## 2024 EIMA Categories

### Best in Show
*\*This will not be submitted for – judges will select this*
**Campaign budget <$500k; Campaign budget $500k+**
The "Best in Show" category recognizes the project that stands out as the epitome of excellence in interactive advertising, setting a benchmark for others in the industry to aspire to and learn from. This category is reserved for the most outstanding campaign or project – strategic media planning, dynamic and inspiring creative, and impactful, measurable results.

### Most innovative media campaign
**Campaign budget <$500k; Campaign budget $500k+**
The "Most Innovative Media Campaign" category recognizes and honors the marketing campaign that demonstrates exceptional creativity, originality, and forward-thinking media strategies and plans. The campaigns or projects for this category must redefine the boundaries of what is possible, showcasing groundbreaking ideas, technologies, and executions that leave a lasting impact on the industry.

### Best local brand work
**Campaign budget <$500k; Campaign budget $500k+**
The "Best Local Brand Work" category celebrates the outstanding interactive marketing campaigns specifically created for local brands. This is awarded to the local brand that effectively engages and resonates with their target audience and demonstrates excellence in tailoring marketing strategies to the specific nuances of the Dallas Fort Worth market.

### Best use of social media
**Campaign budget <$500k; Campaign budget $500k+**
The "Best Use of Social Media" category recognizes marketing that demonstrates exceptional creativity, strategy, and effectiveness in leveraging social media platforms. The campaigns or projects for this category must engage audiences, build brand awareness, and achieve campaign goals through an innovative and impactful use of social media channels.

### Most innovative use of data
**Campaign budget <$500k; Campaign budget $500k+**
The "Most Innovative Use of Data" category recognizes innovative and effective utilization of data to enhance the overall advertising experience. This category focuses on campaigns that go beyond traditional data-driven approaches and use groundbreaking methods of collecting, analyzing, and leveraging data to achieve campaign goals.