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Clio Mission

Clio’s mission is to celebrate bold work that propels the advertising industry forward, inspire a competitive marketplace of ideas and foster meaningful connections within the creative community.

Judging Criteria & Process

Each year, Clio appoints top creatives and marketers from around the world to serve on our distinct juries. Clio selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry’s evolving marketplace.

The Clio judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across all programs is creativity, with the exception of the Creative Effectiveness and Creative Business Transformation—judging for these mediums are weighted 50% on creativity and 50% on results.

Some of the questions jurors are asked to think about when considering if a piece of work is “Clio-worthy”, include:

- Is this work bold? Innovative? Inspiring?
- Am I jealous of this work? Do I wish I had done it?
- How is this work propelling the industry forward? What do I want to signal to the industry by awarding this work?

Juries will review all of the entries submitted within their assigned medium types. They participate in preliminary rounds of judging individually followed by a final round of judging to determine the awards given to each piece – Gold, Silver, Bronze, and Shortlist.

During the judging process there is no minimum or maximum number of statues that need to be awarded. The jury reserves the right to award as many or as few entries as they see fit in a particular medium or category. This ensures that the submissions are not judged against each other, but simply by its own merit.

Grand Clio

The Grand Clio is Clio’s highest honor. The Grand Clio is similar to “Best in Show” but it’s more than just that. It represents work that is considered head and shoulders above all other entries in a particular medium for that year. Instead of one grand per medium, a jury can now select a grand for each entry type - product/service, B2B and public service - in each medium.
Why You Should Enter

Why Submit? You can’t win if you don’t enter.

A Closer Look at Creativity. The Clio Awards submission process can serve as a useful business tool and audit of your creative approach. So often, looking back helps you move forward.

Early Acclaim. The Clio Awards are the first major global awards competition of the calendar year to announce their winners. This sets the tone early that your company’s work is timely, cutting-edge, and forward-thinking. Traits that attract quality talent and clients.

Prestige and Positioning. Winning a Clio Award will instantly deliver prestige to your business and position your company as an industry leader in producing creative work.

Client Retention. What better way to solidify your company’s reputation with decision-makers and strengthen your relationship with clients than sharing the stage as you accept an award for the work you have done together?

New Business. Potential clients want to hire the best in the business and the Clio statues in your entryway let you say that to everyone who walks in the door without uttering a word.

Employee Morale. Winning a Clio Award is fun. Plus, it shows your employees that you value their contributions. The celebrations that will no doubt follow your win will offer employees a renewed sense of pride in their position at the company and will drive them to continue to reach new heights in order to earn new rewards.

Talent Retention and Recruitment. It’s simple, the most sought-after talent is drawn to the most groundbreaking and award-winning agencies. The more creative recognition your company receives, the more creative people will want to be a part of the team, and stay there.

Exposure. Winners of the Clio Awards are announced in Muse by Clio and other top industry trade publications. These wins will often be cited in future press mentions about your work. References to your Clio Award wins have a home in your new business pitches, marketing materials, boilerplates, executive bios, and various other external touchpoints.

Sending a Message to the Industry. Being selected as a winner by a Clio jury sends a message that the work your company is producing sets the bar for where the world’s most innovative creative minds think the industry should be heading, and it shows your clients that creativity matters.

Reaching Beyond the Industry. Having been featured as an aspirational accomplishment for characters in television and film for decades, earning a Clio Award is an achievement that carries weight in popular culture, not just among those in the industry.
Did You Know?

“OF THE YEAR” POINTS
Annually, Clio presents “Of the Year” awards to the network, agency, independent agency, advertiser, and production company scoring the most statue points. Our points system has been updated as follows: Grand winners will earn 20 points, Gold 10 points, Silver 6 points, Bronze 3 points, and Shortlisted work will earn 1 point.

VOTING CHANGES
• Instead of one grand per medium, a jury can now select a grand for each advertiser type product/service, business-to-business, and public service - in each medium.
• Grands are eligible for the first time in the Film Craft medium.

PRICING CHANGES
• Reduced pricing for all student work and reduced campaign pricing for professional work.
• No more media handling fees.

BULK UPLOADING ENTRIES
You can now upload your individual and company credits to our credit library. Download the credit template to get started!

RENAME
Entry types will now be known as “advertiser types”

NEWEST MEDIUMS
• Creative Business Transformation
• Creative Commerce
• Media

NEW CATEGORIES
Within the Audio Medium:
• Specific Target Audience
• Streaming/Downloadable Content
Did You Know? (Cont.)

NEW CATEGORIES (Cont.)

Within the **Branded Entertainment & Content** Medium:
- Social Media

Within the **Creative Commerce** Medium:
- Name change from Cultural Experiences to Inclusive Commerce
- Partnerships/Co-Creation
- Specific Target Audience

Within the **Creative Use of Data** Medium:
- Name change from Targeting to Specific Target Audience

Within the **Design** Medium:
- Data Visualization

Within the **Design Craft** Medium:
- Art Direction

Within the **Digital/Mobile** Medium:
- Connected Devices

Within the **Digital/Mobile & Social Media Craft** Medium:
- Art Direction
- Music
- Sound Design

Within the **Direct** Medium:
- Use of New Realities
- Use of Talent & Influencers

Within the **Innovation** Medium:
- Audio
- Branded Entertainment & Content
- Creative Commerce
- Design
- Digital/Mobile
- Direct
- Experience/Activation
- Film
- Media
- Out of Home
- Partnership & Collaboration
- Print
- Public Relations
- Social Media

Within the **Media** Medium:
- Print

Within the **Public Relations** Medium:
- Name change from Multicultural to Specific Target Audience

Within the **Social Media** Medium:
- Specific Target Audience
Entry Tips

ENTER EARLY
Entering early offers you financial savings and gives the Clio team more time to review your entry before it reaches the jurors. During the review process, we verify that all of the necessary information and assets are included, work properly, and adhere to our media specifications. Additionally, we offer entrants feedback on their submissions when appropriate. In some cases, we suggest minor adjustments to improve your submission, so the more time we have, the better!

INCLUDE A SYNOPSIS
Including a synopsis is strongly recommended not only by the Clio team but also by our jurors, as they often use the provided copy when additional context is needed; this can include cultural background, insights on the creative process and/or specific notes on what makes the entry unique in the medium entered.

PRESENT STRATEGICALLY
Take advantage of the opportunity to upload a case film and/or case board to showcase your creative campaign. This can be found within the Media portion of your entry. If you do not have the resources to create a case study video we recommend you create a PowerPoint presentation overview of your project and upload it as a PDF to your entry. Whether you use a case study video or PowerPoint presentation, we recommend you keep your entry presentation concise, highlighting the creative aspects of your campaign and if possible, focusing on the medium you are submitting into rather than a one-size fits all overview.

ENTRY INSPIRATION
In order to see what has won in previous years, you may look up medium-specific winners in our Winners Gallery. You can also do this by simply clicking “See previous award winners in this medium here” which can be found in each medium page via How-to-Enter. Please note you will not see this for new mediums.

BULK UPLOADING CREDITS
Give credit where credit is due. With our new credit library you can now bulk upload individual as well as company credits to your credit library. Download the credit template file, fill out the fields and be sure to save your file as a CSV, in order to upload it to the credit library. This allows you to save time, show more love, and edit your credits across all entries as you see fit.

DUPLICATING ENTRIES
You can now effortlessly replicate your entries, across not only mediums but programs too! You can do this by simply navigating to your Draft Entries, My Cart, or your Orders, and then clicking on “Duplicate Entry.” This feature enables you to conveniently choose both the medium and category in which you would like to submit the entry, streamlining the submission process.
Sample Entry Form

Entry requirements will differ slightly depending on the medium and category selected.

*Required Fields

**BASIC INFO:**

**Entry Title**
The entry title is a short name for this entry. Keep it memorable, descriptive and short. Do not include the brand name, agency name, or medium type. Keep in mind, should your piece be awarded, this will appear on the 4th line of the trophy, as well as below the brand on the Winners Gallery.

**Entry Brand**
The entry brand is the brand, organization, or individual the entry is advertising. Keep in mind, should your piece be awarded, this will appear in **bold** on the 3rd line of the trophy, as well as above the title on the Winners Gallery.

**Cover Image**
Please provide a cover image for your entry. This image will display wherever your entry appears in a list or gallery with other entries. We recommend using an image or still from your entry, not a case board or image with text.

*Note: Drag and drop from your media library or upload directly from your computer.*

**Campaign or Single Entry**
Do you want to submit a single entry, or a collection of entries that make up a campaign?

*Note: included on the entry form for mediums that are campaign eligible. A campaign is a series of executions within one submission; the jurors will consider how the work functions as a whole.*

**Category**
Please choose one item from the list below to indicate the type of work contained within the execution.

*Note: Only included on the entry form for mediums that have categories.*

**ADDITIONAL INFO:**

**Advertiser Type**
Select the advertiser type that best aligns with the brand, service, or organization being advertised or marketed in your submission.

**Business to Business:** Entries in this advertiser type include work pertaining to a brand that has a target audience of other brands.

**Product/Service:** Entries in this advertiser type include work pertaining to a brand that offers a product and/or service.

**Public Service:** Entries in this advertiser type include work pertaining to non-profit organizations and government entities.

*Note: For-profit brands cannot be included in the Public Service advertiser type.*
Sample Entry Form (Cont.)

Entry requirements will differ slightly depending on the medium and category selected.

*Required Fields

**First Launch Date**
Please select the date the work first launched in public. Entries appearing in public between **August 1, 2022 - February 23, 2024** are eligible for entry into this year’s Clio Awards, with the exception of the Creative Effectiveness and Creative Business Transformation mediums. Entries in the Creative Effectiveness and Creative Business Transformation mediums have an eligibility period of **August 1, 2021 - February 23, 2024**.

**Country of Origin**
Please select the country in which the work was first released to the public.

**URLs**
- URL entered may not contain agency name at any point, including but not limited to website, webpage title or within the URL link.
- Entrants must keep the URL accessible online for judging through **May 1st, 2024**.
- Please provide any login credentials required to access the URL.
- Please do not link to a case study video.

**Synopsis**
Please state the main objective of the entry as concisely as possible. Please include any additional context needed; including cultural background, insights on the creative process and/or specific notes on what makes the entry unique in the medium entered. This is not required but highly encouraged.

**English Language Translation**
We strongly suggest that you dub your non-English language entries into English or include subtitles. If this is not an option, please provide text-based English translation here.

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**CREDITS:**
Required credits, denoted by *, will be used for Of The Year calculations. And must be finalized at the time of submission.

Individual and additional company credits may be updated at any point, including after winners are announced.

Note: Annually, Clio presents “Of the Year” awards to those scoring the most statue points. To receive points, contenders must have entered the work themselves or be listed within the credits of winning entries submitted by other entrants. Of The Year Awards include: Network of The Year, Agency of The Year, Independent Agency of The Year, Advertiser of The Year, and Production Company of The Year.

**Entrant Company**
Please enter the name of the company who will be credited with entering this work. It will usually be your company, but you may be entering on behalf of another.
Sample Entry Form (Cont.)

Entry requirements will differ slightly depending on the medium and category selected.

*Required Fields

Advertiser/Brand*
Please provide the name of the advertiser for this work. This can be a brand or organization. This information will be used for the “Of the Year” calculations.

Advertising Agency*
Please provide the name of the creative advertising agency for this work. This should be the specific agency office, if applicable. This information will be used for the “Of the Year” calculations.

Agency Network*
If applicable, please provide the agency network. This information will be used in the “Of the Year” calculations.

Holding Company*
If applicable, please provide the agency holding company.

Production Company*
If applicable, please provide the production company. This information will be used in the "Of the Year" calculations.

Additional Companies

Chief Creative Officer / Lead Creative
Here, you can provide the name and title for the head creative on this work.

Chief Marketing Officer / Lead Marketer
Here, you can provide the name and title for the head marketer on this work.

Individual Credits

MEDIA:

Case Board
Here you may submit a case board to support your entry. This is not required but is encouraged.

Case Study Video
Here you may submit a case study video to support your entry. This is not required but is encouraged.

Execution Asset(s)
This should be the piece(s) of content as it ran to the public.

Note: The available and required execution assets will vary depending on the medium. They include images, videos, and audio files. See entry kit for more details.
Sample Entry Form (Cont.)

Entry requirements will differ slightly depending on the medium and category selected.

*Required Fields

Supporting PDF

The supporting PDF can be anything from additional context to a cohesive presentation of the campaign itself.

Note: Included on all entry forms EXCEPT the Print Medium.

REVIEW:

Review Your Entry*

You may review your entry here for any typos or other issues. You must accept the Terms and Conditions to complete your entry and add it to your cart.
**Single Entry vs. Campaign Entry**

Entrants may submit their work as a *single entry* or a series of executions within an entry can be judged together as a *campaign*. When deciding whether to enter a single entry, campaign entry, or both, consider:

- When entering a campaign, a series of executions within one submission, the jurors will consider how the work functions as a whole.
- When entering a single entry, one execution, the jurors will consider how the work functions on its own.
- The *Integrated Medium* is the only medium in which entrants can submit the full scope of work within a 360 campaign across multiple mediums.

The following is an example of 2023 Clio Award winning work that was awarded in several different mediums/categories, both as single entries and campaigns:

Dove
“*Toxic Influence*”

**GOLD:** Branded Entertainment & Content - Film - Unscripted (SINGLE)
**GOLD:** Creative Use of Data - Creativity/Storytelling (SINGLE)
**GOLD:** Print (CAMPAIGN - 3 ENTRIES)
**SILVER:** Branded Entertainment & Content - Digital/Mobile (SINGLE)
**SILVER:** Digital/Mobile - Artificial Intelligence (SINGLE)
**BRONZE:** Branded Entertainment & Content - New Realities (SINGLE)
**BRONZE:** Creative Use of Data - Visualization (SINGLE)
**BRONZE:** Print & Out of Home Craft - Art Direction (CAMPAIGN - 3 ENTRIES)
**SHORTLIST:** Creative Use of Data - Targeting (SINGLE)
**SHORTLIST:** Digital/Mobile - New Realities (SINGLE)
**SHORTLIST:** Film - 61 Seconds to Five Minutes (SINGLE)
**SHORTLIST:** Film Craft (Casting/Performance) - Casting/Performance (SINGLE)
More on Campaigns

CAMPAIGN ENTRY

Campaign entries consist of 2-10 executions in the same medium and category. This is allowed in the Audio, Audio Craft, Digital/Mobile, Digital/Mobile & Social Media Craft, Direct, Film, Film Craft, Out of Home, Print, and Print & Out of Home Craft Medium types.

MIXED CAMPAIGN ENTRY

Mixed Campaign entries are a specific type of campaign entry allowed in the Audio, Digital/Mobile, Direct, Film, and Out of Home Medium types. Mixed campaign entries include a combination of different categories within a medium as part of a single campaign.

For Example, a Mixed Campaign entry in Digital may include an app as well as a full website, and a microsite.
More on Campaigns

HOW TO SUBMIT A CAMPAIGN ENTRY

1. Select a medium to create a new entry.
2. Complete the required Basic Info fields (Entry Title, Entry Brand, Cover Image).
3. Select "Campaign Entry" under the "Campaign or Single Entry" field.
4. Confirm you would like to "Change Campaign Status" by selecting "Yes, Change." (If this is an entry you had been working on as a single entry, any media you uploaded on the Media tab of your submission will be discarded).
5. Save as draft (select "Return to my entry"), click next.
6. Fill out the required information on the Additional Information tab (Country of Origin, First Launch Date, etc.)
7. Save as draft (select "Return to my entry"), click next.
8. Fill out the required information on the Credits tab of your submission.
9. Save as draft (select "Return to my entry"), click next.
10. Once on the Executions tab, you’ll see the title change of your campaign entry at the top. Campaigns consist of two or more executions that are part of a series in the same medium and category. A Campaign that is mixed consists of two or more executions that are part of a series in the same medium but different categories.
11. To get started, click "Add Execution" below, select a category, if prompted, and fill out the fields that appear.
12. Give each execution a title that is short and descriptive, and add media as appropriate. To add additional executions, click "Add Execution" until your entry is complete.
13. Display Order: In this section, you may change the order your executions display in your campaign entry. This will impact how the entry displays for jurors and in the Winners Gallery if your entry is awarded. If you change the display order, please be sure to click "Save Display Order." It is in this area you may also delete an execution from your campaign if you wish to do so.
14. Save as a draft (select "Return to my entry"), click next.
15. After reviewing your entry summary, read the Terms & Conditions thoroughly and click "I agree to these conditions."
16. Save and exit and return to your drafts. If no other required action is necessary, you can add this entry to your cart and check out.
More on Entries

HOW TO ADD CREDITS TO AN ENTRY
1. Click "+ Add Credit" on the right side of the screen in the Credit Library.
2. Select whether you would like to enter a Company Credit or an Individual Credit.
3. Fill in the credit information and then scroll to the bottom of the screen and select "+ Add Credit."
4. Once you add the credit it will populate in the library to the right, and you'll be able to drag and drop it into the desired box.

PHYSICAL ENTRIES
All physical entries submitted are optional.
Physical entries are accepted for the Design and Direct Mediums only.
All physical components must arrive at the Clio office no later than February 2nd, 2024.

Physical entry submission instructions:
• Please provide the appropriate Judging Label and Entry Details forms in the package with the physical sample.
• Please DO NOT glue, tape, or otherwise permanently attach the forms to the entry.
• Please provide an actual sample of the work as the target audience would have received it, when possible.
• Physical entries that require assembly must be done by the entrant. Please email support@clios.com to coordinate details.
• Any physical entry items submitted that exceeds 50 lbs will be subject to additional shipping costs.

Clio Awards
104 W 27th St
10th Floor
New York, NY 10001
Phone: 1-212-683-4300
Avoiding Common Entry Errors

The some of the most common entry errors and how to avoid making them:

**Miscategorized entries:** Utilize our entry kit to closely review the medium and category definitions. Check to see if any other categories better suit your entry.

**Campaigns submitted as single entries:** Familiarize yourself with the difference between a campaign and a single entry. A campaign is a series of executions that function as a whole and are judged together as one.

**Links to videos instead of uploading the video directly to the submission; this also includes adding links to portfolios, Dropbox and/or Google Drive accounts:** Be sure to upload all relevant media directly to your submission via our online entry system. When reviewing the entries, jurors are presented with this media first. Please avoid using URLs to sources that house more media such as Dropbox and Google Drive, as well as portfolio websites that include other pieces of work.

**Incorrect URLs:** Try and keep the URLs short and refrain from including any tracking codes.

**Including agency credits, individual credits, agency logos and/or slates in submissions, particularly within the synopsis and uploaded media:** Make sure your agency name is removed from all elements of the submission. All submissions remain anonymous during the judging process; this means no agency mentions in or on any of the uploaded media (video, image, audio, URL or PRF) or in the synopsis. Links that lead to personal or company accounts on sites such as Vimeo and Youtube must remain anonymous.

**Providing media assets that are not eligible for a particular medium:** Be sure to reference the entry kit or individual medium pages via "How to Enter" for an understanding of what media is allowed for submission into each specific entry medium.

**Misunderstanding and/or misusing the "Other" category:** Note that the Other category is available to you should your piece not fit within our existing categories. In the Other Category Description field, please specify one piece of judging criteria that is relevant within that particular medium.

**Invalid eligibility:** Refer to General Eligibility: Entries appearing in public between **August 1, 2022 - February 23, 2024** are eligible for entry into this year’s Clio Awards, with the exception of the Creative Effectiveness and Creative Business Transformation mediums. Entries in the Creative Effectiveness and Creative Business Transformation mediums have an eligibility period of **August 1, 2021 - February 23, 2024**.
Avoiding Common Entry Errors (Cont.)

Invalid entries: Entries can not be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations. Spec ads and director’s cuts are NOT eligible. Clio retains the right to disqualify entries which offend national, religious, cultural or racial groups.

Re-entering work that has been already submitted into the same Clio program the previous year: Note that, with the exception of Creative Effectiveness and Creative Business Transformation, entries previously entered into the Clio Awards are not eligible to be re-submitted. All such ineligible entries will be withdrawn by the Clio Awards and the entry fee will NOT be refunded.

Contact the Clio Client Relations team at support@clios.com for additional entry placement recommendations and assistance.
Avoiding Common Medium Missteps

Audio / Audio Craft: Please utilize the "Audio Execution" upload in the Media portion of your entry; this will be the piece of audio content as it originally ran to the public. Keep in mind that the jurors will be solely judging the content piece of audio exactly as it ran in public, including but not limited to radio advertising and podcasts. This means the bits of audio in the background of the videos will not be the focus of your entry. You're welcome to use the Case Study Video portion for additional context. Should you wish for a particular craft to be judged within the audio piece, you can enter into the Audio Craft Medium and choose the category you wish to have judged. Same rules apply for Audio Craft.

Creative Effectiveness: Judging for this medium is weighted 50% on creativity and 50% on results. Keep in mind that result details are required so please be sure to download and re-upload the Creative Effectiveness Entrant Brief provided to you before starting your entry.

Creative Use of Data: Please note that the "Strategy" section of this submission is required. Please fill this out with concise, yet detailed, description of the strategy for the campaign. Do not leave this field blank.

Film / Film Craft: Please utilize the "Video Execution" upload in the Media portion of your entry; this will be the piece of content as it originally ran to the public. The jurors will be solely judging the content piece of film exactly as it ran in public. This means the Case Study Videos should not be the required film. You're welcome to use the Case Study Video portion for additional context. Should you wish for a particular craft to be judged within the film piece, you can enter into the Film Craft Medium and choose the category you wish to have judged. Same rules apply for Film Craft.

Integrated: Under the Basic Info portion of your entry form you will see that it is required to name at least 3 Mediums that were utilized in your Integrated Campaign. Please elaborate and/or provide supporting assets to showcase the mediums utilized. You'll also want to cater your entry to the executions within your campaign. For example, if your integrated work includes pieces of audio, you should provide the audio execution(s) as they ran to the public.

Out of Home: Please utilize the "Execution Image" upload in the Media portion of your entry; this will be the piece of content as it originally ran to the public. The jurors will be solely judging the content piece exactly as it ran to the public. This means that Case Boards including additional context should not be the required image. You're welcome to use the Case Board portion for additional context. Should you wish for a particular craft to be judged within the out of home piece, you can enter into the Print & Out of Home Medium and choose the category you wish to have judged. Please keep in mind, several images should not exist within one single image upload.

Note: Please refrain from including additional executions within your PDF; for single entries, Campaign entries are able to contain multiple executions within the same campaign.
Avoiding Common Medium Missteps (Cont.)

**Partnerships & Collaborations:** Please make sure to clearly state the specific entities who have worked together in your campaign. You can do this in the "Partners or Collaborators" section of your entry within the Basic Information.

**Print / Print & Out of Home Craft:** Please utilize the "Execution Image" upload in the Media portion of your entry; this will be the piece of print as it originally ran to the public. This means that Case Boards including additional context should not be the required image. You’re welcome to use the Case Board portion for additional context. Should you wish for a particular craft to be judged within the print piece, you can enter into the Print & Out of Home Craft Medium and choose the category you wish to have judged. Same rules apply for Print & Out of Home Craft.

**Social Media:** Take a careful look at the categories under Social Media. Keep in mind, entering into Single Platform means that only one social media platform was utilized in the campaign. That being said, entering into Multi-Platform means that there were at least two social media platforms involved. It is also helpful to clearly identify which platforms your work ran on in the "Where Did This Run" field on the Basic Info page of the entry form. Please also note that only one social post should be uploaded into the Social Post category and only one social video should be uploaded in the Social Video category.
Questions to Consider

When putting together your entry, ask yourself the following:

• Does the selected Advertiser Type correspond with the advertised brand?
• Do the selected medium and category correspond with your piece and what you would like judged?
• Are you providing a synopsis that explains why your entry is creative and why it fits in this particular medium and category?
• Is your synopsis informative and succinct so that the jurors can easily digest the information?
• Have you provided all of the assets available to you that would help the jurors understand your entry clearly?
• Could your piece fit into other mediums or other Clio programs as well?

Note: Your piece could be eligible for some of our other Clio programs, including but not limited to, Clio Health, Clio Sports, Clio Music, Clio Entertainment and/or Clio Cannabis. For more information, head to the “How to Enter” section of Clios.com.
Additional Entry Opportunities

Your work may be eligible for multiple mediums within Clio. Below are some great examples of pieces from the 2023 Clio Awards that were awarded in a variety of mediums and categories:

**Anheuser Busch Michelob ULTRA “McEnroe Vs McEnroe”**
*Advertiser Type: Product/Service*
- **GRAND**: Branded Entertainment & Content - New Realities
- **GRAND**: Creative Use of Data - Real-Time
- **GOLD**: Creative Use of Data - Visualization
- **GOLD**: Digital/Mobile & Social Media Craft - Other
- **GOLD**: Experience/Activation - Special Build
- **GOLD**: Innovation - Medium Innovation
- **GOLD**: Partnerships & Collaborations
- **GOLD**: Public Relations - Special Event/Activation
- **GOLD**: Public Relations - Use of Talent & Influencers
- **SILVER**: Branded Entertainment & Content - Experience/Activation
- **SILVER**: Creative Use of Data - Creativity/Storytelling
- **SILVER**: Integrated
- **SILVER**: Out of Home - Other
- **BRONZE**: Design - Spatial Design
- **BRONZE**: Digital/Mobile - New Realities
- **SHORTLIST**: Branded Entertainment & Content - Film - Unscripted
- **SHORTLIST**: Digital/Mobile - Artificial Intelligence
- **SHORTLIST**: Digital/Mobile - Multi-Platforms/Cross Channel Storytelling or Experience
- **SHORTLIST**: Experience/Activation - Immersive/New Realities
- **SHORTLIST**: Experience/Activation - Use of Talent & Influencers

**Volkswagen Group France “Inside Job”**
*Advertiser Type: Business-to-Business*
- **GRAND**: Media - Specific Target Audience
- **SILVER**: Branded Entertainment & Content - Experience/Activation
- **SILVER**: Creative Effectiveness - National
- **SILVER**: Experience/Activation - Special Build
- **SILVER**: Out of Home - Ambient

**Guns Down America “Gun Survivor Reviews”**
*Advertiser Type: Public Service*
- **GOLD**: Social Media - Social Video
- **SILVER**: Direct - Social Media
- **SILVER**: Public Relations - Cause Related
- **SILVER**: Public Relations - Use of Talent & Influencers
- **BRONZE**: Direct - Film
- **BRONZE**: Social Media - Use of Talent & Influencers
- **SHORTLIST**: Digital/Mobile - Storytelling
- **SHORTLIST**: Experience/Activation - Digital/Mobile
- **SHORTLIST**: Film Craft (Casting/Performance) - Casting/Performance
Useful Resources

**Clios.com – “How To Enter”**: Head to the How to Enter section of Clios.com and navigate to Clio Awards to find pertinent entry information.

**Clio Awards Entry Kit**: Want a printable copy of the entry information? Download our Clio Awards Entry Kit from Clios.com. The kit includes information on the judging process, key dates, details on media and entry requirements and much more regarding your entry.

**Clio Awards Winners Gallery**: Check out our Winners Gallery at Clios.com/Awards/Winners to review previously awarded work within the Advertiser Type, Medium, and Category you have chosen for your entry.

**Frequently Asked Questions**: Think you’re the only one with questions? Think again! Check out the FAQ section of Clios.com for quick answers to common inquiries.

Contact Us

For more information regarding all of our Clio Programs, personalized assistance and general inquiries, please contact our Client Relations team at **1.212.683.4300** or **support@clios.com**.