

vIDEA 2025 - Video Media Awards and Conference

VIDEO MARKETING AWARDS - MEDIA SPECIFIC (OFFLINE)

VM01	Best Video Content in a 360 Degree Campaign
VM02	Best Video Content in a B-2-B Marketing Campaign (Offline)
VM03	Best Video Content in a B-2-C Marketing Campaign (Offline)
VM04	Best Video Content in a Big Screen Campaign (Cinema Screen)
VM05	Best Video Content in a BTL Marketing Campaign
VM06	Best Video Content in a Direct Marketing Campaign (Offline)
VM07	Best Video Content in a Low Budget Marketing Campaign (Offline)
VM08	Best Video Content in a PR Campaign (Offline)
VM09	Best Video Content in a Product Placement Strategy
VM10	Best Video Content in a TVC Campaign
VM11	Best Video Content in an Experiential Marketing Campaign (Offline)
VM12	Best Video Content in an OOH Campaign
VM13	Best Content in Covid 19/Lockdown Campaign

VIDEO MARKETING AWARDS - DIGITAL

VD01	Best Branded Video Content
VD02	Best Digital Content during Covid 19/Lockdown campaign
VD03	Best Digital Marketing Campaign with Animated Content
VD04	Best Digital Marketing Campaign with User Generated Content
VD05	Best Use of Advanced Technologies to develop a Video Content program
VD06	Best Use of Automation in Video Content Marketing
VD07	Best Use of Video Content in a Digital Campaign for Social and Economic Development
VD08	Best Video Content in a B-2-B Marketing Campaign (Digital)
VD09	Best Video Content in a B-2-C Marketing Campaign (Digital)
VD10	Best Video Content in a Cross-channel Marketing Campaign
VD11	Best Video Content in a Digital Experience Marketing Campaign
VD12	Best Video Content in a Digital Integrated Campaign
VD13	Best Video Content in a Digital Internal Communication Campaign
VD14	Best Video Content in a Digital Re-targeting Campaign
VD15	Best Video Content in a Display Marketing Campaign
VD16	Best Video Content in a Facebook Campaign
VD17	Best Video Content in a Gamification Marketing Campaign
VD18	Best Video Content in a LinkedIn Campaign
VD19	Best Video Content in a Low-Budget Marketing Campaign (Digital)
VD20	Best Video Content in a Mobile Marketing Campaign - Overall
VD21	Best Video Content in a Performance-driven Digital Campaign
VD22	Best Video Content in a Performance-driven Mobile Campaign
VD23	Best Video Content in a Performance-driven Social Media Campaign
VD24	Best Video Content in a Search Marketing Campaign
VD25	Best Video Content in a Social Messenger Campaign
VD26	Best Video Content in a Trend/Moment Marketing
VD27	Best Video Content in a Twitter Campaign

VIDEO MARKETING AWARDS - DIGITAL

VD28	Best Video Content in a Viral Marketing Campaign
VD29	Best Video Content in a Youtube Campaign
VD30	Best Video Content in an Affiliate Marketing Campaign
VD31	Best Video Content in an Email Marketing Campaign
VD32	Best Video Content in an Influencer Marketing Campaign
VD33	Best Video Content in an Instagram Campaign
VD34	Best Video Content in an Integrated Social Media Marketing Campaign
VD35	Best Video Content in an Online Commercial
VD36	Best Video Content in an Online PR Campaign
VD37	Best Video Marketing Campaign - Overall
VD38	Most Engaging Video Content in a Digital Campaign
VD39	Most Engaging Video Content in a Mobile Campaign
VD40	Most Engaging Video Content in a Social Media Campaign
VD41	Most Innovative/Creative Video Content in a Digital Campaign
VD42	Most Innovative/Creative Video Content in a Mobile Campaign
VD43	Most Innovative/Creative Video Content in a Social Media Campaign

VIDEO MARKETING AWARDS - SECTOR SPECIFIC

VS01	Best Video Content in a Digital Campaign by/for a Commercial Real Estate Enterprise
VS02	Best Video Content in a Digital Campaign by/for a Commodities Enterprise
VS03	Best Video Content in a Digital Campaign by/for a Conglomerate
VS04	Best Video Content in a Digital campaign by/for a Consulting/Business Solutions/Professional Services Enterprise
VS05	Best Video Content in a Digital Campaign by/for a Fashion/Beauty enterprise
VS06	Best Video Content in a Digital Campaign by/for a Financial Services/Banking enterprise
VS07	Best Video Content in a Digital Campaign by/for a Food & Beverages enterprise
VS08	Best Video Content in a Digital Campaign by/for a Gaming enterprise
VS09	Best Video Content in a Digital Campaign by/for a Healthcare Enterprise
VS10	Best Video Content in a Digital Campaign by/for a Homecare Essentials Enterprise
VS11	Best Video Content in a Digital Campaign by/for a Manufacturing Enterprise
VS12	Best Video Content in a Digital Campaign by/for a Media/Entertainment enterprise
VS13	Best Video Content in a Digital Campaign by/for a Political leader/Organization/Movement Enterprise
VS14	Best Video Content in a Digital Campaign by/for a Real Estate Enterprise
VS15	Best Video Content in a Digital Campaign by/for a Retail Enterprise
VS16	Best Video Content in a Digital Campaign by/for a Socio-economic Program/Activity/Scheme
VS17	Best Video Content in a Digital Campaign by/for a Sports Enterprise
VS18	Best Video Content in a Digital Campaign by/for a Tours and Travel enterprise
VS19	Best Video Content in a Digital Campaign by/for an Agricultural Enterprise
VS20	Best Video Content in a Digital Campaign by/for an Automobile Enterprise
VS21	Best Video Content in a Digital campaign by/for an eCommerce enterprise
VS22	Best Video Content in a Digital Campaign by/for an Educational Institution/Enterprise
VS23	Best Video Content in a Digital Campaign by/for an Electronics Enterprise
VS24	Best Video Content in a Digital Campaign by/for an FMCG/CPG Enterprise
VS25	Best Video Content in a Digital Campaign by/for an Industrial Products/Commodities Enterprise
VS26	Best Video Content in a Digital Campaign by/for an IT/ITES/Consulting Enterprise

VIDEO MARKETING AWARDS - SECTOR SPECIFIC

VS27	Best Video Content in a Digital Campaign for a Cause/NPO/NGO/CSR
VS28	Best Video Content in a Traditional Media Campaign by/for a Commercial Real Estate Enterprise
VS29	Best Video Content in a Traditional Media Campaign by/for a Commodities Enterprise
VS30	Best Video Content in a Traditional Media Campaign by/for a Conglomerate
VS31	Best Video Content in a Traditional Media Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise
VS32	Best Video Content in a Traditional Media Campaign by/for a Fashion/Beauty enterprise
VS33	Best Video Content in a Traditional Media Campaign by/for a Financial Services/Banking enterprise
VS34	Best Video Content in a Traditional Media Campaign by/for a Food & Beverages enterprise
VS35	Best Video Content in a Traditional Media Campaign by/for a Gaming enterprise
VS36	Best Video Content in a Traditional Media Campaign by/for a Healthcare Enterprise
VS37	Best Video Content in a Traditional Media Campaign by/for a Homecare Essentials Enterprise
VS38	Best Video Content in a Traditional Media Campaign by/for a Manufacturing Enterprise
VS39	Best Video Content in a Traditional Media Campaign by/for a Media/Entertainment enterprise
VS40	Best Video Content in a Traditional Media Campaign by/for a Political leader/Organization/Movement Enterprise
VS41	Best Video Content in a Traditional Media Campaign by/for a Real Estate Enterprise
VS42	Best Video Content in a Traditional Media Campaign by/for a Retail Enterprise
VS43	Best Video Content in a Traditional Media Campaign by/for a Socio-economic Program/Activity/Scheme
VS44	Best Video Content in a Traditional Media Campaign by/for a Sports Enterprise
VS45	Best Video Content in a Traditional Media Campaign by/for a Tours and Travel enterprise
VS46	Best Video Content in a Traditional Media Campaign by/for an Agricultural Enterprise
VS47	Best Video Content in a Traditional Media Campaign by/for an Automobile Enterprise
VS48	Best Video Content in a Traditional Media Campaign by/for an eCommerce enterprise
VS49	Best Video Content in a Traditional Media Campaign by/for an Educational Institution/Enterprise
VS50	Best Video Content in a Traditional Media Campaign by/for an Electronics Enterprise
VS51	Best Video Content in a Traditional Media Campaign by/for an FMCG/CPG Enterprise
VS52	Best Video Content in a Traditional Media Campaign by/for an Industrial Products Enterprise
VS53	Best Video Content in a Traditional Media Campaign by/for an IT/ITES/Consulting Enterprise
VS54	Best Video Content in a Traditional Media Campaign for a Cause/NPO/NGO/CSR

VIDEO IN WEBSITE AWARDS

VW01	Best Video Content in a Business Blog/Website
VW02	Best Video Content in a Charitable/Non-Profit/Non-Govt. Organization Blog/Website
VW03	Best Video Content in a Consumer Electronics Blog/Website
VW04	Best Video Content in a Coupons/Deals/Cashbacks Blog/Website
VW05	Best Video Content in a Fashion & Beauty Blog/Website
VW06	Best Video Content in a Financial Services/Banking Blog/Website
VW07	Best Video Content in a Food & Drink Blog/Website
VW08	Best Video Content in a Gaming Blog/Website
VW09	Best Video Content in a Healthcare/Fitness Blog/Website
VW10	Best Video Content in a Media/Entertainment Blog/Website
VW11	Best Video Content in a Movie & Film Blog/Website
VW12	Best Video Content in a Multilingual Blog/Website
VW13	Best Video Content in a News Blog/Website

VIDEO IN WEBSITE AWARDS

VW14	Best Video Content in a Personal Blog/Website
VW15	Best Video Content in a Real Estate Blog/Website
VW16	Best Video Content in a Shopping Blog/Website
VW17	Best Video Content in a Social Media Blog/Website
VW18	Best Video Content in a Travel/Tourism Blog/Website
VW19	Best Video Content in an Activism Blog/Website
VW20	Best Video Content in an Arts Blog/Website
VW21	Best Video Content in an Automobile Blog/Website
VW22	Best Video Content in an eCommerce Website by a Retail Brand
VW23	Best Video Content in an eCommerce Website in a Specialised Category
VW24	Best Video Content in an Educational Blog/Website
VW25	Best Video Content in an Employment/Job Portal Blog/Website
VW26	Best Video Content in an Events Blog/Website
VW27	Best Video Content in an Online Classified/Resale Marketplace/Online Booking Blog/Website

VIDEO IN APP AWARDS

VA01	Best Video Content in a Business App
VA02	Best Video Content in a Charitable/Non-Profit/Non-Govt. Organization App
VA03	Best Video Content in a Consumer Electronics App
VA04	Best Video Content in a Coupons/Deals/Cashbacks App
VA05	Best Video Content in a Fashion & Beauty App
VA06	Best Video Content in a Financial Services/Banking App
VA07	Best Video Content in a Food & Drink App
VA08	Best Video Content in a Healthcare/Fitness App
VA09	Best Video Content in a Media Streaming App
VA10	Best Video Content in a Media/Entertainment App
VA11	Best Video Content in a Movie & Film App
VA12	Best Video Content in a Multilingual App
VA13	Best Video Content in a News App
VA14	Best Video Content in a Professional Services App
VA15	Best Video Content in a Real Estate App
VA16	Best Video Content in a Shopping App
VA17	Best Video Content in a Social Media App
VA18	Best Video Content in a Social Messenger App
VA19	Best Video Content in a Travel/Tourism App
VA20	Best Video Content in an Automobile App
VA21	Best Video Content in an eCommerce App by a Retail Brand
VA22	Best Video Content in an eCommerce App in a Specialised Category
VA23	Best Video Content in an Educational App
VA24	Best Video Content in an Employment/Job Portal App
VA25	Best Video Content in an Events App
VA26	Best Video Content in an Online Classified/Resale Marketplace/Online Booking App
VA27	Best Visual Content in a Gaming App

VIDEO ENABLER AWARDS

VE01	Best Acting/Anchoring/Content Delivery
VE02	Best Cinematography
VE03	Best CostumeDesign
VE04	Best Direction
VE05	Best Editing
VE06	Best Set
VE07	Best Storytelling
VE08	Best Visual and Special Effects
VE09	Best Writing

GENRE SPECIFIC AWARDS

VG01	Best Business/Financial Content on an OTT Platform
VG02	Best Business/Financial Content on TV
VG03	Best Business/Financial Video Content on Social Platform(s)
VG04	Best Drama Content on an OTT Platform
VG05	Best Drama Content on TV
VG06	Best Drama Video Content on Social Platform(s)
VG07	Best Educational Content on an OTT Platform
VG08	Best Educational Content on TV
VG09	Best Educational Video Content on Social Platform(s)
VG10	Best Entertaining Content on an OTT Platform
VG11	Best Entertaining Content on TV
VG12	Best Entertaining Video Content on Social Platform(s)
VG13	Best Horror Content on an OTT Platform
VG14	Best Horror Content on TV
VG15	Best Horror Video Content on Social Platform(s)
VG16	Best Humorous/Satirical Content on an OTT Platform
VG17	Best Humorous/Satirical Content on TV
VG18	Best Humorous/Satirical Video Content on Social Platform(s)
VG19	Best Motivational Content on an OTT Platform
VG20	Best Motivational Content on TV
VG21	Best Motivational Video Content on Social Platform(s)
VG22	Best Music Video Content on an OTT Platform
VG23	Best Music Video Content on Social Platform(s)
VG24	Best Music Video Content on TV
VG25	Best News Content on an OTT Platform
VG26	Best News Content on TV
VG27	Best News Video Content on Social Platform(s)
VG28	Best Sports Content on an OTT Platform
VG29	Best Sports Content on TV
VG30	Best Sports Video Content on Social Platform(s)
VG31	Best Thriller Content on an OTT Platform
VG32	Best Thriller Content on TV
VG33	Best Thriller Video Content on Social Platform(s)

GENRE SPECIFIC AWARDS

VG34	Best Vernacular/Local-Language Content on an OTT Platform
VG35	Best Vernacular/Local-Language Content on TV
VG36	Best Vernacular/Local-Language Video Content on Social Platform(s)

VIDEO CONTENT LEADERHSIP LEAGUE

LL01	Top Video Content Brands - Enterprises
LL02	Top Video Content Brands - Start-ups
LL03	Top Video Content Professionals - Veterans
LL04	Top Video Content Professionals - Young Achievers
LL05	Top Video Content Agencies - Network
LL06	Top Video Content Agencies - Independent

APEX AWARDS

AP01	Best IndieSeries
AP02	Best LiveStreaming
AP03	Best Motion Picture - Documentary
AP04	Best Motion Picture - Feature Film
AP05	Best Motion Picture - Short Film (less than 30 mins)
AP06	Best Non-Fiction Series
AP07	Best TV Series
AP08	Best Video Startup
AP09	Best Web Series
AP10	Video Enterprise of the Year
AP11	Video Influencer of the Year [Person]
AP12	Video Leader of the Year [Person]
AP13	Video Marketer of the Year [Person]
AP14	Video-on-Demand/OTT Platform of the Year
AP15	Vlogger of the Year [Person]
AP16	Video Agency of the Year