

# Entry Kit for the 2015 Stevie® Awards for Women in Business

Complete instructions about how to prepare and submit nominations to the world's preeminent awards program for female entrepreneurs, executives, employees, and the organizations they run.



FOR WOMEN  
IN BUSINESS





## Entry Kit for the 2015 Stevie® Awards for Women in Business



We invite your organization to submit nominations to the 2015 (12th Annual) Stevie® Awards for Women in Business, the world's top honors for female entrepreneurs, executives, employees, and the organizations they run.

All organizations worldwide are eligible to participate in the awards: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. Last year's competition attracted more than 1,200 nominations from organizations in more than 20 nations.

The Stevie® Award trophy, the prize that is conferred in the Women in Business awards and all other Stevie Award programs, is one of the world's most coveted prizes.

Many of the world's largest and most famous companies have won Stevie Awards. Most of our winners each year are small and midsize companies that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to the Women in Business awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate. There are many categories to choose from, including the following:

Individual categories	see page 7
Company/Organization categories	see page 9
New Product & Service categories	see page 10
Communications & Marketing categories	see page 10
Media categories	see page 11

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at [www.StevieAwards.com/Women](http://www.StevieAwards.com/Women). All of this information is also available on the website.

**New for 2015**, there are four Startup of the Year categories that don't require entry fees. We've also eliminated the entry fees for most of the categories that honor the achievements of individual women and women-run organizations in government and non-profit pursuits.

We hope your organization will submit entries to the 2015 Stevie Awards for Women in Business. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

**Michael Gallagher**  
President  
The Stevie Awards

## Monitor Stevie® Awards Social Media for Updates to the Calendar

### 2015 Calendar

July 22 .....	Early-bird entry deadline
August 26 .....	Entry deadline
August 31 – September 27.....	First-round judging
September 23 .....	Last day that late entries will be accepted with payment of \$45/entry late fee
October 7 .....	Finalists notified
October 19-28 .....	Final judging
November 13 .....	Results announced at awards dinner, Marriott Marquis Hotel, New York

## What Some Past Stevie Winners Say About Their Awards



*"It was a massive honour to be the first Australian woman to win a Stevie Award for Women in Business, and I've since gone on to win multiple Stevies. I think back to the night I won my first Stevie and look at how much my business has expanded since, and feel honored to be recognized internationally for my achievements."*

**Sandy Forster**, founder and CEO of WildlyWealthy.com



*"I encourage every woman in business to explore the Stevie Awards program and consider nominating yourself or another worthy advocate for the awards. The Stevie Awards staff and community are incredibly supportive and insightful. Going through the nomination process is fun and generates powerful self-discovery. Take that step – find your voice!"*

**Liz Ryan**, founder of Human Workplace

*"The town where I lived at the time I received the award -- Davie, Florida -- was so proud of and impressed with my Stevie Award that they named a day after me! I never could have anticipated that this type of recognition would elicit such a response from my community, and I am grateful that the judges acknowledged the importance of supporting those with autism. Winning the Lifetime Achievement Stevie Award was one of the high points of my career."*



**Valerie Herskowitz**,  
president of the Florida Association of Speech-Language Pathologists and Audiologists



*"Winning the Stevie Award was an enormous achievement for me and my business and continues to prove beneficial to our operations every day. I had no idea of the impact that winning this award would have on our business until I checked my e-mail from my hotel room the next morning and online orders had flooded in from across the USA. We now have a growing and loyal customer base in America via online and retail outlets. The Stevie Awards have definitely helped elevate our U.S. presence."*

**Niamh Barker**, founder and managing director of The Travelwrap Company



*"Since earning the Stevie Award, my business has grown. As the first Japanese woman to win, I am humbled and honored to have earned this award. It continues to positively impact the success of my business."*

**Atsuko Matsumura**

*"Outside of being recognized as a best-selling author on Amazon.com, the Stevie Award has been my most recognized accolade."*

**Dr. Laureen Wishom**





## How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in two phases: preliminary and final. Preliminary judging will be conducted in August-September. Preliminary judges will be recruited worldwide, will apply to judge on the Women in Business awards website, and if accepted will be assigned categories by Stevie Awards staff, based on their industry, function, and experience.

All entries that receive an average score of at least 7.0 in the preliminary round of judging, regardless of category, will automatically be designated as Finalists, and will be eligible for Gold, Silver, or Bronze Stevie Award status, to be determined in final judging.

In October, members of the final judging committees will perform the final judging, and their average scores will determine the Stevie Award placements. The Finalist entry in each category with the highest average score after final judging will receive a Gold Stevie Award. Any Finalist entries with a final average score of at least 8.0 will be designated as Silver Stevie winners, and will receive a silver medal. All other Finalists will be designated as Bronze Stevie winners, and will receive a bronze medal. Silver and Bronze winners will have the option to purchase their Silver and Bronze Stevie statues.

## The Top 5 Awards

The Top 5 Awards are five best-of-competition prizes that will be presented to the organizations that submit the best collection of entries to the Stevie Awards for Women in Business, in their own name or in the names of one or more clients.

**The winners of these prizes will be awarded the Grand Stevie Award trophy.**

These awards cannot be applied for directly. Winners will be determined by a points system based on the total number of awards won in the Stevie Awards for Women in Business, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5 points. Points cannot be counted more than once in calculating Top 5 Award winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).



## How to Submit Your Entries

After you have chosen your categories and prepared your entries according to the requirements outlined on the following pages, do the following:

- 1 Visit the SAWIB website at [www.StevieAwards.com/Women](http://www.StevieAwards.com/Women) and click on the ENTER button on the navigation bar.
- 2 Follow the instructions to complete the registration form that will create your entry-submission account.
- 3 Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.
- 4 Repeat the process as necessary to create and save additional entries.
- 5 When you've created all of your entries, select them and click the SUBMIT SELECTED NOMINATIONS button to begin the submission process.
- 6 Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card, bank check, or wire transfer.

## Entry Fees

	If Submitted Before July 23	If Submitted Before August 27	If Submitted After August 26 (Includes Late Fee)
<b>INDIVIDUAL AWARDS CATEGORIES</b>			
1. Female Entrepreneur of the Year – Business Products –10 or Less Employees	\$135	\$170	\$215
2. Female Entrepreneur of the Year – Business Products –11 to 2,500 Employees	\$185	\$220	\$265
3. Female Entrepreneur of the Year – Business Products –More Than 2,500 Employees	\$235	\$270	\$315
4. Female Entrepreneur of the Year – Business Services –10 or Less Employees	\$135	\$170	\$215
5. Female Entrepreneur of the Year – Business Services –11 to 2,500 Employees	\$185	\$220	\$265
6. Female Entrepreneur of the Year – Business Services –More Than 2,500 Employees	\$235	\$270	\$315
7. Female Entrepreneur of the Year – Consumer Products –10 or Less Employees	\$135	\$170	\$215
8. Female Entrepreneur of the Year – Consumer Products –11 to 2,500 Employees	\$185	\$220	\$265
9. Female Entrepreneur of the Year – Consumer Products –More Than 2,500 Employees	\$235	\$270	\$315
10. Female Entrepreneur of the Year – Consumer Services –10 or Less Employees	\$135	\$170	\$215
11. Female Entrepreneur of the Year – Consumer Services –11 to 2,500 Employees	\$185	\$220	\$265
12. Female Entrepreneur of the Year – Consumer Services –More Than 2,500 Employees	\$235	\$270	\$315
13. Female Innovator of the Year – Government or Non-Profit –10 or Less Employees	FREE	FREE	\$45
14. Female Innovator of the Year – Government or Non-Profit –11 to 2,500 Employees	FREE	FREE	\$45
15. Female Innovator of the Year – Government or Non-Profit –More Than 2,500 Employees	FREE	FREE	\$45
16. Female Executive of the Year – Business Products –10 or Less Employees	\$135	\$170	\$215
17. Female Executive of the Year – Business Products –11 to 2,500 Employees	\$185	\$220	\$265
18. Female Executive of the Year – Business Products –More Than 2,500 Employees	\$235	\$270	\$315
19. Female Executive of the Year – Business Services –10 or Less Employees	\$135	\$170	\$215
20. Female Executive of the Year – Business Services –11 to 2,500 Employees	\$185	\$220	\$265
21. Female Executive of the Year – Business Services –More Than 2,500 Employees	\$235	\$270	\$315
22. Female Executive of the Year – Consumer Products –10 or Less Employees	\$135	\$170	\$215
23. Female Executive of the Year – Consumer Products –11 to 2,500 Employees	\$185	\$220	\$265
24. Female Executive of the Year – Consumer Products –More Than 2,500 Employees	\$235	\$270	\$315
25. Female Executive of the Year – Consumer Services –10 or Less Employees	\$135	\$170	\$215
26. Female Executive of the Year – Consumer Services –11 to 2,500 Employees	\$185	\$220	\$265
27. Female Executive of the Year – Consumer Services –More Than 2,500 Employees	\$235	\$270	\$315
28. Female Executive of the Year – Government or Non-Profit –10 or Less Employees	FREE	FREE	\$45
29. Female Executive of the Year – Government or Non-Profit –11 to 2,500 Employees	FREE	FREE	\$45
30. Female Executive of the Year – Government or Non-Profit –More Than 2,500 Employees	FREE	FREE	\$45
31. Female Entrepreneur of the Year in Asia, Australia or New Zealand	\$235	\$270	\$315
32. Female Executive of the Year in Asia, Australia or New Zealand	\$235	\$270	\$315
33. Female Entrepreneur of the Year in Canada	\$235	\$270	\$315
34. Female Executive of the Year in Canada	\$235	\$270	\$315
35. Female Entrepreneur of the Year in Europe, the Middle East & Africa	\$235	\$270	\$315
36. Female Executive of the Year in Europe, the Middle East & Africa	\$235	\$270	\$315
37. Female Entrepreneur or Executive of the Year in Mexico, Central & South America	\$235	\$270	\$315
38. Innovator of the Year	\$235	\$270	\$315
39. Young Female Entrepreneur of the Year	\$135	\$170	\$215
40. Maverick of the Year	\$235	\$270	\$315
41. Lifetime Achievement – Business	\$235	\$270	\$315
42. Lifetime Achievement – Government or Non-Profit	\$235	\$270	\$315
43. Mentor or Coach of the Year – Business	\$235	\$270	\$315
44. Mentor or Coach of the Year – Government or Non-Profit	\$235	\$270	\$315
45. Women Helping Women – Business	\$235	\$270	\$315
46. Women Helping Women – Government or Non-Profit	\$185	\$220	\$265
47a. Female Employee of the Year - Business	FREE	FREE	\$45
47b. Female Employee of the Year - Government or Non-Profit	FREE	FREE	\$45
48a. Woman of the Year - Advertising, Marketing & Public Relations	\$235	\$270	\$315
48b. Woman of the Year - Business Services	\$235	\$270	\$315
48c. Woman of the Year - Industry	\$235	\$270	\$315
48d. Woman of the Year - Government or Non-Profit	\$235	\$270	\$315
48e. Woman of the Year - Technology	\$235	\$270	\$315

Continued →



## ENTRY FEES

→ *Continued*

	If Submitted Before July 23	If Submitted Before August 27	If Submitted After August 26 (Includes Late Fee)
<b>COMPANY/ORGANIZATION AWARDS CATEGORIES</b>			
50. Company of the Year – Business Products – 10 or Less Employees	\$185	\$220	\$265
51. Company of the Year – Business Products – More Than 10 Employees	\$435	\$470	\$515
52. Company of the Year – Business Services – 10 or Less Employees	\$185	\$220	\$265
53. Company of the Year – Business Services – More Than 10 Employees	\$435	\$470	\$515
54. Company of the Year – Consumer Products – 10 or Less Employees	\$185	\$220	\$265
55. Company of the Year – Consumer Products – More Than 10 Employees	\$435	\$470	\$515
56. Company of the Year – Consumer Services – 10 or Less Employees	\$185	\$220	\$265
57. Company of the Year – Consumer Services – More Than 10 Employees	\$435	\$470	\$515
58. Organization of the Year – Government or Non-Profit– 10 or Less Employees	FREE	FREE	\$45
59. Organization of the Year – Government or Non-Profit– More Than 10 Employees	FREE	FREE	\$45
60a. Startup of the Year - Business Products Industries	FREE	FREE	\$45
60b. Startup of the Year - Business Services Industries	FREE	FREE	\$45
60c. Startup of the Year - Consumer Products Industries	FREE	FREE	\$45
60d. Startup of the Year - Consumer Services Industries	FREE	FREE	\$45
61. Most Innovative Company of the Year – 10 or Less Employees	\$185	\$220	\$265
62. Most Innovative Company of the Year – More Than 10 Employees	\$435	\$470	\$515
63. Fastest Growing Company of the Year	\$185	\$220	\$265
64. Community Involvement Program of the Year	\$185	\$220	\$265
65. Management Team of the Year – 10 or Less Employees	\$185	\$220	\$265
66. Management Team of the Year – More Than 10 Employees	\$435	\$470	\$515
67. Women-Run Workplace of the Year - 10 or Less Employees	\$185	\$220	\$265
68. Women-Run Workplace of the Year - More Than 10 Employees	\$435	\$470	\$515
<b>NEW PRODUCT &amp; SERVICE AWARDS CATEGORIES</b>			
	\$185	\$220	\$265
<b>COMMUNICATIONS &amp; MARKETING AWARDS CATEGORIES</b>			
	\$435	\$470	\$515
<b>MEDIA AWARDS CATEGORIES</b>			
	\$235	\$270	\$315



## Categories

The following is a list of all categories in the Stevie Awards for Women in Business. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

### ► Individual Awards Categories

These categories will recognize the achievements since July 1, 2014 of individual female entrepreneurs, executives and employees.

#### Entries to these categories require the following:

1. An essay of up to 525 words describing the nominated individual's achievements in the category since July 1, 2014
2. A biography of up to 125 words of the nominee
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

The entrepreneur categories are for women who founded their organizations. The executive categories are for women who run all or some part organizations founded by others. The employee categories are for non-executive employees.

Employee totals are for the entire organization.

1. Female Entrepreneur of the Year – Business Products –10 or Less Employees
2. Female Entrepreneur of the Year – Business Products –11 to 2,500 Employees
3. Female Entrepreneur of the Year – Business Products –More Than 2,500 Employees
4. Female Entrepreneur of the Year – Business Services –10 or Less Employees
5. Female Entrepreneur of the Year – Business Services –11 to 2,500 Employees
6. Female Entrepreneur of the Year – Business Services –More Than 2,500 Employees
7. Female Entrepreneur of the Year – Consumer Products –10 or Less Employees
8. Female Entrepreneur of the Year – Consumer Products –11 to 2,500 Employees
9. Female Entrepreneur of the Year – Consumer Products –More Than 2,500 Employees
10. Female Entrepreneur of the Year – Consumer Services –10 or Less Employees
11. Female Entrepreneur of the Year – Consumer Services –11 to 2,500 Employees
12. Female Entrepreneur of the Year – Consumer Services –More Than 2,500 Employees
13. Female Innovator of the Year – Government or Non-Profit –10 or Less Employees  
(new for 2015, this category has no entry fee)
14. Female Innovator of the Year – Government or Non-Profit –11 to 2,500 Employees  
(new for 2015, this category has no entry fee)
15. Female Innovator of the Year – Government or Non-Profit –More Than 2,500 Employees  
(new for 2015, this category has no entry fee)
16. Female Executive of the Year – Business Products –10 or Less Employees
17. Female Executive of the Year – Business Products –11 to 2,500 Employees
18. Female Executive of the Year – Business Products –More Than 2,500 Employees
19. Female Executive of the Year – Business Services –10 or Less Employees
20. Female Executive of the Year – Business Services –11 to 2,500 Employees
21. Female Executive of the Year – Business Services –More Than 2,500 Employees

22. Female Executive of the Year – Consumer Products –10 or Less Employees
23. Female Executive of the Year – Consumer Products –11 to 2,500 Employees
24. Female Executive of the Year– Consumer Products –More Than 2,500 Employees
25. Female Executive of the Year – Consumer Services –10 or Less Employees
26. Female Executive of the Year – Consumer Services –11 to 2,500 Employees
27. Female Executive of the Year – Consumer Services –More Than 2,500 Employees
28. Female Executive of the Year – Government or Non-Profit –10 or Less Employees  
(new for 2015, this category has no entry fee)
29. Female Executive of the Year – Government or Non-Profit –11 to 2,500 Employees  
(new for 2015, this category has no entry fee)
30. Female Executive of the Year – Government or Non-Profit –More Than 2,500 Employees  
(new for 2015, this category has no entry fee)
31. Female Entrepreneur of the Year in Asia, Australia or New Zealand
32. Female Executive of the Year in Asia, Australia or New Zealand
33. Female Entrepreneur of the Year in Canada
34. Female Executive of the Year in Canada
35. Female Entrepreneur of the Year in Europe, the Middle East & Africa
36. Female Executive of the Year in Europe, the Middle East & Africa
37. Female Entrepreneur or Executive of the Year in Mexico, Central & South America
38. Innovator of the Year : This category will recognize individual women for the innovations they initiated, developed, or launched since the beginning of July 2014.
39. Young Female Entrepreneur of the Year : This category will recognize the achievements of female entrepreneurs under the age of 30.
40. Maverick of the Year : This category will recognize the achievements of female individuals who have affected positive change on their companies and/or industries.
41. Lifetime Achievement – Business
42. Lifetime Achievement – Government or Non-Profit : These categories will recognize individual executives and entrepreneurs who have achieved accomplishments of significance over their entire careers. There is no eligibility period requirement for these categories.
43. Mentor or Coach of the Year – Business
44. Mentor or Coach of the Year – Government or Non-Profit : These categories will recognize the achievements of women who provided support and guidance to other women in the workplace.
45. Women Helping Women – Business
46. Women Helping Women – Government or Non-Profit : These categories will recognize the achievements of women who provided support and assistance to women in their communities.
47. Female Employee of the Year : This category will recognize the achievements of non-executive female employees. There is no entry fee for this category.
  - a. Business
  - b. Government or Non-Profit
48. Woman of the Year : These categories will recognize individual women, regardless of their titles, positions, or entrepreneurial or executive status, for their achievements since July 1, 2014, in the following industry sectors
 

<ol style="list-style-type: none"> <li>a. Advertising, Marketing &amp; Public Relations</li> <li>c. Industry</li> <li>e. Technology</li> </ol>	<ol style="list-style-type: none"> <li>b. Business Services</li> <li>d. Government or Non-Profit</li> </ol>
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## ► **Company/Organization Awards Categories**

These categories will recognize the achievements since July 1, 2014 of women-owned and -run organizations worldwide. To be eligible for these categories, an organization must be at least 50% owned by one or more women, and/or have a woman as its chief executive and at least 40% of its management team comprised of women.

### **Entries to these categories require the following:**

1. An essay of up to 525 words describing the nominated organization's achievements in the category since July 1, 2014
2. A biography of up to 125 words of the leader of the nominated organization
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Note that employee totals are for the entire organization.

**50. Company of the Year – Business Products – 10 or Less Employees**

**51. Company of the Year – Business Products – More Than 10 Employees**

**52. Company of the Year – Business Services – 10 or Less Employees**

**53. Company of the Year – Business Services – More Than 10 Employees**

**54. Company of the Year – Consumer Products – 10 or Less Employees**

**55. Company of the Year – Consumer Products – More Than 10 Employees**

**56. Company of the Year – Consumer Services – 10 or Less Employees**

**57. Company of the Year – Consumer Services – More Than 10 Employees**

**58. Organization of the Year – Government or Non-Profit– 10 or Less Employees**  
(new for 2015, this category has no entry fee)

**59. Organization of the Year – Government or Non-Profit– More Than 10 Employees**  
(new for 2015, this category has no entry fee)

**60. Startup of the Year:** new categories for 2015. These categories will recognize the achievements since July 1, 2014 of organizations that began operations after July 1, 2013. There are no entry fees for these categories.

a. **Business Products Industries**

b. **Business Services Industries**

c. **Consumer Products Industries**

d. **Consumer Services Industries**

**61. Most Innovative Company of the Year – 10 or Less Employees**

**62. Most Innovative Company of the Year – More Than 10 Employees**

**63. Fastest Growing Company of the Year**

**64. Community Involvement Program of the Year**

**65. Management Team of the Year – 10 or Less Employees**

**66. Management Team of the Year – More Than 10 Employees**

**67. Women-Run Workplace of the Year - 10 or Less Employees**  
(new category for 2015)

**68. Women-Run Workplace of the Year - More Than 10 Employees**  
(new category for 2015)

## ► New Product & Service Awards Categories

These categories will recognize new products and services introduced to the marketplace since July 1, 2014, created by or for women.

### Entries in these categories require the following:

1. An essay of up to 525 words describing the nominated product or service: its features, functions, benefits, and performance to date
2. A biography of the leader of the team that developed the new product or service (up to 125 words)
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These might include product reviews, product demonstration videos, photographs, etc.

#### **70. Best New Product or Service of the Year - Business Products**

#### **71. Best New Product or Service of the Year - Business Services**

#### **72. Best New Product or Service of the Year - Consumer Products**

#### **73. Best New Product or Service of the Year - Consumer Services**

## ► Communications & Marketing Awards Categories

### Entries in these categories require the following:

1. An essay of up to 525 words describing the nominated campaign: its genesis, development, planning, commission, and performance to date.
2. A biography of the leader of the team that developed the campaign (up to 125 words)
3. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These might include news clippings, work samples, videos, photographs, etc.

#### **80. Communications or PR Campaign of the Year :** Recognizing excellence in public relations, press relations, and publicity programs by or for women since July 1, 2014.

- a. Community Relations:** campaigns/programs that aim to improve relations with communities in which the sponsoring organization has an interest, need or opportunity.
- b. Crisis Communications:** campaigns/programs undertaken to deal with an unplanned event and requiring immediate response.
- c. Global Issues:** campaigns/programs that demonstrate effective global communications implemented in at least two countries.
- d. Internal Communications - Up to 1,000 Employees:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.
- e. Internal Communications - 1,000 or More Employees:** campaigns/programs undertaken to inform or educate an internal audience, such as employees or members.
- f. Issues Management:** campaigns/programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
- g. Low Budget (under \$10,000/€7000):** campaigns/programs that cost no more than \$10,000/€7000 to plan and implement.
- h. Marketing – Business to Business:** campaigns/programs designed to introduce new products or promote existing products or services to a business audience.

- i. Marketing – Consumer Products:** campaigns/programs designed to introduce new products or promote existing products to a consumer audience.
- j. Marketing – Consumer Services:** campaigns/programs designed to introduce new services or promote existing services to a consumer audience.
- k. Multicultural:** campaigns/programs specifically targeted to a cultural group.
- l. Reputation/Brand Management:** campaigns/programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics.
- m. Public Affairs:** campaigns/programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies.
- n. Public Service:** campaigns/programs that advance public understanding of societal issues, problems or concerns.
- o. Social Media Focused:** campaigns/programs designed to be implemented primarily through online social media.

**81. Marketing Campaign of the Year:** Recognizing excellence in marketing by or for women since July 1, 2014. Advertising campaigns are comprised of paid media only. Marketing campaigns may include a combination of paid media and other types of communication.

- a. Business-to-Business Advertising Campaign of the Year**
- b. Business-to-Business Marketing Campaign of the Year**
- c. Consumer Advertising Campaign of the Year**
- d. Consumer Marketing Campaign of the Year**
- e. Mobile Marketing Campaign of the Year**
- f. Online Marketing Campaign of the Year**
- g. Retail/Merchandising Marketing Campaign of the Year**
- h. Small-Budget Marketing Campaign of the Year (<\$3 million/€2 million)**
- i. Viral Marketing Campaign of the Year**

## ► Media Awards Categories

**Entries in these categories require the following:**

1. An essay of up to 125 words describing the nominated work: its purpose and results to date.
2. The nominated work itself, which you should upload to our server via the new uploading tool on our online entry form.
3. Optionally, you can provide creative and production credits for the work, such as writers, creative directors, and programmers.

**82. Website or Blog of the Year:** Recognizing excellence in web sites and blogs created and maintained by or for women. There is no eligibility period requirement for this category - it doesn't matter when the site or blog was first published.

**83. Event of the Year:** Recognizing events of all types staged for women since July 1, 2014.

**84. Smartphone or Tablet App of the Year:** Recognizing excellence in smartphone and tablet apps produced by or for women.

**85. Video of the Year:** Recognizing excellence in videos produced by or for women since July 1, 2014.





## The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes.

Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.



FOR WOMEN  
IN BUSINESS

### | USA Headquarters

The Stevie Awards

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