



CLIO
CANNABIS

Entry
Packet
2023



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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. Judging criteria across all programs is creativity and originality.

Some of the questions jurors are asked to think about include:

- Is this work creative? Original? Inspiring?
- Is this work brave? Bold? Innovative?

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.

Judging Code of Conduct

Each of our jurors engage with the process as a service to the larger creative community. As part of this service, we ask each juror to be guided by two main principles of conduct in addition to our judging criteria and protocol:

- **Impartiality** – jurors are obligated to remain unbiased in the judging process and abstain from showing preference to work submitted by entrants in their personal or professional network.
- **Diligence** – jurors are required to ensure that all entries are judged fairly, considered equally, reviewed in their entirety, and critiqued solely based on the information provided.

2023 Program Updates

NEW MEDIUM

Branded Entertainment & Content

Entries in this medium use forms of entertainment and/or content as a way to communicate a brand's message or values to its target audience. Categories in the medium include: Audio, Digital/Mobile, Experience/Activation, Film (Scripted and Unscripted), Games, Music, New Realities, and Published & Printed Materials.

NEW JURIES

Jury chairs will be added to our existing Clio Cannabis juries: Marketing & Advertising, Film & Advocacy, Design & Innovation.

PRICING CHANGES

Reduced campaign pricing with no more media handling fees.



**WEED'S COME A
LONG WAY, BABY**

Flower by EDIE PARKER

@edieparkerflower
edieparkerflower.com



Key Dates

Eligibility Period: Entries first appearing in public between **January 1, 2022 – September 1, 2023** are eligible for entry into this year's Clio Cannabis Awards.

ENTRY DEADLINES

- **Call for Entries:** February 6, 2023
- **Deadline 1:** May 26, 2023*
- **Final Deadline:** July 21, 2023
- **Clio Cannabis Awards:** Fall TBD

**Prices increase. See Entry Fees for details. All deadlines are 11:59pm EST.*

GENERAL ELIGIBILITY

Entries cannot 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.

Entry Fees

Entry fees and charges are US Dollars only.

2023 Entry Fees	Mar 6th to May 26th	May 27th to July 21st
	Deadline 1	Deadline 2
Advocacy, Brand Design, Branded Entertainment & Content, Digital/Mobile, Experiential/Activation, Film/Video, Film/Video Craft, Partnerships & Collaborations, Print & Out of Home, Print & Out of Home Craft, Product/Service Innovation, Public Relations, Social Good, Social Media	\$225	\$275
Integrated Campaign and all Campaign and Mixed Campaign entries	\$350	\$425

Please Note: Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by Clio for entrants' failure to comply with the entry rules) will NOT be refunded.





Medium Types

CLIO CANNABIS MEDIUMS:

- Advocacy
- Brand Design
- Branded Entertainment & Content
- Digital/Mobile
- Experience/Activation
- Film/Video
- Film/Video Craft
- Integrated Campaign
- Partnerships & Collaborations
- Print & Out of Home
- Print & Out of Home Craft
- Product/Service Innovation
- Public Relations
- Social Good
- Social Media

Media Requirements

Below is an overview of the media requirements.

Please remove the following before uploading any media:

- Agency Credits
- Individual Credits
- Agency Logos
- Slates

ENTRY TRANSLATIONS

For entries not in English please provide an English-Language Translation. For video uploads please provide a subtitled version of the video.

IMAGE UPLOAD

NOTE: All medium types require an image to be uploaded to the entry in order to submit payment. The image will be used during judging as your entry thumbnail. Also, in the case that your entry is awarded a statue or shortlisted, the image will be used as a thumbnail on the Winner's Gallery on the Clio website.

Required Spec for Image Uploads:

Resolution*:

- 2400 x 3000 pixels (portrait minimum)
- 3000 x 2400 pixels (landscape minimum)

****Please note the exceptions:***

Digital/Mobile and Social Media mediums

- 800 x 600 pixels (portrait minimum)
- 600 x 800 pixels (landscape minimum)

Film mediums:

- 480 x 640 pixels (portrait minimum)
- 640 x 480 pixels (landscape minimum)
- File Type: .jpg

- Color Mode: RGB
- File Size: Up to 50 MB

If the work requires multiple images, each image must be uploaded as a separate image.

VIDEO UPLOAD

Required Spec for Video Uploads:

- Resolution: 640 x 480 (minimum)
- File Type: mp4
- Compression: h264
- Sound: AAC 44khz
- File Size: Up to 500 MB

All bars, slates and black must be removed from videos. All entries must be submitted as a video upload. Clio will not accept CD's/DVD's.

Media Requirements, Cont.

PDF UPLOAD

Required Spec for PDF Uploads:

- File Size: Up to 50 MB
- PDFs can be either single page or multiple pages. We suggest that some entries such as Design may submit a whole brochure to show covers and spreads.

PDFs do not need to be 300 dpi resolution. We suggest using Adobe's 'Reduced Size PDF' feature when saving your file for upload. This will provide your PDF with greater quality for judging and will increase your upload speed.

AUDIO UPLOAD

Required Spec for Audio uploads:

- File type: .mp3
- Sampling rate: 44 KHz (44,100 Hz)
- Bit rate: 196 KB/s (maximum)
- Sound: Stereo
- File size: up to 50 MB

URL UPLOAD

- Entrants must keep the URL accessible online for judging through September 30, 2023.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL.*
- URL entered may not contain agency name at any point, including but not limited to website, webpage title or within the URL link.

**Note: Entrants are able to upload video footage within our media upload portion.*





Campaign Entries

Campaign entries consist of 2 or more pieces. Each piece within a campaign requires an individual entry form to be completed (including individual uploaded media and payment)

How to Enter a Campaign

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 checkout.

Mixed Campaign

Mixed Campaign is a specific type of campaign allowed in the Digital/ Mobile and Film mediums. A mixed campaign is a campaign that includes a combination of different categories within a medium as part of a single campaign.

Clio Cannabis Mediums & Categories

ADVOCACY

Entries in this medium focus on advocacy for legalization and/or further education about cannabis and/or the cannabis industry.

There are no categories in this medium.

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (10), Supporting Audio (1), Supporting PDF (1), URL (4)

BRAND DESIGN

Entries in this medium are for the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand recognition.

- **Apps** - Entries in this category are for the graphical design of an app.
- **Brand Identity** - Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a brand's identity.
- **Logo** - Entries in this category are for the graphical design of a product, brand or company logo.
- **Packaging** - Entries in this category are for the graphical and/or physical design of product packaging.
- **Printed Materials** - Entries in this category are for the graphical and/or physical design of printed materials.

- **Retail Design** - Entries in this category are for the physical design of retail spaces and events including but not limited to dispensaries, pop-up stores and industry events.
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Supporting Image (up to 10)

Optional Media: Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (10), Supporting Audio (1), Supporting PDF (1), URL (4)

BRANDED ENTERTAINMENT & CONTENT

Entries in this medium use forms of entertainment and/or content as a way to communicate a brand's message or values to its target audience.

- **Audio** - Entries in this category include all types of creative audio content.
- **Digital/Mobile** - Entries in this category are for digital media that includes, but is not limited to: websites, social media, applications, and user-generated content.
- **Experience/Activation** - Entries in this category connect a brand and its target audience through an experience.

Clio Cannabis Mediums & Categories, Cont.

- **Film - Scripted** - Entries in this category are for scripted videos and films. This includes, but is not limited to: feature films, documentaries, short form, series, television, and streaming content.
- **Film - Unscripted** - Entries in this category are for unscripted videos and films. This includes, but is not limited to: feature films, documentaries, short form, series, television, and streaming content.
- **Games** - Entries in this category are for interactive games. This includes, but is not limited to: console, mobile, and web-based games.
- **Music** - Entries in this category are for music, songs and music videos.
- **New Realities** - Entries in this category utilize technology created to immerse the user by allowing them to interact with 3D worlds. This can include virtual, augmented or mixed reality.
- **Published & Printed Materials** - Entries in this category are for published print media that includes, but is not limited to: newspapers, magazines, and books.
- **Other** - Entries in this category are for work that is not defined by any of the available categories.

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (10), Supporting Audio (1), Supporting PDF (1), URL (4)

DIGITAL/MOBILE

Entries in this medium include all types of creative digital media advertising.

- **Banners & Rich Media Advertising** - Entries in this category include various over-the-page units such as floating ads, page takeovers, pre-roll ads and tear-backs as well as more traditional banner ads.
- **E-Commerce** - Entries in this category are for innovative uses of e-commerce platforms and connected digital features.
- **Emerging Technology** - Entries in this category are for innovative uses of technology that extend the ability for a brand or company to reach and interact with its target audience in new ways. This includes, but is not limited to: artificial intelligence, voice, block chain, data visualization, NFTs, and the Internet of Things (IoT).
- **Virtual/Augmented Reality** - Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds.
- **Website/Microsite** - Entries in this category are for web pages with the purpose of advertising a specific product or service.
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Tip: For the E-commerce and Virtual/Augmented Reality categories, case study videos are preferred.

Campaign Eligible, Mixed Campaign Eligible

Clio Cannabis Mediums & Categories, Cont.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Supporting Image (up to 10)

Optional Media: Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

EXPERIENCE/ACTIVATION

Entries in this medium connect a product, brand, or service to a target audience through an experience or event activation.

There are no categories in this medium.

Required Media: Supporting Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

FILM/VIDEO

Entries in this medium include all types of video content and advertising that promotes an artist, music/album release, and/or music product/service. This includes, but is not limited to: music videos, commercials, long or short form films, electronic press kits, promotional videos, and episodic video content.

- **30 Seconds and Under** – Entries in this category are thirty [30] seconds and under.
- **31 Seconds to 60 Seconds** – Entries in this category are between thirty-one [31] seconds and sixty [60] seconds.
- **61 Seconds to Five Minutes** – Entries in

this category are between sixty-one [61] seconds and five [5] minutes.

- **5 minutes and over** - Entries in the category are five [5] minutes and over.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (10), Supporting Audio (1), Supporting PDF (1), URL (4)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium.

FILM/VIDEO CRAFT

Entries in this medium include technique and craft/skills used in the execution of film content.

- **Animation** - Entries in this category include the technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when shown as a sequence.
- **Cinematography** - Entries in this category are for the art, process, or job of filming motion-picture photography.
- **Copywriting** - Entries in this category are for the writing of copy.
- **Direction** - Entries in this category are for the completed vision of the director and the work's ability to exhibit creativity and innovation.
- **Editing** - Entries in this category are for the use of the art, technique, and practice of assembling shots into a coherent sequence.

Clio Cannabis Mediums & Categories, Cont.

- **Music** - Entries in this category are for the use of music to creatively enhance film or video.
- **Visual Effects** - Entries in this category are for the processes by which imagery is created and/or manipulated outside of the context of a live action shot.
- **Other** - An entry in this category is for work that is not defined by any of the available categories in this medium.

Campaign Eligible

Required Media: Supporting Video (1)

Optional Media: Caseboard (1), Supporting Image (1), Supporting PDF (1)

***Tip:** Please upload the original content video as it ran in public. Case study videos are not eligible for this medium.*

INTEGRATED CAMPAIGN

Entries in this medium consist of a minimum of three advertisements utilizing three of the following media types: Advocacy, Brand Design, Digital/Mobile, Experience/Activation, Film/Video, Partnerships & Collaborations, Print & Out of Home, Product/Service Innovation, Public Relations, Social Good and Social Media.

There are no categories in this medium.

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (10), Supporting Audio (1), Supporting PDF (1), URL(4)

PARTNERSHIPS & COLLABORATIONS

Entries in this medium include creative executions resulting from the joint efforts of two or more brands, individuals and/or organizations.

There are no categories in this medium.

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

PRINT & OUT OF HOME

Entries in this medium include all print advertising. This includes, but is not limited to newspapers, magazines, billboards, posters, point-of-purchase and transit advertising.

There are no categories in this medium.

Campaign Eligible

Required Media: Supporting Video (1)

Optional Media: Caseboard (1), Supporting Image (1), Supporting PDF (1)

PRINT & OUT OF HOME CRAFT

Entries in this medium include technique and craft/skills used in the execution of Print and Out of Home content.

Clio Cannabis Mediums & Categories, Cont.

- **Art Direction** - Entries in this category are for the management of the artistic and design elements of a project.
- **Copywriting** - Entries in this category are for the writing of promotional text included in a one-sheet, print, or out of home advertisement.
- **Illustration** - Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in a one-sheet, print, or out of home advertisement.
- **Photography** - Entries in this category are for the lighting, color, camera choices and editing of photographs included in a one-sheet, print, or out of home advertisement.
- **Typography** - Entries in this category are for arrangement of type in order to make language visible by utilizing a selection of typefaces, point size, line length, leading, tracking, and kerning included in a one-sheet, print, or out of home advertisement.
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

PRODUCT/SERVICE INNOVATION

Entries in this medium include new products and/or services that utilize advertising, marketing, and/or design in a unique, or especially creative manner. Note: Entries are strictly for cannabis industry product, service,

or design innovations. Individual strains' taste, effect or experience will not be considered.

There are no categories in this medium.

Required Media: Supporting Video (1)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact product, brand, or service perception, awareness, and/or garner media coverage.

There are no categories in this medium.

Required Media: Supporting Video (1)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

Tip: Case study videos are preferred.

SOCIAL GOOD

Entries in this medium focus on creating awareness for a cause, including but not limited to sustainability efforts and charitable efforts.

We recommend entrants highlight the following in their submission:

- 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.

Clio Cannabis Mediums & Categories, Cont.

There are no categories in this medium.

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

SOCIAL MEDIA

Entries in this medium utilize social platforms to deliver content and/or messaging to consumers that can be shared with their social network.

- **Multi-Platform** - Entries in this category are for social executions that utilize multiple social media platforms including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn, Pinterest, and TikTok.
- **Single-Platform** - Entries in this category are for social executions that utilize a single social media platform including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn, Pinterest, and TikTok.
- **Social Post** - Entries in this category include a single post created for a social media platform. Note: This does not include Social Videos.
- **Social Video** - Entries in this category are for a single video created for gaining or engaging an audience through social sharing. This includes livestream videos.
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Required Media: Supporting Image (up to 10)

Optional Media: Caseboard (1), Case Study

Video (1), Supporting Video (1), Supporting Audio (1), Supporting PDF (1), URL (4)

Tip: For the Social Video category, a content video upload is required.

Payment Details

The following are accepted payment methods:

- Credit Card
- Bank Transfer*
(\$25 Bank Transfer fee)
- Check*

**Order total must exceed \$3,500 (USD), excluding media handling fees, to select Check or Bank Transfer as your payment method.*

Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment at the checkout. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

Bank Transfer

To pay for your entries by bank transfer please complete your entry forms, proceed to pay for your entries, and select "Bank Transfer" as your payment method. A \$25 Bank fee (for processing) will be added. The bank details including the account number will be displayed on the following page, and you will be asked to provide your bank name and the approximate date of your transfer to help us identify your payment correctly. Our bank details are as follows:

Name on Account:

Clio Awards LLC

J.P. Morgan Chase

New York, NY

Account Number: [Will be provided on your order confirmation page and PDF]

ABA Routing Number: 021-000-021

Swift Code: CHASUS33

Please include the Order ID number in the reference line of your transfer. The Order ID is assigned to your entries at the end of the entry process by the Entry System, and is included in the confirmation email you will receive.

Check

Please make the check payable to "Clio Awards LLC" and mail it to the address below (along with a copy of the summary page from the entry confirmation PDF that you received via email after placing your order):

Clio Awards LLC

104 W 27th St

Suite 10

New York, NY 10001

U.S.A.

Phone: 212-683-4300

Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an invoice for your financial records.

Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by the Clio Awards for entrant's failure to comply with the entry rules) will NOT be refunded.

CLIO AWARDS

The Clio Awards is the premier international awards competition for the creative business. Founded in 1959 to celebrate creative excellence in advertising, the Clio Awards today honors the work and talent that pushes boundaries, permeates pop culture and establishes a new precedent around the globe.

CLIO ENTERTAINMENT

Clio Entertainment, formerly The Clio Key Art Awards, is the original and definitive awards program celebrating creativity in the entertainment business. It honors an evolving industry that regularly pushes boundaries, permeates pop culture and establishes a new precedent for entertainment marketing around the globe. Established in 1971 by The Hollywood Reporter, the awards program became a Clio property in 2015 and continually evolves alongside the industry to recognize excellence in marketing, communications and emerging media across film, TV, live entertainment and gaming.

CLIO SPORTS

In 2014, Clio Sports was launched to honor the best in sports advertising and marketing around the world. Annually, the foremost sports business influencers— marketing executives, commissioners, broadcasters and athletes alike— convene to select and celebrate the breakthrough communications that push boundaries, permeate pop culture and establish a new precedent to elevate sports culture in the collective consciousness.

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 CANNABIS

Expanding on Clio's enduring reputation for establishing best-in-class programs honoring creative ideas in a variety of specialized verticals, Clio Cannabis celebrates the creators at the forefront of cannabis marketing and communications. Launched in 2019, Clio Cannabis sets the bar for creative work in a rapidly growing industry, builds a greater understanding of a developing category, and elevates creative contributions from top talent and agencies.