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The National Brand Awards celebrate the world's best branding. Here's everything you need to know at a glance, including the 22 market-sector categories in more detail...

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## **CATEGORIES**

### **1. AUTOMOTIVE**

Branding and promotions for public and private transport systems and vehicles, fuel and automotive accessories

### **2. BARS AND RESTAURANTS**

Branding and promotions for restaurants, pubs and bars, including chains and independent outlets

### **3. CULTURE**

Branding and promotions for museums, galleries, visitor centres and cultural organisations, individual events and cultural initiatives

### **4. EDUCATION**

Branding and promotions for schools, colleges and universities, courses, educational organisations and individual educational initiatives

### **5. ENTERTAINMENT**

Branding and promotions for TV and radio networks and channels, broadband suppliers and offers, and computer games

### **6. FASHION**

Branding and promotions for fashion houses and labels, fashion weeks and shows, and store promotions

### **7. FINANCIAL SERVICES**

Branding and promotions for banks, building societies, insurance companies and financial institutions, and for individual products within their portfolios

### **8. FMCG**

Branding, packaging and promotions for brands, own-label and supermarket brands

### **9. FURNITURE AND HOMEWARES**

Branding, packaging and promotions for furniture, interior accessories, home wares – including cookware and tableware – for contract and domestic markets

### **10. LUXURY**

Branding, packaging and promo for luxury brands in all sectors, including drinks, jewellery and perfume

### **11. NOT-FOR-PROFIT**

Branding and promotions for charities and non-governmental organisations across all sectors

### **12. PHARMACEUTICALS AND TOILETRIES**

Branding, packaging and promo for professional and over-the-counter medicines, remedies, treatments and toiletries

### **13. PROFESSIONAL SERVICES**

Branding and promo for professional services providers such as management consultants, lawyers, accountants, creative consultants, medical professionals, coaches, hairdressers and beauty therapists

### **14. PUBLIC SECTOR**

Branding and promotions for government departments, local authorities and public service providers

### **15. PUBLISHING**

Branding and promotions for publishers of print and digital publications, including newspapers, magazines, books and blogs, and for individual titles

### **16. RETAIL**

Branding, packaging and promotions for online and high-street retailers, retail chains, delivery services and independent outlets

### **17. SPORTS**

Branding and promotions for sports organisations, individual contests and series, sports sponsors, sports brands and sports initiatives

### **18. TECHNOLOGY AND TELECOMS**

Branding, packaging and promotions for hardware and software providers and networks

### **19. TRANSPORT AND TRAVEL**

Branding, packaging and promotions for business and consumer travel companies, holiday packages and services, hotels and accommodation

### **20. UTILITIES**

Branding and promotions for gas, electricity, oil and other energy providers for domestic and commercial customers

### **21. WINE, BEER AND SPIRITS**

Branding, packaging and promotions for providers of alcoholic beverages, individual brands and own-brand

### **22. LIFE TIME ACHIEVEMENT AWARD**

This award honors all companies who have given substantially of themselves for the improvement of the communities.

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