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Hill's Pet Nutrition | Feed the Love Campaign | VMLY&R / Red Fuse Communications | 2020 Bronze Clio Health Winner

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## Clio Health

Built on Clio's enduring reputation for recognizing the most creative and culturally relevant marketing and communications, Clio Health was founded in 2009 to celebrate the work behind wellness. The program is a barometer for excellence in a highly specialized field, recognizing creativity that not only meets the advanced needs of consumers, but addresses the sophisticated challenges, demands and opportunities of a fast-evolving, rapidly expanding global marketplace and industry.

## 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 medium—judging for this medium is 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.

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## What's New in 2022

### NEW ENTRY TYPES

**Consumer Brand Health Initiative** entries advertise or market brands, products or services that are not directly related to the health industry, but that have integrated a health initiative into their marketing, advertising and/or brand communications.

### NEW SUB-ENTRY TYPES

- **Products & Devices** within Health & Wellness
- **Lifestyle & Wellness** within Health & Wellness
- **Disease Awareness & Advocacy** within Pharmaceutical

### NEW CATEGORIES

- **Film-Scripted** within Branded Entertainment & Content
- **Film-Unscripted** within Branded Entertainment & Content
- **Music** within Branded Entertainment & Content
- **Accessibility** within Design
- **Inclusivity** within Design
- **Use of Product** within Direct
- **Digital/Mobile** within Experience/Activation
- **Events** within Experience/Activation
- **Guerrilla** within Experience/Activation
- **Immersive** within Experience/Activation
- **Digital Product Innovation** within Innovation
- **Physical Product Innovation** within Innovation
- **Early-Stage Prototype Innovation** within Innovation

## Starting Your Submission

### BASIC INFO

**Entry Title:** The entry title is a short name for your entry. Keep it concise, memorable, and descriptive. We suggest you not include the brand name, agency name, or medium type as these will be on your entry in other areas and don't need to be duplicated.

*Please note that what you title your entry will be on the nameplate of the trophy should the entry should be awarded.*

**Entry Type:** The entry types represent the sectors of the health industry.

*Please view pages 6 and 7 for a full list of Clio Health entry types and their definitions*

**Advertised Brand:** The brand that is being advertised or marketed.

**First Launch Date:** The date that the work was first released to the market.

**Country of Origin:** The country in which the work was first released to the market.

**Synopsis (Optional):** Please state the main objective of the entry as concisely as possible. Focus on explaining how the idea is creative.

**English Language Translation (Optional):** We strongly suggest that you dub your non-English language videos into English or provide subtitles. If this is not an option, please provide a text-based English translation here.

### REQUIRED CREDITS

**Entrant Company:** The company submitting the entry.

*Please note the entrant company will be on the nameplate of the trophy, should the entry be awarded.*

**Advertising Agency:** The advertising agency associated with the work.

**Agency Network:** The parent agency of the agency entering the work.

**Advertiser/Brand:** The brand/company being advertised or marketed.

**Holding Company:** The corporate firm that ultimately owns the agency and / or the agency network.

**Production Company:** The creative group responsible for producing the artwork itself.

*Required credits vary by program. Additional company and personal credits are optional and can be added to the entry at any time.*

### MEDIA

**Image:** All entries require a JPG to be submitted. The JPG will be used as the thumbnail during judging, on our Winners Gallery and in all printed materials should the entry be awarded or shortlisted. The image represents the brand/product being advertised or marketed.

*Additional media requirements vary by Medium.*

**Audio, Audio Craft, Creative Effectiveness, Film and Film Craft** will have other media requirements aside from an image.

*For Medium details see the entry kit or the "How to Enter" section of clios.com*

## Entry Types

Entry types represent the sectors of the health industry. On the entry form, select the entry type that best aligns with your submission.

### HEALTH & WELLNESS

Health & Wellness entries advertise or market non-prescription brands, products or services that facilitate an individual's health and/or wellness.

- **Animal Health** – products, services and activities that are geared towards animal health.
- **Environmental Health** – services and/or goods concerned with monitoring or mitigating factors in the environment that affect human health and disease.
- **Health Awareness & Advocacy** – education about the diagnosis/treatment of a particular health condition and/or advocacy for general health causes.
- **Health Services & Corporate Communications** – hospitals & clinics,

health insurance & health services and corporate communications for the healthcare industry. This also includes agency/brand self-promotion work.

- **Lifestyle & Wellness** – products, services and activities that facilitate an individual's healthy lifestyle. This includes, but is not limited to nutrition, fitness, sleep, stress relief, mental health, self-care and sexual wellness.
- **Over-the-Counter** – healthcare products typically available in a pharmacy that do not require a physician's prescription. This includes, but is not limited to: applications, non-prescription medications, and nutraceuticals.
- **Products & Devices** – products, devices or tools used for at home measuring, testing or betterment of one's health.



Cargo | Overheard | Huge | 2020 Bronze Clio Health Winner

## Entry Types, Cont.

Entry types represent the sectors of the health industry. On the entry form, select the entry type that best aligns with your submission.

### PHARMACEUTICAL

Pharmaceutical entries advertise or market brands or products related to prescription and/or regulated medicinal drugs or tools and their preparation, use or sale.

- **Device & Diagnostics** – surgical supplies, tools and products used for measuring or testing.
- **Direct-to-Consumer** – services and/or goods marketed directly to consumers that require a prescription.
- **Direct-to-Professionals** – solely for healthcare professionals, including internal communications.

- **Disease Awareness & Advocacy** – education about the diagnosis/treatment of a particular disease and/or advocacy for specific medical conditions.
- **Veterinary** – products and services for animal diagnosis, prescription or treatment.

### CONSUMER BRAND HEALTH INITIATIVE

Consumer Brand Health Initiative entries advertise or market brands, products or services that are not directly related to the health industry, but that have integrated a health initiative into their marketing, advertising and/or brand communications.

*Note: This entry type does not contain sub-entry types.*



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## Entry Tips

### ENTER EARLY

Entering early offers you financial savings and gives the Clio Health 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 and if a video is submitted, and we ensure the file is working properly and adheres 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 Health 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

While it's not required, presenting your entry utilizing a case study video is helpful to highlight the various aspects of your projects to our jurors. 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.

## Single Entry vs. Campaign Entry

Entrants may submit their work as a single entry and/or multiple single entries combined together, called a campaign entry. When deciding whether to enter a single entry, a campaign entry, or both, consider:

- When entering a campaign, a collection of multiple single entries, 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 Campaign Medium is the only medium in which entrants can submit the full scope of work within one single entry.

The following is an example of 2018 Clio Health winning work that was awarded in several different mediums/categories, both as single entries and as a campaign:



### SickKids Foundation

#### “SickKids VS - All In”

**GOLD:** Direct (Health & Wellness) - Film

*(SINGLE)*

**GOLD:** Film Technique (Health & Wellness) -

Cinematography

*(SINGLE)*

**SILVER:** Direct (Health & Wellness) - Out of Home

*(CAMPAIGN - 3 ENTRIES)*

**SILVER:** Film (Health & Wellness) - Short Form

*(SINGLE)*

**SILVER:** Film (Health & Wellness) - Direction

*(SINGLE)*

**SILVER:** Film Technique (Health & Wellness) - Editing

*(SINGLE)*

**BRONZE:** Film Technique (Health & Wellness) - Music

*(SINGLE)*

**BRONZE:** Integrated Campaign (Health & Wellness)

*(SINGLE)*

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## More on Entries

### 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/Mobile may include an app as well as a full website, and a microsite.*

### HOW TO SUBMIT A CAMPAIGN ENTRY

1. Create or edit an entry which you intend to make into one of the elements of the campaign.
2. In the Campaign tab select YES when asked if the entry is part of a campaign.
3. The next question will ask you if it's a new campaign or an existing one. Select NEW.
4. Provide a Campaign Name.
5. Proceed completing the entry all the way to the Review step.
6. In the Review step click the 'Add Next Entry' entry button.
7. The first campaign element is now saved and copied to create the next element easily.
8. Change the title and upload media asset(s). Change any other information if needed.  
Proceed to the Review step.
9. Repeat steps 6 through 8 until all campaign elements have been added.
10. When complete click "Add to Cart" and proceed to check out.

### PHYSICAL ENTRIES

Clio Health does not allow for Physical Entries.

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## Avoiding Common Entry Errors

The following are 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 collection of single entries that 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/Cut off URLs:** Keep in mind that our entry system has a 128 character limit for all URL fields. Should your entire link not fit, please utilize websites such as bitly.com to shorten them.

**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 mention in or on any of the uploaded media (video, image, audio, URL or PDF) 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.

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## Avoiding Common Entry Errors (Cont.)

**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 our General Eligibility: Entries first appearing in public between **October 1, 2020 - April 1, 2022** are eligible for entry into this year's Clio Health Awards, with the exception of the Creative Effectiveness Medium. Entries in the **Creative Effectiveness Medium** have an eligibility period of **October 1, 2019 - April 1, 2022**.

Campaigns previously entered in 2019 are still eligible to be entered into the Creative Effectiveness Medium *only*.

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

Contact the Clio Client Relations team at [support@clios.com](mailto:support@clios.com) for additional entry placement recommendations and assistance.

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## Avoiding Common Medium Missteps

**Audio / Audio Craft:** 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 that the bits of audio in the background of videos will not be the focus of your entry. If you choose to upload an optional video, this should only be a case study. Should you wish for the music or sound inside of a video to be judged, you can enter into the Film Craft Medium under the categories of Music and/or Sound Design.

**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 provided PDF into your entry.

**Film / Film Craft:** The jurors will be solely judging the content piece of film exactly as it ran in public. This means that case-study videos should not be the required film. Should you wish to have a particular craft in the film judged, you can enter into the Film Craft Medium under the category of your choice. Please note that only one film should be entered in the video upload portion, not multiple.

**Integrated Campaign:** 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 provide details on how each Medium was executed throughout your entry.

**Out of Home:** The jurors will be solely judging the content piece exactly as it ran in public. This means that case boards including additional context should not be the required image. All additional information should live elsewhere in your entry, including but not limited to the synopsis and/or additional PDF. If this is not already the main image, it is suggested that you provide a clear in-environment photo of the out of home execution in the additional PDF.

*Note: Please refrain from including additional executions within your PDF. Should you want additional footage judged please submit the execution as a separate entry, which you may combine into a campaign.*

**Partnerships & Collaborations:** Please make sure to clearly state the specific entities who have worked together in your campaign. You can do this in the synopsis and/or strategy portion of your entry.

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## Avoiding Common Medium Missteps (Cont.)

**Print:** The jurors will be solely judging the content piece of print exactly as it ran in public. This means that case boards including additional context should not be the required image. All additional information should live elsewhere in your entry, such as the synopsis. Should you wish to have a particular craft in the print judged, you can enter into the Print & Out of Home Craft Medium under the category of your choice.

**Print & Out of Home Craft:** The jurors will be solely judging the content piece exactly as it ran in public. This means that case boards including additional context should not be the required image. All additional information should live elsewhere in your entry, such as the synopsis and/or additional PDF. If this is not already the main image, it is suggested that you provide a clear in-environment photo of the out of home execution in the additional PDF.

**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 more than two social media platforms involved. It is also helpful to clearly call out which platforms are being used in your synopsis. Please also note that only one social post should be uploaded into the Social Post category and only one social video should be uploaded into the Social Video category.

## Questions to Consider

### When putting together your entry, ask yourself the following:

- Does the selected entry type correspond with the advertised brand?
- Does 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 visuals 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, Clio Sports, Clio Music, Clio Entertainment and/or Clio Cannabis. For more information, head to the "How to Enter" section of Clios.com.*



Canopy Growth | Martha Stewart CBD Launch | Acceleration | 2020 Clio Health Shortlist Winner

## Additional Entry Opportunities

Your work may be eligible for multiple mediums within Clio Health.

Below are some great examples of pieces from the 2020 Clio Health Awards that were awarded in a variety of mediums and categories:



### **EmpowHer NY** **"The Call"**

*Entry Type: Health & Wellness*

**GOLD:** Film - 61 Seconds to 5 Minutes

**SILVER:** Branded Entertainment & Content - Film

**SILVER:** Creative Effectiveness

**SILVER:** Public Relations - Cause Related

**SILVER:** Social Media - Social Video

**BRONZE:** Audio - Radio



### **NTMFacts** **"Trapped"**

*Entry Type: Pharmaceutical*

**GOLD:** Film - 61 Seconds to 5 Minutes

**SILVER:** Film Craft - Animation

**SILVER:** Film Craft - Music

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## Useful Resources

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

**Clio Health Entry Kit:** Want a printable copy of the entry information? Download our Clio Health 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 Health Winners Gallery:** Check out our Winners Gallery on Clios.com/Health/Winners to review previously awarded work within the entry type and medium 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](mailto:support@clios.com).

