



## 2021 IMAGE AWARD DIVISIONS AND CATEGORIES CHANGES SUMMARY

### **DIVISION A**

Addition of category 12A. – Virtual Special Event

### **DIVISION B**

Division name changed from “Printed Tools of Public Relations” to “Collateral of Public Relations.” Many items have been moved to either the “Specialty Item” or “Other” categories.

Addition of “Pitch” to category 5B. – News Release or Pitch

### **DIVISION C**

1C. — Online Audience Engagement now includes crowdsourcing, influencer campaigns, and podcasts. Social Media has been moved to its own category.

2C. — Digital Promotion includes most digital marketing, including PSAs, boosted posts, and paid content.

3C. — Social Media — an all-new category

4C. through 7C. Video categories have been divided into four types

9C. — Other now includes video news release, presentations, and apps

### **DIVISION D**

This division had a full refresh, adding in Social Media and Special Event as categories and removing some of the rarely used categories.