



CLIO  
AWARDS

# Best Submission Practices

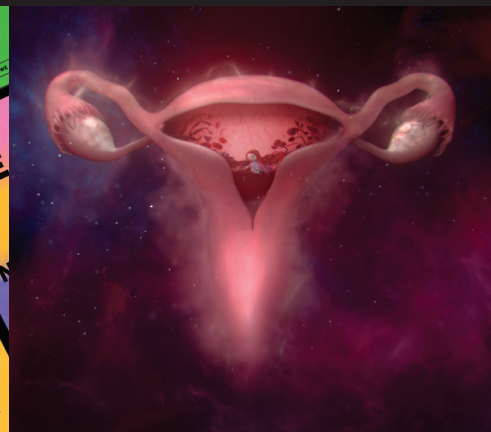




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Canadian Down Syndrome Society | Project Understood | FCB | 2020/2021 Clio Awards Grand Winner



## 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 in a particular medium for that year.



## 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.

## What's New This Year

### NEW MEDIUMS

Student Branded Entertainment & Content

### NEW CATEGORIES

- **Artificial Intelligence** category within the Audio medium
- **Artificial Intelligence** category within the Digital/Mobile medium
- **Digital/Mobile** category within the Experience/Activation medium



New York Times | Life Needs Truth | Drogas & Trim Editing | 2020/2021 Clio Awards Gold 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.

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

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

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

*Note: for-profit brands cannot be included in this entry type.*

**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 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 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 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 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.



## Entry Tips (Cont.)

### **SEND A PHYSICAL ENTRY**

All physical entries submitted are optional. Physical Entries are accepted for **Design** and **Direct** Mediums only. All physical components must arrive at the Clio office no later than **February 4, 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, when possible.
- Physical entries that require assembly must be done by the entrant. Please email [support@clios.com](mailto:support@clios.com) to coordinate details
- Any physical entry item submitted that exceeds 50 lbs will be subject to additional shipping costs. Please email [support@clios.com](mailto:support@clios.com) to coordinate details
- 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 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.



## 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 **August 1, 2020 - February 16, 2022** are eligible for entry into this year's Clio Awards, with the exception of the Creative Effectiveness medium. Entries in the Creative Effectiveness medium have an eligibility period of **August 1, 2019 - February 16, 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 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](mailto:support@clios.com) for additional entry placement recommendations and assistance.



## 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 Creative Effectiveness Entrant Brief provided to you before starting 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 an additional PDF.

**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.





## 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 an 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 entry type you are submitting your entry into correspond with the advertised brand?
- Does the medium and category you are submitting your entry into 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 one of our industry-specific Clio programs, including but not limited to, Clio Sports, Clio Music, Clio Entertainment and/or Clio Health. For more information, head to the "How to Enter" section of Clios.com.*



Apple | The Whole Working-From-Home Thing | SMUGGLER | 2020/2021 Clio Awards Gold Winner

## Additional Entry Opportunities

Your work may be eligible for multiple mediums within Clio.

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



### **Sandy Hook Promise** **"Back to School Essentials"**

**GOLD:** Branded Entertainment & Content -  
Film Scripted

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

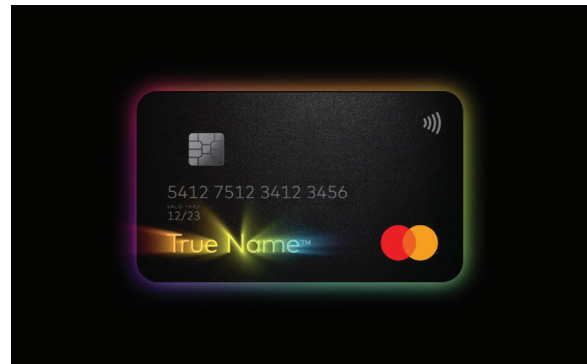
**GOLD:** Film Craft (Direction)

**GOLD:** Public Relations - Cause Related

**GOLD:** Social Media - Social Video

**SILVER:** Creative Effectiveness

**BRONZE:** Audio- Radio



### **Mastercard** **"True Name"**

**GRAND:** Innovation - Product Innovation

**GRAND:** Integrated Campaign

**GOLD:** Direct - Use of Product

**SILVER:** Design - Direct Marketing

**SILVER:** Direct- Experience/Activation

**BRONZE:** Design - Product Design

**SHORTLIST:** Creative Effectiveness

**SHORTLIST:** Partnerships & Collaborations



## 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 on Clios.com/Awards/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](mailto:support@clios.com).

