.

For more information, go to www.inma.org/awards.

For more, visit: <https://www.bizcommunity.com>