



Categories

MAIN CATEGORY	CATEGORY NAME
1	Editing (on any screen)
2	Cinematography (on any screen)
3	Animation/Design/Visual Effects (on any screen)
4	Art Direction (on any screen)
5	Direction (on any screen)
6	Original Soundtrack - Film & Screen Content
7	Original Soundtrack - Radio
8	Original Arrangement of Existing Music - Film & Screen Content
9	Original Arrangement of Existing Music - Radio
10	Sound Design - Film & Screen Content
11	Sound Design - Radio
12	Copywriting - Out-of-Home
13	Copywriting - Magazine & Newspaper
14	Copywriting - Direct Marketing
15	Copywriting - Film & Screen Content
16	Copywriting - Radio
17	Art Direction & Typography - Out-of-Home
18	Art Direction & Typography - Magazine & Newspaper
19	Art Direction & Typography - Direct Marketing
20	Image (including photography/illustration/retouching) - Out-of-Home
21	Image (including photography/illustration/retouching) - Magazine & Newspaper
22	Image (including photography/illustration/retouching) - Direct Marketing
23	Interface & Navigation
24	User Experience (UX)
25	Digital Use of Video
26	Digital Use of Music/Sound Design
27	Digital Copywriting & Art Direction
28	Digital Animation/Motion Graphics, Illustration & Design
29	Billboard Advertising
30	Out-of-Home Posters
31	Transit Advertising
32	Out-of-Home Special Build
33	Non Traditional Outdoor/Ambient
34	Out-of-Home Campaign
35	Innovation in Out-of-Home
36	Magazine Single
37	Magazine Campaign
38	Newspaper Single
39	Newspaper Campaign
40	Innovation in Magazine & Newspaper
41	Direct Mail
42	Direct Other
43	Direct Campaign
44	Innovation in Direct Marketing
45	PR
46	Promo & Activation
47	Innovation in PR/Promo & Activation
48	Charity - Out-of-Home
49	Charity - Magazine & Newspaper
50	Charity - Direct Marketing
51	Charity - PR/Promo & Activation
52	Charity - Digital & Interactive
53	Charity - Film & Screen Content
54	Charity - Radio
55	Websites & Microsites
56	Online advertising
57	Social Video & Interactive Video
58	Webisode/Series
59	Social
60	Mobile
61	Digital & Interactive Campaign
62	Innovation in Digital & Interactive
63	Large Scale Screen Content
64	Long-form Branded Content (120 seconds and above)
65	Long-form Branded Content Campaign
66	Viral Film
67	Viral Film Campaign
68	TV Single Commercial (30 seconds or below)
69	TV Commercial Campaign (30 seconds or below)
70	TV Single Commercial (above 30 seconds)
71	TV Commercial Campaign (above 30 seconds)
72	Innovation in Film & Screen Content
73	Radio Single
74	Radio Campaign
75	Innovation in Radio
76	EXECUTIVE
77	JUDGES CHOICE
78	AWARDS
76	Integrated Axis
77	For Good (awarding businesses and brands for 'doing good' ie., being responsible/sustainable)
78	Emerging Talent
RECOGNITION AWARDS (cannot be entered)	TVNZ Axis Student Challenge
	Lifetime Achievement Award (recognising significant contribution to the industry by an individual)
	Production Company of the Year (Production Company who wins most awards)
	Client of the Year (Client who wins most awards)
	Agency of the Year (Agency who wins most awards)
	Grand Axis