

ABOUT THE 2022 COMPETITION

The Horizon Interactive Awards is a prestigious international competition recognizing outstanding achievement among interactive media producers from all over the world. The 2022 Competition was the 21st year that the competition has been held and it has a rich history of recognizing the “best of the best” web sites, videos, mobile applications, advertising and more.

The 21st annual competition received 650 entries from around the world including 27 out of 50 US States and 15 other countries including: Australia, Austria, Belgium, Canada, Columbia, Cyprus, Germany, UK, Hong Kong, Ireland, Portugal, Qatar, Turkey, Taiwan, Ukraine.

MISSION OF THE HORIZON INTERACTIVE AWARDS

You've heard the expression, "giving credit where credit is due," well that's our reason for being. Horizon honors the most talented developers of interactive media. The competition provides a level playing field to all participants regardless of company size. Often, smaller firms and individual developers produce outstanding work that never receives the recognition it deserves. Our mission is to shed the spotlight on that work and the people who made it happen.

HOW ENTRIES WERE JUDGED

Entries were judged by an international, volunteer panel of industry professionals with diverse backgrounds and various roles within the interactive media and advertising industries. Judges looked for the best blend between creativity, content and functionality. Each entry was judged on the following:

- Solution creativity and originality
- Overall graphic design / appearance / user experience
- Communication of message
- Technical merit
- Effectiveness of solution

All **GOLD** winners in each category were eligible for the “Best of Category” award as well as the “Best of Show” award and other special awards.

Award Breakdown: The 2022 competition awarded 1 Best of Show winner, 1 Best Use of Typography, 1 Best Use of Photography, 1 Best Use of Video, 1 Best Overall Video, 1 Best Overall Design, and 1 Best of Category winner in 45 categories and that represented approximately the top 8% of all entries. The remaining entries that received an award - were 38% achieved a gold award, 21% achieved silver, 16% achieved bronze.

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