



Best Submission Practices



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Spotify | The Decade Wrapped | Spotify In-House | 2020 Clio Music Awards Grand Winner

About Clio Music

Built on Clio's enduring reputation for recognizing the most creative and culturally relevant marketing and communications, Clio Music celebrates the visceral power of music to connect consumers and brands around the world. The program was introduced in 2014 to award the creative contributions of the marketers and communicators who are helping artists and brands connect with fans and consumers.

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

Creativity (*noun*) [kree-ey-tiv-i-tee]

The application of an idea that is unexpected, imaginative or otherwise unconventional.

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?

Judging 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.

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.

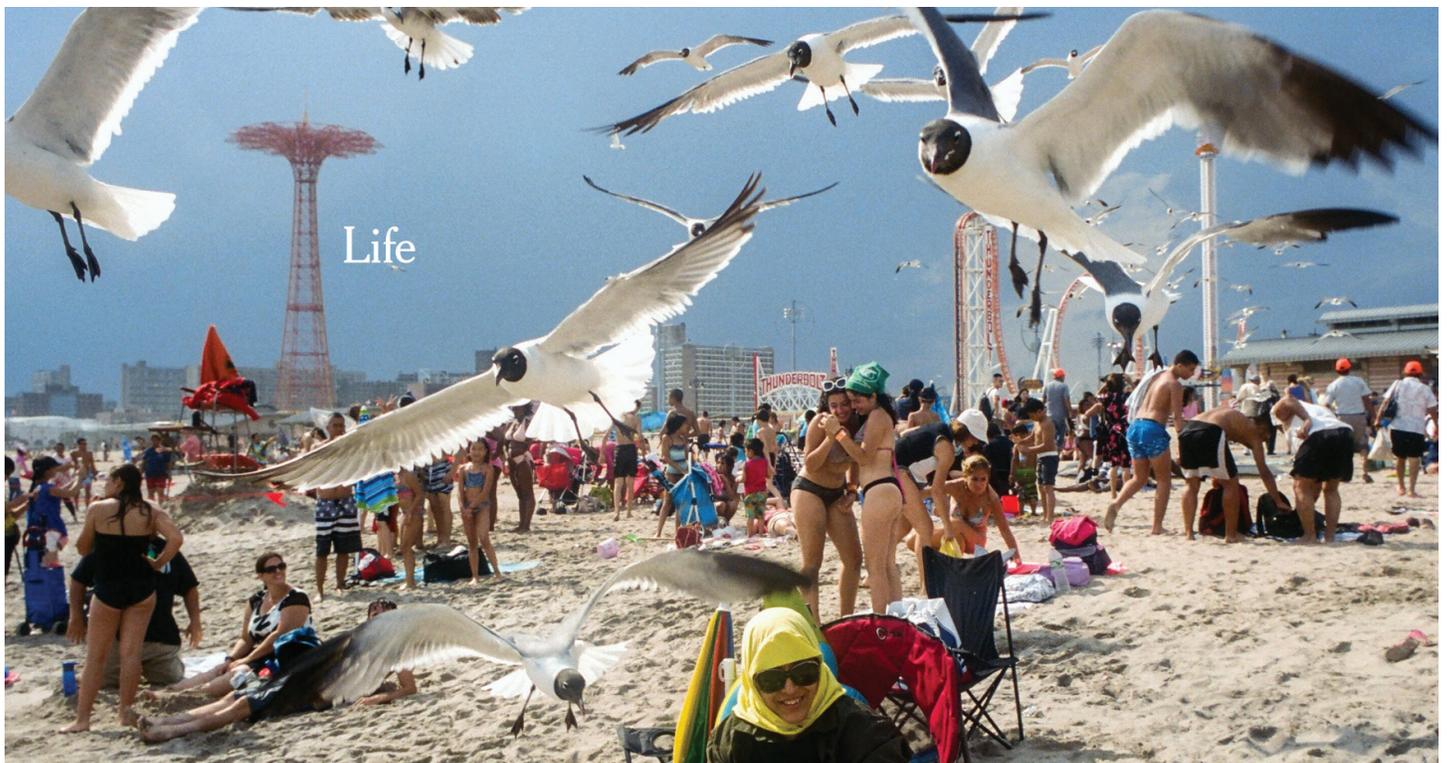
What's New This Year

NEW MEDIUM

Use of Music: Sonic Branding - Entries in this medium are for the use of sounds associated with a brand, product, or service and could include the translation of a visual brand into a jingle, audio or sonic signature.

NEW CATEGORY

Sound Design - Entries in this category are for the process of recording, acquiring, manipulating, or generating audio elements in a film/video piece to support or promote an artist, music brand, music product, or music service. Sound Design was added as a category in Music Marketing: Film/Video Craft.



The New York Times | Life Needs Truth | Drogas | 2020 Clio Music Awards Grand Winner

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 be awarded.

Entry Type: The Entry type indicates the industry vertical the entry exists within.

Music Marketing: All entries within Music Marketing must be for the marketing or promotion of an artist, label, music brand, or music product/service.

Use of Music: All entries submitted in Use of Music must highlight a non-music brand's creative use of music within advertising, marketing, a trailer, or a teaser.

Category: Categories are medium specific sub-descriptors used to indicate the type of work contained in the entry.

Not all mediums contain categories.

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:

We strongly suggest that you dub your non-English language content 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.

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.

Creative Effectiveness, Film/Video, Film/Video Craft, Use of Music in Audio, Use of Music in Film/Video, Use of Music in Trailers/Teasers and Use of Music in Sonic Branding will require additional media aside from an image.

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



Entry Tips

ENTER EARLY

Entering early offers you financial savings and gives the Clio Music 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 working properly and adhere to our media guidelines. 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 Music 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.

MUSIC CREDITS

Although it is not required for an entrant to include music credits (artist, record label, songwriter, music publisher, music supervisor), we encourage entrants to list those credits if they are known. This is helpful in enabling us to accurately recognize creators and incorporate that information in our "Of the Year" calculations.

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.

Entry Tips (Cont.)

SEND A PHYSICAL ENTRY

Clio Music allows for physical entries in the **Design** Medium only for submissions in the Packaging, Posters & Printed Materials, and Sustainability categories. All physical entries submitted are optional for this medium and categories. All physical components must arrive at the Clio office no later than **February 18, 2022**.

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

Please mail all physical entries to:

Clio Awards

104 W 27th St

10th Floor

New York, NY 10001

Phone: 1-212-683-4300

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 entry type, medium, and category definitions. If your submission is for the marketing or promotion of an artist, label, music brand, or music product/service, it may be entered into Music Marketing mediums. If your submission consists of a non-music brand's creative use of music within advertising, marketing, a trailer, or a teaser, please consider the Use of Music mediums.

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.

Providing links to videos instead of uploading the actual video file 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.

Please note that music credits (including, but not limited to, artist, songwriter, label, and publisher) that appeared publicly in the video or film are an exception and approved to remain in your submitted entry.

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.



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: Entries first appearing in public between **September 1, 2020 - March 2, 2022** are eligible for entry into this year's Clio Music Awards, with the exception of the Creative Effectiveness Medium. Entries in the Creative Effectiveness Medium have an eligibility period of **September 1, 2019 - March 2, 2022**.

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 Music Awards are not eligible to be re-submitted. All such ineligible entries will be withdrawn by the Clio Music 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 Music Marketing Medium Missteps

As a reminder, all entries submitted in *Music Marketing* must be for the marketing or promotion of an **artist, label, music brand, or music product/service**. If an entry is for a non-music product, brand, or service, please consider entering in *Use of Music*.

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, fill out, and re-upload the Creative Effectiveness Entrant Brief provided to you before starting your entry.

Film/Video and Film/Video 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 submitted. Should you wish to have a particular craft in the film judged, you can enter into the Video/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. The medium types may include but are not limited to: Branded Entertainment & Content, Design, Digital/Mobile, Experience/Activation, Film/Video, Partnerships & Collaborations, Public Relations, Social Good, and Social Media. Please provide details on how each medium was executed throughout your entry.

Social Good: Please utilize our prompted questions to better inform the jurors on how your entry is bringing awareness to a cause through the use of music marketing. The prompts to answer are: What is the mission of the organization, foundation, or cause? What are the objectives of this piece? Please elaborate if this piece is a part of a larger campaign or initiative.

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 in your synopsis which platforms are being used. 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.

Avoiding Common Use of Music Medium Missteps

As a reminder, all entries submitted in *Use of Music* must highlight a **non-music brand's creative use of music** within advertising, marketing, a trailer, or a teaser. If an entry is for the marketing of an artist, label, music product, brand, or service, please consider entering in *Music Marketing*.

Audio: 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 commercial radio advertising and podcasts. While entrants have the option to upload a video as additional media, it's important to note that the piece of audio content will be the focus of the entry.

Experience/Activation: Entries in this medium are for the use of music in experiences that connect a brand and its target audience. Please share how the music was utilized and purposefully selected as a key factor in the experience or activation.

Film/ Video: 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 submitted. Please note that only one film per entry should be entered in the video upload portion, not multiple.

Questions to Consider

When putting together your entry, ask yourself the following:

- Does your selected entry type correspond with the advertised brand?
- Does your 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 also be eligible for some of our other Clio programs, including but not limited to, Clio Sports, Clio Awards, Clio Entertainment and/or Clio Health. 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 Music.

Below are some great examples of pieces from the 2020-2021 Clio Music Awards that were awarded in a variety of mediums and categories:



Music Marketing

Optimist Inc - Composer: The String Theory

Color of Change

“Love Says”

GOLD: Film/Video - 61 Seconds to Five Minutes

GOLD: Film/Video Craft - Copywriting

SILVER: Film/Video Craft - Editing

BRONZE: Social Good



Music Marketing

Spotify In-House - Artist: The Weeknd

Spotify

“Alone With Me”

SILVER: Design - Data Visualization

SILVER: Digital/Mobile - Emerging Technology

SILVER: Digital/Mobile - Websites

SILVER: Innovation



Use of Music

DaHouse Audio

Climate Reality Brasil

“The Refugee Tree”

GRAND: Use of Music in Innovation

GRAND: Use of Music in Trailers/Teasers -
Television Trailer/Teaser



Use of Music

FF Los Angeles - Composer: Yaron Herman

LOUIS XIII COGNAC

“One Note Prelude”

SILVER: Use of Music in Audio

SILVER: Use of Music in Innovation

Useful Resources

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

Clio Music Awards Entry Kit: Want a printable copy of the entry information? Download our Clio Music 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 Music Awards Winners Gallery: Check out our Winners Gallery on Clios.com/Music/Winners to review previously awarded work within the medium/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.

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