

2021 BASE Awards Categories

1. Physical Retailer of the Year
2. Digital Retailer of the Year
3. Outstanding Innovation
4. Retailer/Platform Initiative of the Year
5. Campaign of the Year for FILM – up to £1m Box Office
6. Campaign of the Year for FILM – £1m – £9.99m Box Office
7. Campaign of the Year for FILM – over £10m Box Office
8. Campaign of the Year for TV
9. Campaign of the Year for Special Interest
10. Campaign of the Year for Catalogue - Single Product
11. Campaign of the Year for Catalogue - Multiple Product
12. PR / Publicity Initiative of the Year
13. External Team of the Year
14. Creative Marketing Initiative of the Year
15. Digital Distributor of the Year
16. Physical Distributor of the Year
17. Title of the Year
18. Category Hero
19. **NEW - Campaign of the Year – Reactive/Debut/Premiere (New Release)**
20. **NEW - Campaign of the Year – Reactive/Debut/Premiere (Catalogue)**
21. **NEW - Campaign of the Year – High Value/Premium Release/4K (New Release)**
22. **NEW - Social Impact Award**