



CLIO
CANNABIS AWARDS



Awarding the Best in Cannabis Marketing

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.

Mediums / Categories

Advocacy

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

Deadlines & Fees

First Deadline: July 30, 2021 - \$175

Last Deadline: September 24, 2021 - \$225

Media Information

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175

Last Deadline: September 24, 2021 - \$225

Categories

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 and 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.

Media Information

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Digital/Mobile

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

Deadlines & Fees

First Deadline: July 30, 2021 - \$175

Last Deadline: September 24, 2021 - \$225

Categories

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.

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.

Campaigns

This medium type is **eligible** for campaign entries.

- Campaigns consist of 2 or more pieces in the same medium and category.
- Each piece within a campaign requires an individual entry form to be completed including individual uploaded media and payment.

This medium type is **eligible** for mixed campaign entries.

- Mixed Campaigns consist of 2 or more pieces in the same medium, but different categories.
- Each piece within a campaign requires an individual entry form to be completed including individual uploaded media and payment.

Media Information

Required Media: Image (1)

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

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

Experience/Activation

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

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Media Information

Required Media: Image (up to 10)
Optional Media: Video (1), PDF (1), URL (up to 4)

Film/Video

Entries in this medium include all moving image advertising. This includes, but is not limited to television, online/streaming, mobile, outdoor, or point-of-purchase advertising.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Categories

30 seconds and under - Entries in this category are for content or commercials thirty [30] seconds and under.

31 seconds to 60 seconds - Entries in this category are between thirty-one [31] seconds to sixty [60] seconds.

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

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

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This medium type is **eligible** for campaign entries.

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This medium type is **eligible** for mixed campaign entries.

- Mixed Campaigns consist of 2 or more pieces in the same medium, but different categories.
- Each piece within a campaign requires an individual entry form to be completed including individual uploaded media and payment.

Media Information

Required Media: Image (1), Video (1)
Optional Media: PDF (1)

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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Categories

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.

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.

Campaigns

This medium type is **eligible** for campaign entries.

- Campaigns consist of 2 or more pieces in the same medium and category.
- Each piece within a campaign requires an individual entry form to be completed including individual uploaded media and payment.

Media Information

Required Media: Image (1), Video (1)
Optional Media: 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$350
Last Deadline: September 24, 2021 - \$450

Media Information

Required Media: Images (Up to 10)
Optional Media: Video (Up to 10), Audio (1), PDF (1), URL (up to 4)

Partnerships & Collaborations

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

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Media Information

Required Media: Image (up to 10)
Optional Media: Video (1), Audio (1), PDF (1), URL (up to 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Campaigns

This medium type is **eligible** for campaign entries.

- Campaigns consist of 2 or more pieces in the same medium and category.
- Each piece within a campaign requires an individual entry form to be completed including individual uploaded media and payment.

Media Information

Required Media: Image (1)
Optional Media: Video (1), PDF (1)

Print & Out of Home Craft

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

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: Sept. 24, 2021 - \$225

Categories

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.

Media Information

Required Media: Image (Up to 10)
Optional Media: Video (1), PDF (1), URL (up to 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Media Information

Required Media: Image (Up to 10)
Optional Media: Video (1), Audio (1), PDF (1), URL (Up to 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Media Information

Required Media: Image (up to 10)
Optional Media: Video (1), PDF (1), URL (up to 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Media Information

Required Media: Image (up to 10)
Optional Media: Video (up to 10), PDF (1), URL (up to 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.

Deadlines & Fees

First Deadline: July 30, 2021 - \$175
Last Deadline: September 24, 2021 - \$225

Categories

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.

Media Information

Required Media: Image (up to 10)
Optional Media: Video (up to 10), PDF (1), Audio (1), URL (up to 4)

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

Additional Notes

Eligibility

Entries first appearing in public between January 1, 2020 - September 30, 2021 are eligible for entry into the 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 rights to disqualify entries which offend national, religious, cultural or racial groups.

URL Requirements

- Entrants must keep the URL accessible online for judging through December 31, 2021.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL.
(Note: Entrants are able to upload video footage within our media upload portion.)
- URL entered may not contain agency name at any point, including but not limited to website, webpage title or within the URL link.

Refund Policy

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.

Media Handling Fee

All entries with video uploads are subject to an additional \$35 media handling charge.

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Campaign Fees

Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e. Digital/ Mobile Campaign - 3 ads - First Deadline: \$525, Second Deadline: \$675)

Winner Announcement

Grand, Gold, Silver, Bronze, and Shortlist announcements are TBA.

Contact Us

Contact the Client Relations team at support@clios.com for additional entry placement recommendations and assistance.

Press

Please visit MusebyCl.io/cannabis to view our on-going coverage of creativity in cannabis marketing.

More Information

For more information, visit: ClioCannabisAwards.com

#ClioCannabis

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