

VIDEA 2026 - Video Media Awards and Conference

Code	Category Name	Description
VIDEO MARKETING AWARDS - MEDIA SPECIFIC (OFFLINE)		
VM01	Best Video Content in a 360 Degree Campaign	Recognises video content that delivered cohesive impact across multiple offline marketing touchpoints.
VM02	Best Video Content in a B-2-B Marketing Campaign (Offline)	Honours offline video content that effectively engaged business audiences and decision-makers.
VM03	Best Video Content in a B-2-C Marketing Campaign (Offline)	Recognises offline video campaigns that influenced consumer awareness, preference, or action.
VM04	Best Video Content in a Big Screen Campaign (Cinema Screen)	Awarded for high-impact video storytelling designed for cinema screens.
VM05	Best Video Content in a BTL Marketing Campaign	Honours video content that drove targeted engagement through below-the-line marketing.
VM06	Best Video Content in a Direct Marketing Campaign (Offline)	Recognises video used effectively in direct, personalised offline communication.
VM07	Best Video Content in a Low Budget Marketing Campaign (Offline)	Awarded for achieving strong marketing impact with limited offline budgets.
VM08	Best Video Content in a PR Campaign (Offline)	Honours video that supported brand reputation through offline PR efforts.
VM09	Best Video Content in a Product Placement Strategy	Recognises seamless and effective integration of video within product placement initiatives.
VM10	Best Video Content in a TVC Campaign	Honours excellence in television commercial storytelling and execution.
VM11	Best Video Content in an Experiential Marketing Campaign (Offline)	Awarded for video content enhancing immersive on-ground brand experiences.
VM12	Best Video Content in an OOH Campaign	Recognises impactful video content executed through out-of-home media.
VM13	Best Content in Covid 19/Lockdown Campaign	Honours video communication addressing challenges during the Covid-19 or lockdown period.
VM14	Best Video Campaign Driving Offline Footfalls	Honours a video campaign that successfully influenced in-store or on-ground consumer action.
VM15	Best Video Experience in Phygital Campaigns	Awarded for video content that seamlessly bridged physical and digital consumer experiences.
VM16	Best Video-Led Event Experience	Honours the effective use of video to enhance engagement before, during, or after an event.
VIDEO MARKETING AWARDS - DIGITAL		
VD01	Best Branded Video Content	Recognises video content that strongly reflected brand identity and values.
VD02	Best Digital Content during Covid 19/Lockdown campaign	Honours impactful digital video communication during Covid-19 or lockdown phases.
VD03	Best Digital Marketing Campaign with Animated Content	Awarded for effective use of animation in digital video marketing.
VD04	Best Digital Marketing Campaign with User Generated Content	Recognises campaigns leveraging authentic user-created video content.
VD05	Best Use of Advanced Technologies to develop a Video Content program	Honours innovative application of advanced technologies in video marketing.
VD06	Best Use of Automation in Video Content Marketing	Recognises automation-driven video programs delivering scale or efficiency.
VD07	Best Use of Video Content in a Digital Campaign for Social and Economic Development	Honours video campaigns driving positive social or economic outcomes.

VD08	Best Video Content in a B-2-B Marketing Campaign (Digital)	Recognises video content effectively engaging business audiences online.
VD09	Best Video Content in a B-2-C Marketing Campaign (Digital)	Honours digital video influencing consumer behaviour or action.
VD10	Best Video Content in a Cross-channel Marketing Campaign	Recognises consistent video storytelling across multiple digital channels.
VD11	Best Video Content in a Digital Experience Marketing Campaign	Honours video enhancing immersive digital brand experiences.
VD12	Best Video Content in a Digital Integrated Campaign	Recognises video content unifying messaging across digital platforms.
VD13	Best Video Content in a Digital Internal Communication Campaign	Honours video used to inform, engage, or motivate internal audiences.
VD14	Best Video Content in a Digital Re-targeting Campaign	Recognises video driving conversions through re-targeting strategies.
VD15	Best Video Content in a Display Marketing Campaign	Honours video optimised for digital display advertising.
VD16	Best Video Content in a Facebook Campaign	Recognises effective video storytelling on Facebook.
VD17	Best Video Content in a Gamification Marketing Campaign	Honours video integrated with gamified experiences.
VD18	Best Video Content in a LinkedIn Campaign	Recognises professional-focused video marketing on LinkedIn.
VD19	Best Video Content in a Low-Budget Marketing Campaign (Digital)	Awarded for high-impact digital video execution with limited budgets.
VD20	Best Video Content in a Mobile Marketing Campaign - Overall	Honours excellence in mobile-first video marketing.
VD21	Best Video Content in a Performance-driven Digital Campaign	Recognises video delivering measurable digital performance outcomes.
VD22	Best Video Content in a Performance-driven Mobile Campaign	Honours mobile video optimised for conversions or actions.
VD23	Best Video Content in a Performance-driven Social Media Campaign	Recognises social video achieving strong performance metrics.
VD24	Best Video Content in a Search Marketing Campaign	Honours video enhancing visibility through search platforms.
VD25	Best Video Content in a Social Messenger Campaign	Recognises video delivered through messaging platforms.
VD26	Best Video Content in a Trend/Moment Marketing	Honours timely video aligned with real-time cultural moments.
VD27	Best Video Content in a Twitter Campaign	Recognises impactful video storytelling on Twitter/X.
VD28	Best Video Content in a Viral Marketing Campaign	Honours video achieving widespread organic sharing.
VD29	Best Video Content in a Youtube Campaign	Recognises excellence in YouTube-based video marketing.
VD30	Best Video Content in an Affiliate Marketing Campaign	Honours video driving results through affiliate networks.
VD31	Best Video Content in an Email Marketing Campaign	Recognises effective integration of video in email communication.
VD32	Best Video Content in an Influencer Marketing Campaign	Honours influencer-led video delivering brand impact.
VD33	Best Video Content in an Instagram Campaign	Recognises impactful video storytelling on Instagram.
VD34	Best Video Content in an Integrated Social Media Marketing Campaign	Honours cohesive video strategy across social platforms.
VD35	Best Video Content in an Online Commercial	Recognises excellence in digital-first commercial video.
VD36	Best Video Content in an Online PR Campaign	Honours video supporting digital public relations efforts.
VD37	Best Video Marketing Campaign - Overall	Recognises the most outstanding digital video campaign of the year.

VD38	Most Engaging Video Content in a Digital Campaign	Honours video achieving exceptional digital engagement.
VD39	Most Engaging Video Content in a Mobile Campaign	Recognises high audience engagement on mobile video.
VD40	Most Engaging Video Content in a Social Media Campaign	Honours social video with strong interaction levels.
VD41	Most Innovative/Creative Video Content in a Digital Campaign	Recognises creative innovation in digital video marketing.
VD42	Most Innovative/Creative Video Content in a Mobile Campaign	Honours innovation in mobile video formats.
VD43	Most Innovative/Creative Video Content in a Social Media Campaign	Recognises breakthrough creativity in social video.
VD44	AI-Driven Personalized Video Campaign	Honours AI-powered personalised video experiences.
VD45	Best Use of AI in Audience Targeting	Recognises AI-led precision targeting through video.
VD46	AI-Enhanced OTT Discovery Experience	Honours AI-driven video solutions enhancing OTT discovery.
VD51	Best Short-Form Snackable Video Series	Awarded for a series of short videos that consistently delivered brand impact through concise, high-engagement storytelling.
VD52	Best Long-Form Brand Documentary (Marketing-Led)	Recognises a documentary-style video that strengthened brand purpose while engaging audiences through long-form narrative.
VD53	Best Episodic Brand Content Series	Honours a multi-episode brand video series that sustained audience interest and delivered measurable marketing outcomes.
VD54	Best Vertical-Only Video Campaign	Awarded for a video campaign created exclusively in vertical format, optimised for mobile-first consumption.
VD55	Best Interactive Storytelling Video	Recognises a video experience that enabled user choice or interaction to deepen engagement and narrative impact.
VD56	Best Shoppable Video Campaign	Honours a video campaign that seamlessly integrated commerce to drive direct product discovery and sales.
VD57	Best Live-Commerce Video Campaign	Awarded for live video content that successfully combined engagement, storytelling, and real-time transactions.
VD58	Best Real-Time Marketing Video	Recognises a video executed in response to live events or trends, delivering timely relevance and brand impact.
VD59	Best Video Campaign for Sales Conversion	Honours a video campaign that directly contributed to measurable sales or revenue growth.
VD60	Best Video Campaign for Customer Retention	Recognises video content that strengthened loyalty, repeat usage, or long-term customer engagement.
VD61	Best Video Campaign for App Installs	Awarded for a video-led campaign that drove high-quality app installs and adoption.
VD62	Best Video Campaign for Subscription Growth	Honours a video campaign that significantly increased paid or free subscriptions.
VD63	Best Video Campaign for Marketplace Growth	Recognises video content that drove demand, listings, or transactions on a marketplace platform.
VD64	Best Video Campaign with Measurable Business Impact	Awarded for a video campaign that clearly demonstrated ROI against defined business objectives.
VD65	Best Creator-to-Commerce Video Strategy	Honours a video strategy that successfully converted creator content into measurable commerce outcomes.
VD66	Best Cultural Moment Marketing via Video	Honours a video campaign that leveraged cultural relevance to create strong audience resonance.
VD67	Best Regional-to-National Video Campaign	Recognises video content that successfully scaled from regional markets to national impact.
VD68	Best Youth-Focused Video Campaign	Awarded for a video campaign that effectively connected with youth audiences through relevant storytelling.
VD69	Best Voice + Video Integrated Campaign	Honours a campaign that combined voice interfaces and video for a unified brand experience.
VD70	Best Video Campaign Built on Consumer Insights	Honours video content grounded in deep consumer insights that delivered strong relevance and results.

VIDEO MARKETING AWARDS - SECTOR SPECIFIC

VS01	Best Video Content in a Digital Campaign by/for a Commercial Real Estate Enterprise	Recognises digital video marketing excellence for commercial real estate brands.
VS02	Best Video Content in a Digital Campaign by/for a Commodities Enterprise	Honours video driving awareness or demand in commodities marketing.
VS03	Best Video Content in a Digital Campaign by/for a Conglomerate	Recognises video supporting multi-business brand strategies.
VS04	Best Video Content in a Digital campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Honours video strengthening credibility and expertise-led marketing.
VS05	Best Video Content in a Digital Campaign by/for a Fashion/Beauty enterprise	Recognises video enhancing brand appeal and consumer engagement.
VS06	Best Video Content in a Digital Campaign by/for a Financial Services/Banking enterprise	Honours video simplifying complex financial offerings.
VS07	Best Video Content in a Digital Campaign by/for a Food & Beverages enterprise	Recognises video driving appetite appeal and brand recall.
VS08	Best Video Content in a Digital Campaign by/for a Gaming enterprise	Honours video engaging gaming audiences effectively.
VS09	Best Video Content in a Digital Campaign by/for a Healthcare Enterprise	Recognises video delivering trust-driven healthcare communication.
VS10	Best Video Content in a Digital Campaign by/for a Homecare Essentials Enterprise	Honours video supporting everyday consumer relevance.
VS11	Best Video Content in a Digital Campaign by/for a Manufacturing Enterprise	Recognises video showcasing industrial capabilities.
VS12	Best Video Content in a Digital Campaign by/for a Media/Entertainment enterprise	Honours video promoting content or platforms.
VS13	Best Video Content in a Digital Campaign by/for a Political leader/Organization/Movement Enterprise	Recognises video influencing public opinion or participation.
VS14	Best Video Content in a Digital Campaign by/for a Real Estate Enterprise	Honours video driving property awareness and interest.
VS15	Best Video Content in a Digital Campaign by/for a Retail Enterprise	Recognises video driving footfall or sales.
VS16	Best Video Content in a Digital Campaign by/for a Socio-economic Program/Activity/Scheme	Honours video promoting public welfare initiatives.
VS17	Best Video Content in a Digital Campaign by/for a Sports Enterprise	Recognises video enhancing sports engagement.
VS18	Best Video Content in a Digital Campaign by/for a Tours and Travel enterprise	Honours video inspiring travel decisions.
VS19	Best Video Content in a Digital Campaign by/for an Agricultural Enterprise	Recognises video supporting agricultural awareness.

VS20	Best Video Content in a Digital Campaign by//for an Automobile Enterprise	Honours video influencing auto purchase consideration.
VS21	Best Video Content in a Digital campaign by//for an eCommerce enterprise	Recognises video driving online transactions.
VS22	Best Video Content in a Digital Campaign by//for an Educational Institution/Enterprise	Honours video enhancing learning or enrolment.
VS23	Best Video Content in a Digital Campaign by//for an Electronics Enterprise	Recognises video showcasing tech features.
VS24	Best Video Content in a Digital Campaign by//for an FMCG/CPG Enterprise	Honours high-impact mass consumer video marketing.
VS25	Best Video Content in a Digital Campaign by//for an Industrial Products/Commodities Enterprise	Recognises video supporting industrial demand.
VS26	Best Video Content in a Digital Campaign by//for an IT/ITES/Consulting Enterprise	Honours video strengthening technology-led narratives.
VS27	Best Video Content in a Digital Campaign for a Cause / NPO / NGO / CSR	Recognises video content used in digital campaigns that effectively raised awareness, inspired action, or created impact for social causes or CSR initiatives.
VS28	Best Video Content in a Traditional Media Campaign by//for a Commercial Real Estate Enterprise	Honours video content used in traditional media that effectively promoted commercial real estate offerings or brand positioning.
VS29	Best Video Content in a Traditional Media Campaign by//for a Commodities Enterprise	Recognises traditional media video campaigns that communicated value, scale, or reliability for commodities brands.
VS30	Best Video Content in a Traditional Media Campaign by//for a Conglomerate	Honours video content that successfully represented diverse business portfolios through traditional media channels.
VS31	Best Video Content in a Traditional Media Campaign by//for a Consulting / Business Solutions / Professional Services Enterprise	Recognises traditional media video content that built trust, expertise, and credibility for professional services brands.
VS32	Best Video Content in a Traditional Media Campaign by//for a Fashion / Beauty Enterprise	Honours video storytelling in traditional media that enhanced style, aspiration, and brand appeal.
VS33	Best Video Content in a Traditional Media Campaign by//for a Financial Services / Banking Enterprise	Recognises traditional media video content that clearly communicated financial products, services, or trust.
VS34	Best Video Content in a Traditional Media Campaign by//for a Food & Beverages Enterprise	Honours video content in traditional media that drove appetite appeal and brand recall for F&B brands.
VS35	Best Video Content in a Traditional Media Campaign by//for a Gaming Enterprise	Recognises traditional media video campaigns that effectively engaged gaming audiences.
VS36	Best Video Content in a Traditional Media Campaign by//for a Healthcare Enterprise	Honours video content that delivered credible, responsible healthcare communication through traditional media.
VS37	Best Video Content in a Traditional Media Campaign by//for a Homecare Essentials Enterprise	Recognises traditional media video content that highlighted everyday relevance and consumer utility.
VS38	Best Video Content in a Traditional Media Campaign by//for a Manufacturing Enterprise	Honours video campaigns showcasing manufacturing capabilities, scale, or innovation through traditional media.

VS39	Best Video Content in a Traditional Media Campaign by//for a Media / Entertainment Enterprise	Recognises video content promoting media properties, content, or platforms via traditional media.
VS40	Best Video Content in a Traditional Media Campaign by//for a Political Leader / Organization / Movement	Honours video communication that effectively conveyed political messaging or mobilised public engagement through traditional media.
VS41	Best Video Content in a Traditional Media Campaign by//for a Real Estate Enterprise	Recognises video storytelling that supported property awareness or consideration through traditional media.
VS42	Best Video Content in a Traditional Media Campaign by//for a Retail Enterprise	Honours video campaigns driving footfall, awareness, or sales for retail brands via traditional media.
VS43	Best Video Content in a Traditional Media Campaign by//for a Socio-Economic Program / Activity / Scheme	Recognises video content that promoted government or socio-economic initiatives through traditional media.
VS44	Best Video Content in a Traditional Media Campaign by//for a Sports Enterprise	Honours video campaigns that enhanced sports engagement and fan connection through traditional media.
VS45	Best Video Content in a Traditional Media Campaign by//for a Tours & Travel Enterprise	Recognises video storytelling that inspired travel interest through traditional media channels.
VS46	Best Video Content in a Traditional Media Campaign by//for an Agricultural Enterprise	Honours video content that effectively communicated agricultural value, innovation, or awareness via traditional media.
VS47	Best Video Content in a Traditional Media Campaign by//for an Automobile Enterprise	Recognises video campaigns that influenced automobile awareness or consideration through traditional media.
VS48	Best Video Content in a Traditional Media Campaign by//for an eCommerce Enterprise	Honours video content that promoted online commerce platforms through traditional media.
VS49	Best Video Content in a Traditional Media Campaign by//for an Educational Institution / Enterprise	Recognises video communication that effectively promoted education offerings via traditional media.
VS50	Best Video Content in a Traditional Media Campaign by//for an Electronics Enterprise	Honours video content that showcased electronics products or innovation through traditional media.
VS51	Best Video Content in a Traditional Media Campaign by//for an FMCG / CPG Enterprise	Recognises mass-reach video campaigns driving brand recall for FMCG or CPG brands.
VS52	Best Video Content in a Traditional Media Campaign by//for an Industrial Products Enterprise	Honours video content that communicated industrial product value or applications through traditional media.
VS53	Best Video Content in a Traditional Media Campaign by//for an IT / ITES / Consulting Enterprise	Recognises traditional media video campaigns that strengthened technology or consulting brand narratives.
VS54	Best Video Content in a Traditional Media Campaign for a Cause/NPO/NGO/CSR	Recognises video content used in traditional media that effectively raised awareness, inspired action, or delivered social impact for a cause, NPO, NGO, or CSR initiative.
VS55	Best Video Content in a Digital Campaign by//for a Telecom Enterprises	Honours video marketing excellence for telecom brands.
VS56	Best Video Campaign for Social Behaviour Change	Honours a video campaign that influenced positive social attitudes or actions.
VS57	Best Sustainability-Focused Video Campaign	Awarded for video storytelling that authentically promoted sustainability and environmental responsibility.

VIDEO IN WEBSITE AWARDS

VW01	Best Video Content in a Business Blog/Website	Recognises video enhancing engagement on business websites.
VW02	Best Video Content in a Charitable/Non-Profit/Non-Govt. Organization Blog/Website	Honours video driving awareness for non-profit initiatives.
VW03	Best Video Content in a Consumer Electronics Blog/Website	Recognises video showcasing electronic products effectively.
VW04	Best Video Content in a Coupons/Deals/Cashbacks Blog/Website	Honours video improving deal discovery and engagement.
VW05	Best Video Content in a Fashion & Beauty Blog/Website	Recognises video enhancing style-led storytelling.
VW06	Best Video Content in a Financial Services/Banking Blog/Website	Honours video simplifying financial information.
VW07	Best Video Content in a Food & Drink Blog/Website	Recognises video enhancing culinary engagement.
VW08	Best Video Content in a Gaming Blog/Website	Honours video engaging gaming communities.
VW09	Best Video Content in a Healthcare/Fitness Blog/Website	Recognises trust-driven health video content.
VW10	Best Video Content in a Media/Entertainment Blog/Website	Honours video promoting entertainment content.
VW11	Best Video Content in a Movie & Film Blog/Website	Recognises video showcasing film-related content.
VW12	Best Video Content in a Multilingual Blog/Website	Honours inclusive video across languages.
VW13	Best Video Content in a News Blog/Website	Recognises informative and engaging news video.
VW14	Best Video Content in a Personal Blog/Website	Honours compelling personal video storytelling.
VW15	Best Video Content in a Real Estate Blog/Website	Recognises video supporting property discovery.
VW16	Best Video Content in a Shopping Blog/Website	Honours video driving purchase consideration.
VW17	Best Video Content in a Social Media Blog/Website	Recognises video enhancing social engagement.
VW18	Best Video Content in a Travel/Tourism Blog/Website	Honours video inspiring travel exploration.
VW19	Best Video Content in an Activism Blog/Website	Recognises video driving advocacy and awareness.
VW20	Best Video Content in an Arts Blog/Website	Honours video promoting arts and culture.
VW21	Best Video Content in an Automobile Blog/Website	Recognises video showcasing vehicles effectively.
VW22	Best Video Content in an eCommerce Website by a Retail Brand	Honours video improving retail shopping experience.
VW23	Best Video Content in an eCommerce Website in a Specialised Category	Recognises niche eCommerce video excellence.
VW24	Best Video Content in an Educational Blog/Website	Honours video enhancing learning experiences.
VW25	Best Video Content in an Employment/Job Portal Blog/Website	Recognises video improving job discovery.
VW26	Best Video Content in an Events Blog/Website	Honours video promoting event engagement.
VW27	Best Video Content in an Online Classified/Resale Marketplace/Online Booking Blog/Website	Recognises video supporting listings or bookings.
VW28	Best Interactive Video for Education or Training	Recognises video content designed to educate or train through active user participation.

VIDEO IN APP AWARDS

VA01	Best Video Content in a Business App	Recognises video enhancing business app engagement.
VA02	Best Video Content in a Charitable/Non-Profit/Non-Govt. Organization App	Honours video supporting non-profit initiatives.
VA03	Best Video Content in a Consumer Electronics App	Recognises video showcasing electronic products.
VA04	Best Video Content in a Coupons/Deals/Cashbacks App	Honours video improving offer discovery.
VA05	Best Video Content in a Fashion & Beauty App	Recognises video enhancing style and trends.
VA06	Best Video Content in a Financial Services/Banking App	Honours video simplifying financial usage.
VA07	Best Video Content in a Food & Drink App	Recognises video enhancing food engagement.
VA08	Best Video Content in a Healthcare/Fitness App	Honours video supporting health journeys.
VA09	Best Video Content in a Media Streaming App	Recognises video enhancing streaming experience.
VA10	Best Video Content in a Media/Entertainment App	Honours video promoting entertainment content.
VA11	Best Video Content in a Movie & Film App	Recognises video showcasing films.
VA12	Best Video Content in a Multilingual App	Honours inclusive video experiences.
VA13	Best Video Content in a News App	Recognises informative news video content.
VA14	Best Video Content in a Professional Services App	Honours video enhancing service discovery.
VA15	Best Video Content in a Real Estate App	Recognises video supporting property discovery.
VA16	Best Video Content in a Shopping App	Honours video driving purchase decisions.
VA17	Best Video Content in a Social Media App	Recognises video enhancing social interaction.
VA18	Best Video Content in a Social Messenger App	Honours video enabling conversational engagement.
VA19	Best Video Content in a Travel/Tourism App	Recognises video inspiring travel planning.
VA20	Best Video Content in an Automobile App	Honours video showcasing vehicles.
VA21	Best Video Content in an eCommerce App by a Retail Brand	Recognises video enhancing retail app experience.
VA22	Best Video Content in an eCommerce App in a Specialised Category	Honours niche eCommerce video usage.
VA23	Best Video Content in an Educational App	Recognises video enhancing learning outcomes.
VA24	Best Video Content in an Employment/Job Portal App	Honours video supporting job seekers.
VA25	Best Video Content in an Events App	Recognises video improving event engagement.
VA26	Best Video Content in an Online Classified/Resale Marketplace/Online Booking App	Honours video supporting transactions.
VA27	Best Visual Content in a Gaming App	Recognises visually engaging video content in gaming apps.

VIDEO ENABLER AWARDS

VE01	Best Acting/Anchoring/Content Delivery	Honours excellence in on-screen performance.
------	--	--

VE02	Best Cinematography	Recognises visual composition and camera craft.
VE03	Best CostumeDesign	Honours impactful costume styling.
VE04	Best Direction	Recognises creative leadership in execution.
VE05	Best Editing	Honours excellence in post-production.
VE06	Best Set	Recognises impactful production design.
VE07	Best Storytelling	Honours narrative strength and structure.
VE08	Best Visual and Special Effects	Recognises technical visual excellence.
VE09	Best Writing	Honours strong scripting and dialogue.
VE10	Best Creator-Led Brand Video Campaign	Recognises a campaign led by creators where authentic storytelling drove brand impact.
VE11	Best Co-Created Video Campaign (Brand + Community)	Awarded for collaborative video content created with active participation from a brand's community.
VE12	Best Employee-Generated Video Content	Honours video content created by employees that enhanced brand credibility and engagement.
VE13	Best Founder-Led Brand Video	Recognises a video campaign featuring a founder that strengthened brand trust and storytelling.
VE14	Best Micro-Influencer Video Campaign	Awarded for effective use of micro-influencers to drive meaningful engagement and results.
VE15	Best Immersive Video Experience	Recognises a video experience that deeply engaged audiences through immersive storytelling or technology.
VE16	Best Multi-Sensory Video Campaign	Honours a campaign that enhanced video engagement through sound, motion, interactivity, or layered experiences.
VE17	Best AR Filter-Led Video Campaign	Awarded for effective integration of AR filters into video marketing to drive interaction.

GENRE SPECIFIC AWARDS

VG01	Best Business / Financial Content on an OTT Platform	Recognises business or financial video content on OTT platforms that informed, educated, or influenced audiences effectively.
VG02	Best Business / Financial Content on TV	Honours business or financial video content broadcast on television that delivered clarity, credibility, and audience relevance.
VG03	Best Business / Financial Video Content on Social Platform(s)	Recognises business or financial video content on social platforms that achieved strong engagement and understanding.
VG04	Best Drama Content on an OTT Platform	Honours high-quality dramatic storytelling delivered through OTT platforms.
VG05	Best Drama Content on TV	Recognises compelling drama content broadcast on television.
VG06	Best Drama Video Content on Social Platform(s)	Honours dramatic video content on social platforms that resonated with digital audiences.
VG07	Best Educational Content on an OTT Platform	Recognises educational video content on OTT platforms that enhanced learning through engaging storytelling.
VG08	Best Educational Content on TV	Honours television-based educational video content delivering knowledge and awareness.
VG09	Best Educational Video Content on Social Platform(s)	Recognises educational video content on social platforms that drove learning and engagement.
VG10	Best Entertaining Content on an OTT Platform	Honours entertaining video content on OTT platforms that delivered strong viewer engagement.
VG11	Best Entertaining Content on TV	Recognises television entertainment content that captivated audiences.
VG12	Best Entertaining Video Content on Social Platform(s)	Honours entertaining video content created for social media audiences.
VG13	Best Horror Content on an OTT Platform	Recognises horror video content on OTT platforms that delivered immersive and impactful storytelling.
VG14	Best Horror Content on TV	Honours television-based horror content that effectively engaged viewers.
VG15	Best Horror Video Content on Social Platform(s)	Recognises horror video content on social platforms that generated strong audience reactions.

VG16	Best Humorous / Satirical Content on an OTT Platform	Honours humour- or satire-led video content on OTT platforms with strong creative appeal.
VG17	Best Humorous / Satirical Content on TV	Recognises humorous or satirical television content that entertained and connected with audiences.
VG18	Best Humorous / Satirical Video Content on Social Platform(s)	Honours short-form humorous or satirical video content created for social media.
VG19	Best Motivational Content on an OTT Platform	Recognises motivational video content on OTT platforms that inspired or uplifted audiences.
VG20	Best Motivational Content on TV	Honours motivational television content that encouraged positive action or mindset.
VG21	Best Motivational Video Content on Social Platform(s)	Recognises motivational video content on social platforms that resonated emotionally with audiences.
VG22	Best Music Video Content on an OTT Platform	Honours music-led video content on OTT platforms showcasing creative and production excellence.
VG23	Best Music Video Content on Social Platform(s)	Recognises music video content on social platforms that achieved strong reach and engagement.
VG24	Best Music Video Content on TV	Honours music video content broadcast on television with high creative and entertainment value.
VG25	Best News Content on an OTT Platform	Recognises news video content on OTT platforms delivering timely and credible information.
VG26	Best News Content on TV	Honours television news content demonstrating journalistic excellence.
VG27	Best News Video Content on Social Platform(s)	Recognises news video content on social platforms that effectively informed digital audiences.
VG28	Best Sports Content on an OTT Platform	Honours sports video content on OTT platforms that enhanced fan engagement.
VG29	Best Sports Content on TV	Recognises television sports content delivering strong coverage and storytelling.
VG30	Best Sports Video Content on Social Platform(s)	Honours sports video content on social platforms that connected with fan communities.
VG31	Best Thriller Content on an OTT Platform	Recognises thriller video content on OTT platforms with gripping narrative execution.
VG32	Best Thriller Content on TV	Honours television thriller content that sustained suspense and audience interest.
VG33	Best Thriller Video Content on Social Platform(s)	Recognises thriller video content on social platforms that delivered high engagement and intrigue.
VG34	Best Vernacular / Local-Language Content on an OTT Platform	Recognises vernacular or local-language video content on OTT platforms that authentically connected with regional audiences.
VG35	Best Vernacular / Local-Language Content on TV	Honours television content produced in vernacular or local languages that demonstrated strong cultural relevance and engagement.
VG36	Best Vernacular / Local-Language Video Content on Social Platform(s)	Recognises vernacular or local-language video content on social platforms that achieved meaningful regional reach and resonance.
VG37	Best AI-Generated or Co-Created Film	Honours excellence in AI-assisted or AI-created video storytelling.

VIDEO CONTENT LEADERHSIP LEAGUE

LL01	Top Video Content Brands - Enterprises	Honours enterprise brands with sustained video excellence.
LL02	Top Video Content Brands - Start-ups	Recognises start-ups leveraging video for growth.
LL03	Top Video Content Professionals - Veterans	Honours long-standing contributions to video leadership.
LL04	Top Video Content Professionals - Young Achievers	Recognises emerging leaders in video content.
LL05	Top Video Content Agencies - Network	Honours network agencies delivering video excellence.
LL06	Top Video Content Agencies - Independent	Recognises independent agencies excelling in video.
LL07	Best Video Content Strategy - Brand	Recognises a brand-led video strategy aligned with long-term marketing and business objectives.

LL08	Best Video Content Strategy - Agency	Awarded for an agency-driven video strategy delivering consistent creative and performance outcomes.
LL09	Best Video Content Calendar / Always-On Strategy	Awarded for sustained, planned video content that delivered consistent engagement over time.
LL10	Best Video Content Scaled Across Markets	Honours a video strategy successfully adapted and scaled across multiple regions or markets.

APEX AWARDS

AP01	Best Indie Series	Honours outstanding independently produced series.
AP02	Best Live Streaming	Recognises excellence in live video broadcasting.
AP03	Best Motion Picture - Documentary	Honours impactful documentary filmmaking.
AP04	Best Motion Picture - Feature Film	Recognises excellence in feature-length films.
AP05	Best Motion Picture - Short Film	Honours outstanding short-form films under 30 minutes.
AP06	Best Non-Fiction Series	Recognises excellence in factual series content.
AP07	Best TV Series	Honours outstanding television series.
AP08	Best Video Startup	Recognises innovative video-focused startups.
AP09	Best Web Series	Honours excellence in web-based series.
AP10	Video Enterprise of the Year	Recognises organisational leadership in video.
AP11	Video Influencer of the Year	Honours individual impact through video influence.
AP12	Video Leader of the Year	Recognises visionary leadership in video.
AP13	Video Marketer of the Year	Honours excellence in video-led marketing.
AP14	OTT Platform of the Year	Recognises excellence in video-on-demand platforms.
AP15	Vlogger of the Year	Honours outstanding individual content creators.
AP16	Video Agency of the Year	Recognises overall agency excellence in video.
AP17	AI Tool of the Year for Video Creators	Honours AI tools empowering video creation.
AP18	Best Video Marketing Transformation	Honours a brand that significantly evolved its marketing impact through video-led transformation.
AP19	Best Video-Led Brand Repositioning	Recognises video content that successfully reshaped brand perception or market positioning.
AP20	Best Metaverse or Virtual World Video Campaign	Recognises innovative use of video within metaverse or virtual environments for marketing impact.
AP21	Best Cross-Border Video Marketing Campaign	Recognises a video campaign executed across countries while maintaining cultural relevance.
AP22	Best Crisis-Response Video Communication	Awarded for timely and effective video communication during a crisis or sensitive situation.