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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, with the exception of the Creative Effectiveness & Creative Business Transformation Medium—judging for these mediums are weighted 50% on creativity and 50% on results.

Creativity, n. [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 include:

- Is this work bold? Innovative? Inspiring?
- How is this work propelling the industry forward? What do I want to signal to the industry by awarding this work?

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 it's own merit.





2023 Program Updates

VOTING CHANGES

Grand eligibility in each entry type

What does this mean?

Instead of one grand per medium, a jury can now select a grand for each entry type - product/service, B2B and public service - in each medium.

PRICING CHANGES

Reduced pricing for all student work and reduced campaign pricing for professional work.

No more media handling fees.

NEW MEDIUMS

- Creative Business Transformation
- Creative Commerce
- Media

2023 Program Updates, Cont.

NEW CATEGORIES

Within the Audio Medium

- Sonic Branding
- Use of Technology
- Voice Activated Technologies

Within the Audio Craft Medium

- Casting/Performance

Within the Branded Entertainment & Content Medium

- New Realities

Within the Creative Effectiveness Medium

- Local/Regional
- Multi-Country
- National

Within the Creative Use of Data Medium

- Creativity/Storytelling
- Real-Time
- Targeting
- Visualization

Within the Design Medium

- Brand & Corporate Identity: New
- Brand & Corporate Identity: Refresh

Within the Design Craft Medium

- Graphic
- Illustration
- Photography

Within the Digital/Mobile Medium

- Multi-Platform/Cross Channel Storytelling or Experience
- New Realities
- Real-Time
- Search (SEO/SEM)
- Storytelling
- Use of Platform/Native Integration
- Voice Activated
- Wearables

Within the Digital/Mobile & Social Media Craft Medium

- Illustration/Image Design
- Moving Image/Video Design

Within the Direct Medium

- Gaming
- Use of Data

What's New For 2023? (Cont.)

NEW CATEGORIES

Within the Experience/Activation Medium

- Gaming
- Immersive/New Realities
- Special Build
- Use of Talent & Influencers

Within the Fashion & Beauty Medium

- Use of Fashion & Beauty

Within the Film Craft Medium

- Casting/Performance
- Production Design

Within the Out of Home Medium

Digital

Within the Public Relations Medium

- Crisis Management
- Launch/Relaunch
- Multi-Market
- Single Market
- Use of Talent & Influencers

Within the Social Media Medium

- Real Time Response
- Use of Talent & Influencers
- User Generated Content

Key Dates

DEADLINES

- 2023 Call for Entries: **September 12, 2022**
- 1st Deadline: **Friday, October 28, 2022***
- 2nd Deadline: **Friday, December 16, 2022***
- Final Deadline: **Friday, February 3, 2023**

*Prices increase. See Entry Fees for details.

All deadlines are 11:59pm EST

ELIGIBILITY PERIOD

Eligibility Period for all mediums except Creative Effectiveness and Creative Business Transformation

Entries first appearing in public between **August 1, 2021 – February 24, 2023** are eligible for entry into the Creative Effectiveness and Creative Business Transformation mediums only.

Creative Effectiveness & Creative Business Transformation Eligibility Period

Entries first appearing in public between **August 1, 2020 – February 24, 2023** are eligible for entry into this medium.

Campaigns previously entered in 2022 are still eligible to be entered into this medium only.

Note: STUDENT ELIGIBILITY – A student is defined as someone who is enrolled (full or part-time) in a recognized film school program or an accredited college or university. The work submitted by a student must have been produced during their enrollment, and within the period of August 1, 2021 - February 24, 2023.



Entry Fees

Entry fees and charges are US Dollars only.

Medium	Sept 12th to Oct 28th	Oct 29th to Dec 16th	Dec 17th to Feb 3rd
	Deadline 1	Deadline 2	Final Deadline
	Single Campaign	Single Campaign	Single Campaign
Audio**	\$525 \$800	\$625 \$950	\$750 \$1125
Audio Craft**	\$525 \$800	\$625 \$950	\$750 \$1125
Branded Entertainment & Content	\$1,025	\$1,100	\$1,150
Creative Business Transformation	\$525	\$625	\$750
Creative Commerce	\$525	\$625	\$750
Creative Effectiveness	\$675	\$775	\$900
Creative Use of Data	\$525	\$625	\$750
Design	\$525	\$625	\$750
Design Craft	\$525	\$625	\$750
Digital/Mobile**	\$525 \$800	\$625 \$950	\$750 \$1125
Digital/Mobile & Social Media Craft**	\$525 \$800	\$625 \$950	\$750 \$1125
Direct**	\$525 \$800	\$625 \$950	\$750 \$1125
Experience/Activation	\$525	\$625	\$750
Fashion & Beauty	\$525	\$625	\$750
Film**	\$675 \$1025	\$775 \$1175	\$900 \$1350
Film Craft**	\$675 \$1025	\$775 \$1175	\$900 \$1350
Innovation	\$1,025	\$1,175	\$1,350
Integrated	\$1,025	\$1,175	\$1,350
Media	\$525	\$625	\$750
Out of Home**	\$525 \$800	\$625 \$950	\$750 \$1125
Partnerships & Collaborations	\$1,025	\$1,175	\$1,350
Print**	\$525 \$800	\$625 \$950	\$750 \$1125
Print & Out of Home Craft**	\$525 \$800	\$625 \$950	\$750 \$1125
Public Relations	\$525	\$625	\$750
Social Media	\$525	\$625	\$750
Student (All Mediums)	\$50 \$75	\$50 \$75	\$50 \$75

** Campaign eligible medium

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

All deadlines are 11:59pm EST

Entry & Medium Types

ENTRY TYPES

- Business-to-Business
- Product/Service
- Public Service

MEDIUM TYPES

- Audio
- Audio Craft
- Branded Entertainment & Content
- Creative Business Transformation
- Creative Commerce
- Creative Effectiveness
- Creative Use of Data
- Design
- Design Craft
- Digital/Mobile
- Digital/Mobile & Social Media Craft
- Direct
- Experience/Activation
- Fashion & Beauty
- Film
- Film Craft
- Innovation
- Integrated
- Media
- Out of Home
- Partnerships & Collaborations
- Print
- Print & Out of Home Craft
- Public Relations
- Social Media

STUDENT MEDIUM TYPES

- Branded Entertainment & Content
- Creative Commerce
- Design
- Digital/Mobile
- Digital/Mobile & Social Media Craft
- Direct
- Experience/Activation
- Fashion & Beauty
- Film
- Film Craft
- Innovation
- Integrated
- Out of Home
- Partnerships & Collaborations
- Print
- Print & Out of Home Craft
- Public Relations
- Social Media

Media & Entry 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, the image will be used as a thumbnail on the Winners' 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 following exceptions:***

- Film and Film Craft, Digital/Mobile, Digital/Mobile & Social Media Craft, and Social Media
- 600 x 800 pixels (portrait minimum)
- 800 x 600 pixels (landscape minimum)

Please make sure images are no larger than 7000x7000

- 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 videos must be submitted through the entry system on the Upload tab. Clio will not accept CD's/DVD's.

Media & Entry Requirements (Cont.)

PDF UPLOAD

Required Spec for PDF Uploads:

- File Size: Up to 50 MB
- PDFs can be either single page or multiple pages.
- PDFs do not need to be 300dpi resolution.
- We suggest using Adobe's 'Reduced Size PDF' feature when saving your file.

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 **May 1, 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 names within the URL.

Physical Entries

All physical entries submitted are optional. Physical Entries are accepted for Design and Direct medium types.

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 to coordinate details.
- Any physical entry item submitted that exceeds 50 lbs will be subject to additional shipping costs. Please email support@clios.com to coordinate details.
- All physical components must arrive at the Clio office no later than **February 3, 2023**.
- Please mail all physical entries to:

Clio Awards

104 W 27th St

10th Floor

New York, NY 10001

Phone: 1-212-683-4300



Campaign Entries

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

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 check out.

Mixed Campaign

Mixed Campaigns are a specific type of campaign allowed in the Audio, Digital/Mobile, Direct, Film and Out of Home medium types. Mixed campaigns are campaign entries that include a combination of different categories within a medium as part of a single campaign.

Entry Type Definitions

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.



Medium & Category Definitions

AUDIO

Entries in this medium include all types of creative audio content.

Please note that audio craft is not for the audio within film executions.

Categories

- **Radio** – Entries in this category are for broadcast or internet radio advertising.
- NEW** • **Sonic Branding** – Entries in this category 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.
- **Streaming/Downloadable Content** – Entries in this category are for creative content downloaded or streamed online or from a mobile device and directly related to the promotion of a product or service. This includes podcasts.
- NEW** • **Use of Technology** – Entries in this category are for work that pushes the limits of audio on behalf of a brand or organization. This includes but is not limited to the use of apps or mobile / web technology, software development and artificial intelligence.
- NEW** • **Voice Activated Technologies** – Entries in this category are for the use of various applications of voice activated technologies. This includes but is not limited to Alexa, Google Home, Siri, voice assistants, etc.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

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).

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1), Audio (1)

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

Medium & Category Definitions (Cont.)

AUDIO CRAFT

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

Please note that audio craft is not for the audio within film executions.

Categories

NEW

- **Casting/Performance** – Entries in this category are for the selection of a voice performer for a particular role that is integral to the advancement of the audio clip.
- **Copywriting** – Entries in this category are for the writing of promotional text included in an audio recording.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements. This includes but is not limited to sound effects, recordings, etc.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

Required Media: Image (1), Audio (1)

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


Medium & Category Definitions (Cont.)

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

- **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.
- **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 include technology created to stimulate and immerse the user in an entertainment experience by allowing them to interact with 3D worlds. This includes but is not limited to augmented reality, virtual reality and mixed reality. 
- **Partnerships/Co-Creation** – Entries in this category include creative executions resulting from the joint efforts of two or more brands, individuals, influencers, talent and/or organizations.
- **Print** – Entries in this category are for published print media that includes, but is not limited to: newspapers, magazines, and books.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$1025

Deadline 2: Oct 29th - Dec 16th: 1175

Deadline 3: Dec 17th - Feb 3rd: 1350

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (up to 10)

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

Tip: Content videos are required for the film categories, case study videos can be uploaded as supporting material.

Medium & Category Definitions (Cont.)

NEW

CREATIVE BUSINESS TRANSFORMATION

Entries in this medium focus on work that uses creativity to change business operations, products, services, or customer experiences to transform a business for growth.

Note: Judging for this medium is weighted 50% on creativity and 50% on results. (Result details are required – please be sure to download and re-upload the provided PDF into your entry)

Categories

- **Complete Transformation** – Entries in this category are for the creative transformation of a brand or its positioning in the market, to increase brand awareness and enhance the customer experience. Updated operations definition. Entries in this category are for the internal transformation within an organization. Changes may include but are not limited to operations, staff, policies, training, suppliers, partners and distribution centers.
- **Experience** – Entries in this category are for reinventions that impact how people interact with the brand or business. Including digital, physical or virtual connection points.
- **Operations** – Entries in this category are for the internal transformation within an organization. Changes may include but are not limited to operations, staff, policies, training, suppliers, partners and distribution centers.
- **Products** – Entries in this category focus on the creation or reinvention of physical, digital or virtual products launched by a business, to transform and/or enhance the customer experience, repositioning that business in the marketplace.
- **Services** – Entries in this category focus on new or reinvented services launched by a brand to transform and enhance the customer journey and / or experience.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (1),
Creative Business Transformation PDF

If submitting entries to the Creative Business Transformation medium, entrants are required to download the Creative Business Transformation PDF, complete the PDF and re-upload the PDF with each entry.

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

Medium & Category Definitions (Cont.)

NEW

CREATIVE COMMERCE

Entries in this medium are for creative applications of commerce, both online and offline, that enhance the consumer experience and transactional journey.

Categories

- **Acquisition & Retention** – Entries in this category are for online and offline advertising created to keep existing customers, attract new customers and incentivize customer activity. This includes but is not limited to promotions, loyalty programs, social integration, etc.
- **Cultural Experiences** – Entries in this category are for commerce work heavily influenced by a specific audience, community or culture.
- **E-Commerce** – Entries in this category are for innovative uses of e-commerce platforms and connected to digital features.
- **Entertainment** – Entries in this category are for the integration of commerce and entertainment content through partnerships, collaborations and brand experiences. This includes but is not limited to retail, theater, gaming, sports, music and activations.
- **In-Store Experience** – Entries in this category are for in-store, physical experiences meant to engage the customer. This includes but is not limited to in-store displays, pop-up shops, events, promotions, free samples and limited / special edition items.
- **Innovative Use of Channel** – Entries in this category are for commerce work that utilize a specific channel in an especially creative or innovative way.
- **Mobile Led Commerce** – Entries in this category are for the creative use of mobile led solutions to unlock the commerce space and enhance the customer experience. This includes but is not limited to wearables, apps, wallets and reward programs.
- **Omnichannel** – Entries in this category effectively demonstrate how multiple physical and / or digital channels are integrated to facilitate an exceptional customer experience.
- **Payment Solutions** – Entries in this category are for innovation at the moment of the transaction. This includes but is not limited to software apps, mobile wallets, order buttons, hyper convenience and loyalty program automation.
- **Social Media** – Entries in this category utilize social media platforms to interact with consumers. This can also include the use of livestream and influencers to increase brand awareness and demonstrate products in real time.

Medium & Category Definitions (Cont.)

CREATIVE COMMERCE, CONT.

- **Sustainable Commerce** – Entries in this category are for any commerce work done with an emphasis on creative sustainability. This includes but is not limited to sustainable production and packaging, eco-friendly shipping, waste reduction and responsible consumption.
- **Use of New Realities** – Entries in this category are for the creative use of immersive technologies to enhance real-time interaction between brands and consumers. This includes AR, VR, XR, MR and the Metaverse.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is *not eligible* for campaign entries.

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

CREATIVE EFFECTIVENESS

Entries in this medium focus on work that produced measurable results and used a creative approach to achieve a brand's purpose. This includes, but is not limited to: Audio, Branded Entertainment & Content, Design, Digital/Mobile, Direct, Experience/Activation, Film, Out of Home, Partnerships & Collaborations, Print, Public Relations, and Social Media executions.

Note: Judging for this medium is weighted 50% on creativity and 50% on results. (Result details are required – please be sure to download and re-upload the provided PDF into your entry)

Categories

- NEW** • **Local/Regional** – Entries in this category are for work that has been executed across one specific region.
- NEW** • **Multi-Country** – Entries in this category are for work that has been executed globally, or across two or more regions, countries or markets.
- NEW** • **National** – Entries in this category are for work that has been executed across one country or market.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$675

Deadline 2: Oct 29th - Dec 16th: \$775

Deadline 3: Dec 17th - Feb 3rd: \$900

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (up to 10)

*Creative Effectiveness PDF (1)

If submitting entries to the Creative Effectiveness medium, entrants are required to download the Creative Effectiveness PDF, complete the PDF and re-upload the PDF with each entry.

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

Medium & Category Definitions (Cont.)

CREATIVE USE OF DATA

Entries in this medium are for creative executions that originated from specific data/insights. This includes but is not limited to: Audio, Branded Entertainment & Content, Design, Digital/Mobile, Direct, Experience/Activation, Film, Out of Home, Partnerships & Collaborations, Print, Public Relations, and Social Media executions.

Categories

- NEW** • **Creativity/Storytelling** – Entries in this category use data to inform a creative solution and/or narrative.
- NEW** • **Real-Time** – Entries in this category use data in the moment to adapt the creative execution/experience accordingly.
- NEW** • **Targeting** – Entries in this category use data to identify and craft a message to a specific audience based on a unique behavior or insight.
- NEW** • **Visualization** – Entries in this category are for work specifically dedicated to the craft of visualizing data.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is *not eligible* for campaign entries.

Required Media: Image (1)

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

For details on the specific media requirements please see the Media Requirements section.

Medium & Category Definitions (Cont.)

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.

Categories

NEW

- **Brand & Corporate Identity: New**

Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a new company's identity.

NEW

- **Brand & Corporate Identity: Refresh**

Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate an existing company's identity.

- **Digital/Mobile** – Entries in this category are for the graphical design of apps, e-commerce, landing pages, microsites, newsletters, online platforms, and websites.
- **Direct Marketing** – Entries in this category are specific to the one-to-one communication between a brand and its target audience.
- **Editorial** – Entries in this category include the acquiring or preparing of material for publication.
- **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.
- **Posters** – Entries in this category are for the

graphical and/or physical design of posters.

- **Product Design** – Entries in this category focus on the craft and creation of new products.
- **Publishing & Printed Materials** – Entries in this category are for the graphical and/or physical design of annual reports, brochures, calendars, catalogues, cover art, daily press, journals, magazines, self-promotion, and special publications.
- **Retail Design** – Entries in this category are for the physical design of interior displays, shop fittings, showrooms, pop-up shops, window displays and social retail.
- **Spatial Design** – Entries in this category are for the physical design of interior and/or exterior spaces. This includes but is not limited to installations, arenas, exhibitions and public spaces.
- **Sustainability** – Entries in this category are for design executions that utilize a sustainable effort in the creation or result of the execution. This can include but is not limited to: packaging, product design, printed materials or spatial design executions.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Medium & Category Definitions (Cont.)

DESIGN, CONT.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is *not eligible* for campaign entries.

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

DESIGN CRAFT

Entries in this medium include technique and craft/skills used in the execution of design materials.

Categories

- **Animation** – Entries in this category include the technique and craft/skills of photographing successive drawings or positions of puppets or models to create an illusion of movement when shown as a sequence.
- NEW** • **Graphic** – Entries in this category use design elements to communicate a company's message or optimize the user experience.
- NEW** • **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art.
- NEW** • **Photography** – Entries in this category are for the original and creative use of photography.
- **Typography** – Entries in this category are for design/arrangement of type in order to make language visible by utilizing a selection of typefaces, point size, line length, leading, tracking, and kerning.
- **Writing for Design** – Entries in this category are for copywriting that is integral to a piece of design.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (Up to 10)

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

Required Media: Image (up to 10)

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

Medium & Category Definitions (Cont.)

DIGITAL/MOBILE

Entries in this medium are for any digital media that is connected to a user and/or gives the user the ability to interact through technology.

Categories

- **Apps** – Entries in this category are for apps whose primary purpose is to promote a particular product or service.
- **Artificial Intelligence** – Entries in this category are for various applications of artificial intelligence, including language processing, image recognition, virtual assistants and recommendation engines.
- **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 extends the ability for a brand to reach and interact with its target audience in new ways. This includes but is not limited to: block chain, data visualization, and the Internet of Things (IoT).
- **Games** – Entries in this category include interactive games that are developed to promote a particular product or service and typically are not for sale.
- **Microsite** – Entries in this category are for additional links or web pages provided through its parent site that adds value to a specific product or service.
- **Multi-Platform/Cross Channel Storytelling or Experience** – Entries in this category are for the creation of cross-platform digital content that develops or embodies a brand identity. This includes work integrated across multiple digital channels. **NEW**
- **New Realities** – Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds. This can also include mixed reality. **NEW**
- **Real-Time** – Entries in this category are for the creation of real or near-time content, allowing brands to respond to world events, public affairs and other real-world, real-time activity within a timely manner. **NEW**
- **Search (SEO/SEM)** – Entries in this category are for creative marketing efforts used to increase website visibility and / or optimization through organic search results. **NEW**
- **Storytelling** – Entries in this category use a compelling narrative in the mobile, digital and/or social space to elevate the viewing experience. **NEW**

Medium & Category Definitions (Cont.)

DIGITAL/MOBILE, CONT.

NEW

- **Use of Platform/Native Integration** – Entries in this category are for the creative use of existing integral features of digital devices. Including but not limited to cameras, microphones, touchscreens, Bluetooth, mobile sensors and GPS.

NEW

- **Voice Activated** – Entries in this category are for the creative application and use of voice in a digital environment to communicate and interact with consumers on behalf of a brand.

NEW

- **Wearables** – Entries in this category are for smart devices used to engage the consumer or enhance the experience.
- **Website** – Entries in this category are for the collection of related web pages with the purpose of advertising of a specific product or service. This can also include landing pages.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

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).

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

DIGITAL/MOBILE & SOCIAL MEDIA CRAFT

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

Categories

- **Copywriting** – Entries in this category are for the writing of promotional text included in a digital, mobile, or social media execution.
- **Graphic Design** – Entries in this category are for the art or skill of combining text and pictures in advertisements or marketing.
- **NEW Illustration/Image Design** – Entries in the category are for the creative application of illustration within a digital context and digital manipulation of still imagery.
- **NEW Moving Image/Video Design** – Entries in this category are for the creative and technical use of online video and digital footage. Including but not limited to 360 and interactive videos.
- **Music/Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **User Experience** – Entries in this category are for the experience, effectiveness, utility, ease of use, and efficiency of the system.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

DIRECT

Entries in this medium are specific to the one-to-one communication between a brand and its target audience. The goal of direct is to generate a specific action or “response” from the target audience.

Categories

- **Audio** – Entries in this category include all types of creative audio content.
- **Digital/Mobile** – Entries in this category include any direct digital/mobile media that is connected to a user or gives the user the ability to interact through technology and includes, but is not limited to: apps, in-app advertising, banners & rich media, e-mail, in-stream advertising, games, and microsites/websites.
- **Experience/Activation** – Entries in this category connect a brand and its target audience through an experience.
- **Film** – Entries in this category are for all video used for the purpose of direct and includes, but is not limited to: television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- **Gaming** – Entries in this category are for the use of gaming and games to effectively target a specific audience. This includes but is not limited to interactive games, gaming consoles, online gaming and mobile games.

- **Out of Home** – Entries in this category are for the execution of direct out of home advertising and includes, but is not limited to: ambient, billboard, poster, transit and mixed campaigns.
- **Print** – Entries in this category are for direct printed materials. This includes, but is not limited to: calendars, catalogs, brochures, dimensional mail, flat mail and magazine & newspaper print advertising that is delivered via mail, messenger, handouts, postings, etc.
- **Social Media** – Entries in this category utilize social platforms to deliver content and/or messaging to consumers that generate a direct social response.
- **Use of Data** – Entries in the category are for work that’s driven by the creative use of data which enhanced the customer experience and led to measurable business results.
- **Use of Product** – Entries in this category utilize a physical item with the purpose of delivering a direct message that is delivered via mail, messenger, handouts, etc.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

NEW

NEW

Medium & Category Definitions (Cont.)

DIRECT, CONT.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

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).

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

EXPERIENCE/ACTIVATION

Entries in this medium connect a brand and its target audience through an experience, including but not limited to live and virtual events.

Categories

- **Digital/Mobile** – Entries in this category are for any digital media that is used to provide an experience and/or gives the user the ability to interact through technology and/or social media platforms.
- **Events** – Entries in this category include a themed activity, activation, occasion, display, or exhibit to promote a product, cause, or brand.
- **Gaming** – Entries in this category include interactive games that are developed to promote a particular product or service by connecting the user through an experience.
- **Guerrilla** – Entries in this category are for unique, engaging and thought-provoking concepts/stunts that promote buzz and typically include unconventional means of advertising.
- **Immersive/New Realities** – Entries in this category create an environment which surrounds a user or audience with a multi-sensory experience. This includes, but is not limited to: augmented/virtual, multi-reality and tech-enabled experiences.
- **Special Build** – Entries in this category are for temporary installations meant to be seen or experienced for a short period of time.

- **Use of Talent & Influencers** – Entries in this category use talent or influencers to engage with a specific audience during an experience or activation.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (Up to 10)

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

Medium & Category Definitions (Cont.)

FASHION & BEAUTY

Entries in this medium are for creative advertising or marketing campaigns of a fashion, beauty or retail industry brand, product, or service.

Categories

- **Fashion & Beauty** – Entries in this category are for creative advertising or marketing campaigns of a fashion, beauty or retail industry brand, product, or service.
- **Use of Fashion & Beauty** – Entries in this category must highlight how a non-fashion or beauty brand creatively utilized a fashion or beauty tactic or accessory within their execution.

NEW

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

Campaigns

This medium type is *not eligible* for campaign entries.

Required Media: Image (Up to 10)

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

Medium & Category Definitions (Cont.)

FILM

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

Categories

- **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 to sixty [60] seconds.
- **61 Seconds to Five Minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.
- **Five Minutes and Over** – Entries in this category are five [5] minutes and over.

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

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$675 (Single) / \$1025 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$775 (Single) / \$1175 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$900 (Single) / \$1350 (Campaign)

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).

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).

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

FILM CRAFT

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

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.
- **Casting/Performance** – Entries in this category are for the casting of film advertising and scripted performances, where the acting of a particular performer is integral in the advancement of the film content piece.
- **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 use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Music – Adapted** – Entries in this category should include a commissioned re-working of an existing piece of material, be it public domain or licensed.

- **Music – Licensed** – Entries in this category should include music that has been used straight from the master recording. This can be edited but should not have been re-arranged.
- **Music – Original** – Entries in this category are for music tracks, which have been commissioned and composed specially for the entry. This does not include arrangements of any sort as that is covered by Music-Adapted. This also does not include any material that is in the public domain.
- **Production Design** – Entries in this category are for the overall aesthetic of the production design. This includes but is not limited to set design, art direction, location build, props, lighting and styling.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **Visual Effects** – Entries in this category are for the processes by which imagery is created and/or manipulated outside the context of a live action shot.

Tip: Please upload the original content video as it ran in public. Case study videos are only eligible in the Production Design category. You may use the URL section to link to your case study video in that category.

Medium & Category Definitions (Cont.)

FILM CRAFT, CONT.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$675 (Single) / \$1025 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$775 (Single) / \$1175 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$900 (Single) / \$1350 (Campaign)

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).

Campaign Eligible, Mixed Campaign Eligible

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

Optional Media: PDF (1), URL (Up to 4) - *Only available for the Production Design category*

Medium & Category Definitions (Cont.)

INNOVATION

Entries in this medium include work that utilizes advertising and marketing in a new, unique, or especially creative manner.

Entry Types

- Business-to-Business
- Product/Service
- Public Service

Categories

- **Medium Innovation** – Entries in this category utilize a medium* in a new, unique, or especially creative manner.

**This includes, but is not limited to: Audio, Branded Entertainment & Content, Creative Commerce, Design, Digital/Mobile, Direct, Experience/Activation, Film, Media, Out of Home, Partnerships & Collaborations, Print, Public Relations and Social Media.*

- **Product Innovation** – Entries in this category are for innovative new products to market or advertise a brand, organization or service.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$1025

Deadline 2: Oct 29th - Dec 16th: 1175

Deadline 3: Dec 17th - Feb 3rd: 1350

Please note that prices increase based on the deadline period. See the Entry Fees section for details.

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (Up to 10)

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

Medium & Category Definitions (Cont.)

INTEGRATED

Entries in this medium consist of a minimum of three advertisements that had to utilize three of the following media types in order to be successful: Audio, Branded Entertainment & Content, Creative Commerce, Design, Digital/Mobile, Direct, Experience/Activation, Film, Innovation, Media, Out of Home, Partnerships & Collaborations, Print, Public Relations, and Social Media.

Categories

There are no categories in this medium.

Tip: A case study video highlighting the different mediums utilized in the campaign is recommended for this medium.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$1025

Deadline 2: Oct 29th - Dec 16th: 1175

Deadline 3: Dec 17th - Feb 3rd: 1350

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (Up to 10)

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

Medium & Category Definitions (Cont.)

NEW

MEDIA

Entries in this medium are for the creative use of “media-inspired” ideas, where the work highlights media as the creative idea itself, and strategically and effectively uses channels to achieve a brand’s purpose. Entries will need to demonstrate how the idea played an integral role in the success of the campaign, and how measurable results were produced.

Categories

- **Audio** – Entries in this category are for media-inspired ideas intended for use on audio platforms. This includes but is not limited to radio, podcasts, streaming services and other audio technologies.
- **Digital/Mobile** – Entries in this category are for media-inspired ideas designed for digital media platforms or mobile technologies. This includes but is not limited to websites, games, search engines, banner ads, smartphones, mobile games, applications, etc.
- **Entertainment** – Entries in this category are for media-inspired ideas created for entertainment purposes. This includes but is not limited to audio content, gaming platforms, apps, video sharing channels and music videos.
- **Experience/Activation** – Entries in this category are for media-inspired ideas intended to connect with an audience through an experience. This includes but is not limited to virtual or live events, stunts, pop-up shops, exhibitions, performances and installations.
- **Film** – Entries in this category are for media-inspired ideas designed for film advertising.
- **New Realities** – Entries in this category are for media-inspired ideas where immersive technology is a key element in the success of the campaign. This includes but is not limited to XR, VR, AR, MR and the Metaverse.
- **Out of Home** – Entries in this category are for media-inspired ideas that reach the consumer while they’re outside of the home.
- **Partnerships & Collaboration** – Entries in this category are for media-inspired ideas where the collaboration between two or more brands, individuals and/ or organizations are key to the success of the campaign.
- **Retail** – Entries in this category are for ideas focused on e-commerce, online retail sites, restaurants, in store displays, etc.
- **Social Media** – Entries in this category are for media-inspired ideas that were planned / executed on social media platforms.

Medium & Category Definitions (Cont.)

MEDIA, CONT.

- **Specific Target Audience** – Entries in this category are for media-inspired ideas that target a specific audience. Target audiences include but are not limited to generations, genders, races, etc.
- **Use of Talent & Influencers** – Entries in this category are for media-inspired ideas that utilize talent or influencers to increase engagement and drive brand awareness.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is *not eligible* for campaign entries.

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

OUT OF HOME

Entries in this medium consist of advertising that reaches the consumer while they are outside of the home.

Categories

- **Ambient** – Entries in this category include tactical placements of advertising in unusual and unexpected places often with unconventional methods.
- **Billboard** – Entries in this category are large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards and 3D or mechanical billboards.
- **Digital** – Entries in this category include single outdoor digital executions used to convey a message. This includes but is not limited to motion posters, transit displays and LED displays.
- **Poster** – Entries in this category are for single outdoor or indoor executions typically designed to be attached to a wall or other vertical surfaces, and are made for public spaces. This includes but is not limited to supermarkets, shopping malls, airports, construction sites, etc.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece.

- **Transit** – Entries in this category are for transit advertising which is typically placed on anything which moves, such as buses, subways, trains, trucks and taxis.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Tip: Please submit a .jpeg of the advertisement as the image upload. Additionally, it is recommended that you provide an "in-environment" photo as a PDF for Out of Home executions.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

NEW

Medium & Category Definitions (Cont.)

OUT OF HOME, CONT.

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).

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).

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

PARTNERSHIPS & COLLABORATIONS

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

Categories

There are no categories in this medium.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$1025

Deadline 2: Oct 29th - Dec 16th: 1175

Deadline 3: Dec 17th - Feb 3rd: 1350

Campaigns

This medium type is *not eligible* for campaign entries.

Required Media: Image (Up to 10)

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

Medium & Category Definitions (Cont.)

PRINT

Entries in this medium include work appearing in newspapers, magazines and similar press.

Categories

There are no categories in this medium.

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

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

Required Media: Image (1)

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

Medium & Category Definitions (Cont.)

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.

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, animation, 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.

Tip: Please submit a .jpeg of the advertisement as the image upload. Additionally, it is recommended that you provide an “in environment” photo as a PDF.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 29th - Dec 16th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 17th - Feb 3rd: \$750 (Single) / \$1125 (Campaign)

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).

Required Media: Image (1)

Medium & Category Definitions (Cont.)

PUBLIC RELATIONS

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

Categories

- **Brand Development** – Entries in this category focus on the creation of a specific identity for a product, its positioning in the marketplace and what it means to its target audience.
- **Cause Related** – Entries in this category focus on creating awareness for a cause.
- **Corporate Image** – Entries in this category deal with the generally accepted image of what a company stands for and how it is perceived by the public.
- **Crisis Management** – Entries in this category focus on the planning and/or handling of a crisis that could potentially affect a company's reputation.
- **Employee Engagement** – Entries in this category relate to maintaining and/or restoring employer-employee relationships that contribute to productivity, motivation, and morale.
- **Environmental** – Entries in this category communicate an organization's corporate social responsibility or environmentally friendly practices to the public with the goal of improving the organization's brand awareness and reputation.

- **Launch/Relaunch** – Entries in this category introduce a new product or service to its target audience.

NEW

- **Multicultural** – Entries in this category focus on communication to diverse audiences about an organization's products and services that meet their language and cultural needs.

- **Multi-Market** – Entries in the category are for campaigns that were implemented in more than one region, country or market.

NEW

- **Public Affairs** – Entries in this category are for communications on matters of politics and public policy.

- **Real Time Response** – Entries in this category are about the process by which an organization deals with a major event or current public issue within a timely manne.

- **Self Promotion** – Entries in this category are created to self-promote or publicize a brand or individual's services.

- **Single Market** – Entries in this category are for campaigns that were implemented in one specific region, country or market.

NEW

- **Special Event/Activation** – Entries in this category promote a face-to-face event or stunt specifically designed to deliver a message, introduce a new product or create interest in a topic, product or service.

Medium & Category Definitions (Cont.)

PUBLIC RELATIONS, CONT.

NEW

- **Use of Talent & Influencers** - Entries in this category use talent or influencers to increase engagement and drive brand awareness to reach a specific audience.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is ***not eligible*** for campaign entries.

Required Media: Image (Up to 10)

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

Medium & Category Definitions (Cont.)

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.

See previous award winners in this medium here

Categories

- **Multi-Platform** – Entries in this category are for several social executions that utilize multiple social media platforms including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn, Pinterest, TikTok and Twitch.
- **Single-Platform** – Entries in this category are for several social executions that utilize a single social media platform including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn, Pinterest, TikTok and Twitch.
- **Social Post** – Entries in this category include single posts 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. Tip: For the Social Video category, a content video upload is required.
- **Use of Talent & Influencers** – Entries in this category are for the use of talent or influencers to increase social engagement and awareness.

- **Real-Time Response** – Entries in this category are for work that utilizes social platforms to respond to a major event, current public issue or any other real-time event within a timely manner.

NEW

- **User Generated Content** – Entries in this category are for social activity designed to encourage an audience to contribute / collaborate with a brand initiative or campaign.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

NEW

Entry Fees:

Deadline 1: Sep 12th - Oct 28th: \$525

Deadline 2: Oct 29th - Dec 16th: \$625

Deadline 3: Dec 17th - Feb 3rd: \$750

Campaigns

This medium type is **not eligible** for campaign entries.

Required Media: Image (Up to 10)

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

NEW



“Of the Year” Awards

Annually, Clio presents “Of the Year” awards to the network, agency, independent agency, advertiser and production company scoring the most statue points. Our points system is as follows: Grand winners will earn 10 points, Gold 4 points, Silver 3 points, Bronze 2 points and Shortlisted work will earn 1 point.

NETWORK OF THE YEAR

Presented to the network agency network that receives the most overall Clio statue points for entries submitted across all medium types.

AGENCY OF THE YEAR

Presented to the agency that receives the most overall Clio statue points for entries submitted across all medium types.

INDEPENDENT AGENCY OF THE YEAR

Presented to the network agency that receives the most overall Clio statue points for entries submitted across all medium types.

ADVERTISER OF THE YEAR

Presented to the advertiser that receives the most overall Clio statue points for entries submitted across all medium types.

PRODUCTION COMPANY OF THE YEAR

Presented to the production company that receives the most overall Clio statue points for entries submitted across all medium types.

Payment Details

The following are accepted payment methods:

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

****Order total must exceed \$3,500 (USD), 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 West 27th St, 10th Floor

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
CANNABIS

Expanding on Clio's enduring reputation for establishing best-in-class programs that are custom built to honor creative ideas in a variety of specialized verticals, Clio Cannabis is a joint venture with High Times that 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 expanding industry, helps to build an understanding of a developing category and elevates the marketplace to solicit creative contributions from top talent and agencies.

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
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
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 is dedicated to awarding the creative contributions of the marketers and communicators that push boundaries, permeate pop culture and establish a new precedent for artist self-promotion, music marketing, brand collaborations and the use of music in advertising.

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.