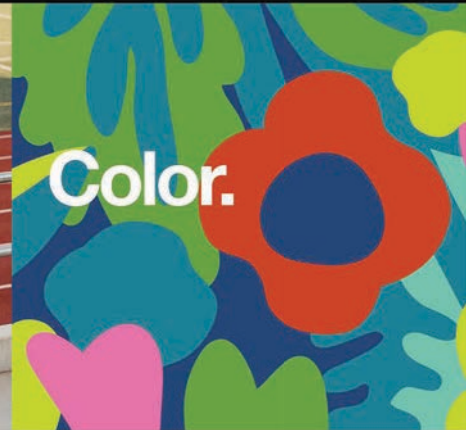


# CLIO CANNABIS

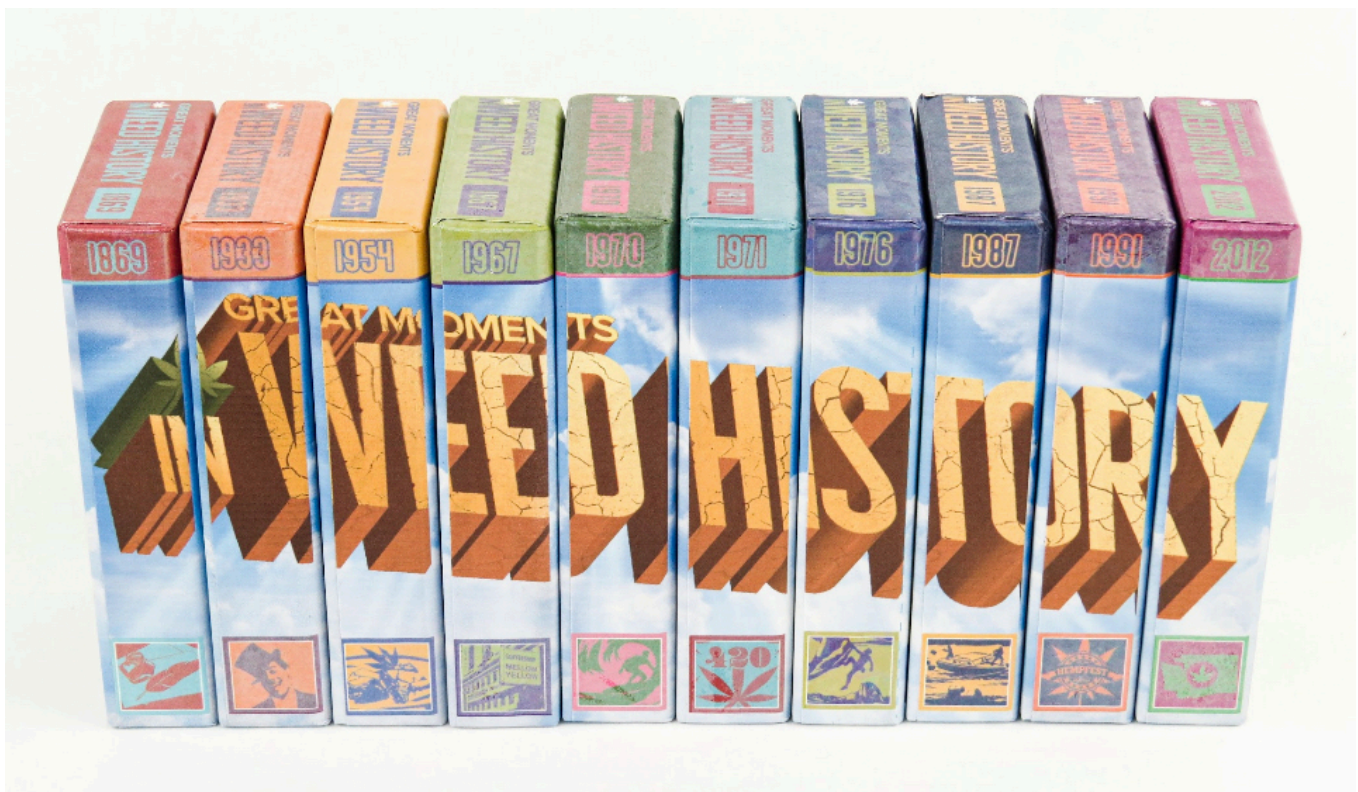
## Best Submission Practices





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Saints Joints | Saints Joints Presents...Great Moments In Weed History!! | Saints Joints | 2022 Clio Cannabis Bronze Winner



## About 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.

## 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**.

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, 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 work is not judged against each other, but simply by its own merit.

## 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.

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## 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, individual or cause the entry is advertising. This can also be the artist or music company, product, or service if appropriate. 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.

#### 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: Included on the entry form for mediums that have categories.*

---

### ADDITIONAL INFO:

#### Country of Origin\*

Select the country in which the work was first released to the public.

#### 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 is highly encouraged.

#### Where Did This Run?

Please identify where this piece of advertising ran in public, be as specific as possible.

*Note: This is required on the entry form for the following mediums ONLY: Film & Video, Film & Video Craft, and Social Media.*

---

## Sample Entry Form, Cont.

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

*\*Required Fields*

### 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 **September 18th, 2023**.
- Please provide any login credentials required to access the URL.
- Please do not link to a case study video.

*Note: Included on entry form for all mediums EXCEPT the following: Film/Video, and Film/Video Craft.*

### 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 a text-based English translation here.

### First Launch Date\*

Please select the date the work first launched in public.

---

### CREDITS:

Individual and additional company credits may be updated at any point, including after winners are announced. To add credits, please first add them to your Credit Database and drag and drop them over into the appropriate field(s).

### 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.

### Advertiser / Brand\*

Please provide the name of the advertiser for this work. This can be a brand or organization. This information will be used to inform Brand, and Agency "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 Agency "Of the Year" calculations. Please add applicable credits or check the "N/A" box.

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## Sample Entry Form, Cont.

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

*\*Required Fields*

### **Additional Companies**

### **Individual Credits**

---

#### **MEDIA:**

##### **Case Board**

Here you may submit a case board to support your entry. This is not required but is often helpful for the jurors to see.

##### **Case Study Video**

Here you may submit a case study video to support your entry. This is not required but is often helpful for the jurors to see.

*Note: Included on all entry forms EXCEPT: Film/Video, and Film & Video Craft.*

##### **Supporting Image\***

Here you may provide additional images in support of your entry.

*Note: Required on all entry forms EXCEPT: Film/Video, and Film & Video Craft*

##### **Supporting Video**

Here you may provide additional images in support of your entry.

*Note: Not required on entry forms EXCEPT for Film/Video, and Film & Video Craft.*

##### **Supporting Audio**

Here you may provide additional images in support of your entry.

*Note: This is not optional for all mediums EXCEPT for Brand Design, Film/Video, and Film & Video Craft.*

##### **Supporting PDF**

You may provide a PDF to support your entry. This can be anything from additional bits of media, to a cohesive presentation-style document focused on the campaign.

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#### **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.



## Entry Tips

### ENTER EARLY

Entering early offers you financial savings and gives the Clio Cannabis 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 Cannabis 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.



## Single Entry vs. Campaign Entry

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

- If entering multiple single executions to be judged as a campaign, the jurors will consider how the work functions as a whole.
- If entering a single execution to be solely judged, 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 2022 Clio Cannabis winning work that was awarded in several different mediums/categories, both as single entries and as a campaign:



**Cann & Weedmaps**  
**"PRIDE 2022"**

**GOLD: Print & Out of Home (CAMPAIGN - 2 ASSETS)**

**GOLD: Integrated Campaign (SINGLE)**

**GOLD: Partnerships & Collaborations (SINGLE)**

**SILVER: Public Relations (SINGLE)**

**SILVER: Film/Video - 61 Seconds to 5 Minutes (SINGLE)**



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## More on Campaigns

### MIXED CAMPAIGN ENTRY

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

*For example, a Mixed Campaign Entry in the Digital/Mobile may include banners as well as a website/microsite.*

### HOW TO SUBMIT A CAMPAIGN

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 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 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.

## Avoiding Common Entry Errors

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

**Miscategorized entries:** Utilize our [About](#) section of the Clio Cannabis website 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 marketing executions/single entries that are submitted but then combined to be judged, together as one. See previous page for reference.

**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 and individual credits.

**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. If the company name appeared in the marketing execution when it ran in public, this is fine to leave as is. 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 medium section at <https://www.cliocannabisawards.com/about.html> 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:** Please note that the Other category is available for you should you find your piece does not fit within our existing categories. In the Other Category Description field provided, please describe how the piece fits into the medium but not the listed categories, and the lens for which you'd like the work to be judged. Note that the Other Category Description field has a character limit of 128 characters.

**Invalid eligibility:** Refer to our eligibility information. Entries first appearing in public between **January 1, 2022 – September 30, 2023** are eligible for entry into this year's Clio Cannabis Awards. 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.

**Entering spec pieces:** All work entered into the Clio Cannabis Awards *must have been public-facing* within our eligibility period. As stated above, spec ads and director's cuts are NOT eligible.

**Re-entering work that has already been submitted into Clio Cannabis:** Entries previously entered into the Clio Cannabis Awards are not eligible to be re-submitted. All such ineligible entries will be withdrawn by the Clio Cannabis Awards and the entry fee will NOT be refunded. Entries *can* however be entered into Clio's other award programs (Clio Sports, Clio, Clio Music, Clio Entertainment, Clio Health) given they fit that program's eligibility period.

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

## Avoiding Common Medium Missteps

**Brand Design:** This medium is for the visual craft that conveys the brand's message. Should you wish to have an innovative product judged, you can enter into the Product/Service Innovation Medium.

**Film/Video & 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. Should you wish to have a particular craft in the film judged, you can enter into the Film/Video 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.

**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.

**Print & Out of Home/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.

**Product/Service Innovation:** This medium is for new products/services introduced to the market that possess particularly creative marketing executions. Should you wish to have the craft and design of a product judged, you can enter into the Brand Design Medium.

**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:**

- 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 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 Awards](#), [Clio Music](#), [Clio Entertainment](#) and/or [Clio Health](#). For more information, head to the [“How to Enter”](#) section of [Clios.com](#).*



Puffco | Copsy | Puffco | 2022 Clio Cannabis Bronze Winner

## Additional Entry Opportunities

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

Below are some great examples of pieces from the 2022 Clio Cannabis Awards that were awarded in a variety of mediums and categories:

### FREEDOM GRAMS

Packaging



### AROYA

#### "Freedom Grams"

**GRAND:** Social Good

**SILVER:** Brand Design - Brand Identity

**SHORTLIST:** Brand Design - Packaging



### Berliner Verkehrsbetriebe (BVG) - AöR

#### "The BVG Hempticket – Come home, calm down."

**GRAND:** Experience/Activation

**GOLD:** Integrated Campaign

**GOLD:** Public Relations

**SILVER:** Film/Video - 61 Seconds to 5 Minutes

**SILVER:** Film/Video Craft - Direction

**SILVER:** Product/Service Innovation

**SILVER:** Social Media - Social Video

**BRONZE:** Film/Video Craft - Copywriting

**SHORTLIST:** Brand Design - Printed Materials



### Société de l'assurance automobile du Québec

#### "Car Crash Flavored Chips"

**SILVER:** Public Relations

**SILVER:** Social Good

**BRONZE:** Experience/Activation

**BRONZE:** Social Media - Social Video



### Old Pal

#### "Music and Mary Jane"

**BRONZE:** Film/Video - Five Minutes and Over

**BRONZE:** Integrated Campaign

**BRONZE:** Partnerships & Collaborations

**SHORTLIST:** Brand Design - Brand Identity

**SHORTLIST:** Film/Video Craft - Direction

**SHORTLIST:** Social Media - Multi-Platform

## Useful Resources

**About Clio Cannabis:** Visit the About section at [ClioCannabisAwards.com/about.html](https://cliocannabisawards.com/about.html) to find out more about the program.

**Clio Cannabis Winners Gallery:** Check out our Winners Gallery on <https://cliocannabisawards.com/winners.html> 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](https://clios.com) for quick answers to common inquiries.

**Additional Notes:** Take a look at our Program Overview section to find out more information such as eligibility requirements, additional fees, our refund policy and winner announcement details.

**Create New Clio Cannabis Entries:** <https://new-entries.clios.com/>

**See Last Year's Clio Cannabis Entries:** <https://entries.clios.com/cannabis-2022/my-entries/paid>

## 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).

