

Industry Honors Categories-2017

1. Television Commercial

Commercial shall be no longer than 60 seconds in length and shall have premiered between Nov. 1 and Oct. 31 of the current 12-month judging period.

2. Print Advertisement – Travel & Real Estate

Print ads may appear in print or digital publications and shall have been published between Nov. 1 and Oct. 31 of the current 12-month judging period.

3. Print Advertisement – Products & Services

Print ads may appear in print or digital publications and shall have been published between Nov. 1 and Oct. 31 of the current 12-month judging period.

4. Digital/Social Media Marketing Campaign

This award recognizes an individual, company or agency that has created an innovative digital marketing or social media campaign to advertise or promote a product, service, event, etc. The life of the campaign or promotion should include the period between Nov. 1 and Oct. 31 of the current 12-month judging period.

5. Video Marketing

This award recognizes an individual, company or agency that has created an innovative online video used for a product demo, informational content, advertising, promotion or social media strategy. The video must have appeared at some point between Nov. 1 and Oct. 31 of the current 12-month judging period.

6-10. Product Ingenuity

Nominees in these 5 categories should be ones that have made a significant impact in the marketplace between Nov. 1 and Oct. 31 of the current 12-month judging period. They should be innovative in nature and should demonstrate an ability to increase the quality of golf or make the playing of the game more enjoyable for everyone. There are five categories:

- Market Leaders: Includes all types of products from golf's leading companies.
- Emerging Companies: The following four categories are for smaller, younger companies with products in these specific product categories:
 - Golf Equipment
 - Technology

- Training Products
- Misc. Products

11. Player Development

This award goes to the person or persons who have made an extraordinary contribution to the continued growth of golf through the unselfish devotion of time and energies to introducing more people to the game. Areas for consideration include programs for the recruiting, teaching or developing of juniors, minorities, women, the disabled or all players in general.

12. Business Achievement

The growth of the golf business has been the result of the passion, dedication and hard work of many individuals at various levels in the industry often not recognized. They may be responsible for developing a major project or program, significantly exceeding the expectations of their job description, or demonstrating outstanding leadership qualities toward enhancing the game. Either way they have made significant contributions toward improving the way the business of golf is conducted.