CLIO AWARDS

—

Entry Packet
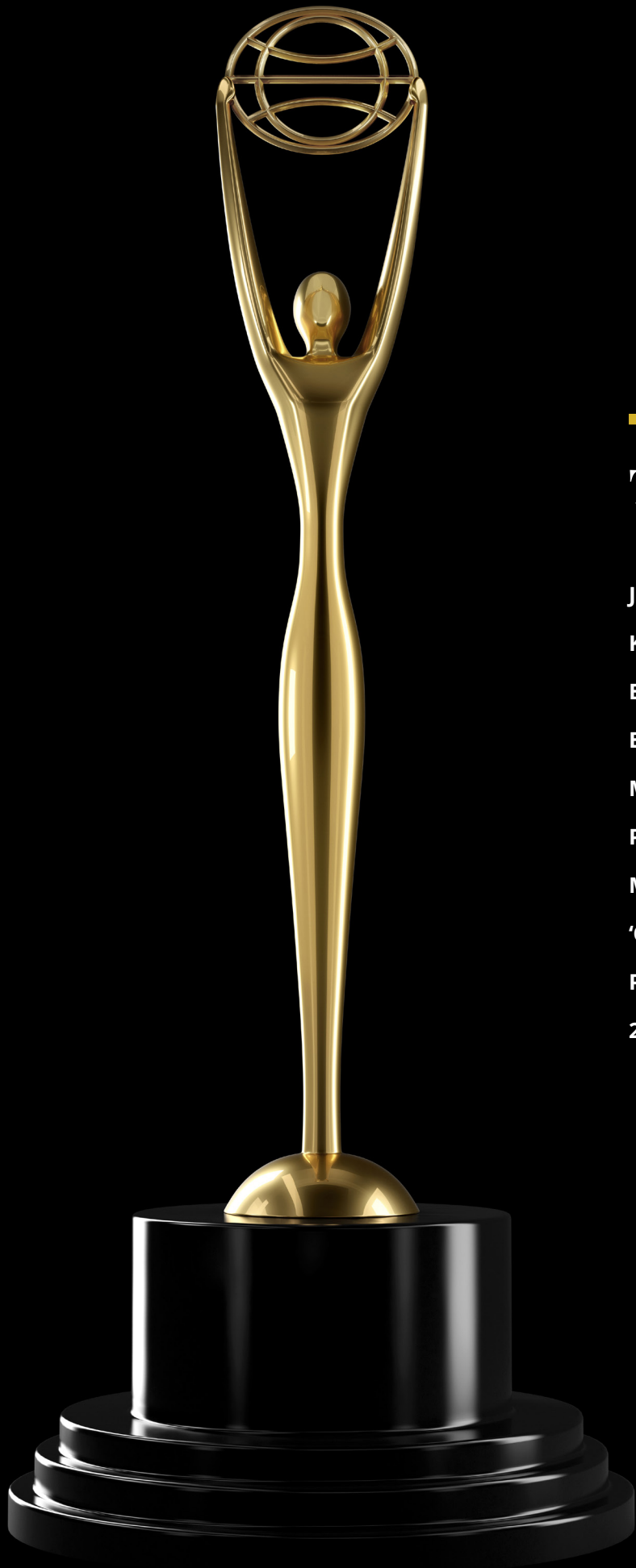
Table of Contents

Judging Process

Each year, Clio appoints top creatives and marketers from around the world to serve on our distinct juries. Clio selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry's evolving marketplace.

The Clio judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across all programs is creativity and originality.

Some of the questions jurors are asked to think about include:
 • Is this work creative? Original? Inspiring?
 • Is this work brave? Bold? Innovative?

Juries will review all of the entries submitted within their assigned medium types. They participate in preliminary rounds of judging individually followed by a final round of judging to determine the awards given to each piece – Gold, Silver, Bronze, 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.

CLIO
AWARDS

Key Dates

ELIGIBILITY PERIOD

Entries first appearing in public between **January 1, 2017 – July 31, 2018** are eligible for entry into this year's Clio Awards.

For Product Design, entries first appearing in public between **January 1, 2016 - July 31, 2018** are eligible for entry into this year's Clio Awards.

STUDENT ELIGIBILITY PERIOD

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 **January 1, 2017 – July 31, 2018**.

- **Call for Entries:** January 29, 2018
- **Deadline 1:** April 20, 2018
- **Deadline 2:** May 18, 2018 *
- **Final Deadline:** June 29, 2018 *

*Prices increase. See Entry Fees for details.

All deadlines are 11:59pm EST.

CLIO
AWARDS

Entry Fees

Entry fees and charges are US Dollars only.

2018 Clio Entry Fees (Single Entry)	Jan 29th to Apr 20th	Apr 21st to May 18th	May 19th to June 29th
	Deadline 1	Deadline 2	Deadline 3
Audio**	$525	$600	$650
Audio Technique**	$525	$600	$650
Brand Design	$525	$600	$650
Branded Content	$1,025	$1,100	$1,150
Branded Entertainment	$1,025	$1,100	$1,150
Digital/Mobile**	$525	$600	$650
Digital/Mobile & Social Media Technique**	$525	$600	$650
Direct**	$525	$600	$650
Events/Experiential	$525	$600	$650
Film**	$675	$750	$800
Film Technique**	$675	$750	$800
Innovation	$1,025	$1,100	$1,150
Integrated Campaign	$1,025	$1,100	$1,150
Out of Home**	$525	$600	$650
Partnerships & Collaborations	$1,025	$1,100	$1,150
Print**	$525	$600	$650
Print & Out of Home Technique**	$525	$600	$650
Product Design	$525	$600	$650
Public Relations	$525	$600	$650
Social Media	$525	$600	$650
Student (All Mediums)	$150	$150	$150
Media Handling Fee*	$35		

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

** Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e.: Print Campaign - 2 ads, $1,050; Film Campaign - 3 ads (plus 3 media handling charges), $2,130)

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

All deadlines are 11:59pm EST.

CLIO
AWARDS

Entry and Medium Types

ENTRY TYPES

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

MEDIUM TYPES

- Audio
- Audio Technique
- Brand Design
- Branded Content
- Branded Entertainment
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Direct
- Events/Experiential
- Film
- Film Technique
- Innovation
- Integrated Campaign
- Out of Home
- Partnerships & Collaborations
- Print
- Print & Out of Home Technique
- Product Design
- Public Relations
- Social Media

STUDENT MEDIUM TYPES

Students may enter the Clio Awards in the following Mediums:

- Brand Design
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Direct
- Events/Experiential
- Film
- Film Technique
- Innovation
- Integrated Campaign
- Out of Home
- Print
- Print & Out of Home Technique
- Social Media

CLIO
AWARDS

Media and Entry Requirements

Below is an overview of the media requirements. Please remove the following before uploading any media:

- Agency Credits
- Individual Credits
- Agency Logos
- Slates

ENTRY TRANSLATIONS

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

IMAGE UPLOAD

NOTE: All medium types require an image to be uploaded to the entry in order to submit payment. The image will be used during judging as your entry thumbnail. Also, in the case that your entry is awarded a statue, 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 exceptions:
  - Digital/Mobile, Digital/Mobile & Social Media Technique and Social Media medium types
    - 600 x 800 pixels (portrait minimum)
    - 800 x 600 (landscape minimum)
  - Film and Film Technique mediums:
    - 480 x 640 pixels (portrait minimum)
    - 640 x 480 pixels (landscape minimum)

- File Type: .jpg
- Color Mode: RGB
- File Size: Up to 50 MB

If the work requires multiple images, each image must be uploaded separately.

VIDEO UPLOAD

Required Spec for Video Uploads:

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

All bars, slates and black must be removed from videos. All entries must be submitted as a video upload. Clio will not accept CDs/DVDs.

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.

Media and Entry Requirements (Cont.)

AUDIO UPLOAD

Required Spec for Audio Uploads:

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

URL UPLOAD

- Entrants must keep the URL accessible online for judging through **September 1, 2018**.
- 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 Brand Design, Direct, Print, Print & Out of Home Technique, and Product Design 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.
- For **Print and Print & Out of Home Technique** physicals please provide a copy of the advertisement mounted on a board with a 1" (2.5cm) margin. The board should be no larger than 24" (60cm) on its longest side.
- All physical components must arrive at the Clio office no later than **July 6, 2018**.
- Please mail all physical entries to:
  Clio Awards, 825 8th Avenue, 29th Floor, New York, NY 10019
  Phone: 1-212-683-4300

Campaign Entries

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

How to Enter a Campaign

1. Create or edit an entry which you intend to make into one of the elements of the campaign.
2. In the Campaign tab select YES when asked if the entry is part of a campaign.
3. The next question will ask you if it's a new campaign or an existing one. Select NEW.
4. Provide a Campaign Name.
5. Proceed completing the entry all the way to the Review step.
6. In the Review step click the 'Add Next Entry' entry button.
7. The first campaign element is now saved and copied to create the next element easily.
8. Change the title and upload media asset(s). Change any other information if needed. Proceed to the Review step.
9. Repeat steps 6 through 8 until all campaign elements have been added.
10. When complete click "Add to Cart" and proceed to 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.

Medium and Category Definitions

AUDIO

Entries in this medium include all types of creative audio content including commercial radio advertising, streaming audio content or downloadable audio content.

- **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.
- **Radio** – Entries in this category are for broadcast or internet radio advertising.
- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Campaign Eligible, Mixed Campaign Eligible

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

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

AUDIO TECHNIQUE

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

- **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/altered version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements. It may include music as part of the sound design.
- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Campaign Eligible

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

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

BRAND DESIGN

Design is the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand recognition.

- **Annual Reports** – Entries in this category are for the graphical and/or physical design of annual reports.
- **Brochures** – Entries in this category are for traditional flat format printed materials.
- **Calendars** – Entries in this category are for the graphical and/or physical design of a daily, monthly or annual calendar.
- **Catalogs** – Entries in this category are for the graphical and/or physical design of a book of products or service listings.
- **Corporate Identity** – Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a company's identity.
- **Direct Marketing** – Entries in this category are specific to the one-to-one communication between a brand and its target audience.

Medium and Category Definitions (Cont.)

- **Editorial** – Entries in this category include the acquiring or preparing of material for publication.
- **Environmental** – Entries in this category are centered on the promotion of environmental friendly operations, product, or packaging.
- **Logo** – Entries in this category are for the graphical design of a product, brand or company logo.
- **Magazine/Cover Art** – Entries in this category are for the graphical and/or physical design of work within a magazine or on the outside of a published magazine.
- **Packaging** – Entries in this category are for the graphical and/or physical design of product packaging.
- **Point of Purchase** – Entries in this category are for the graphical and/or physical design of a product stand or display in a retail environment.
- **Posters** – Entries in this category are for the graphical and/or physical design of posters.
- **Self-Promotion** – Entries in this category are for the graphical and/or physical design of Self-Promotion.
- **Spatial Design** – Entries in this category are for the physical design of interior and exterior spaces.
- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Required Media: Image (up to 10)

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

BRANDED CONTENT

Entries in this medium are a fusion of advertising and editorial content as a way to communicate a brand's message or values to its target audience.

- **Audio** – Entries in this category are for audio content that includes, but is not limited to: radio, downloadable and streaming content.
- **Digital/Mobile** – Entries in this category are for digital media that includes, but is not limited to: websites, social media, applications, user-generated content, and native advertising.
- **Event/Experiential** – Entries in this category include a themed activity, event, display, or exhibit. (such as a sporting event, music festival, fair, or concert).
- **Film** – Entries in this category are for videos and films. This includes, but is not limited to: documentaries, short form, series, television, and streaming content.
- **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 categories above.

Required Media: Image (up to 10)

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

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

Medium and Category Definitions (Cont.)

BRANDED ENTERTAINMENT

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

- **Audio** – Entries in this category are for audio content that includes, but is not limited to: radio, downloadable and streaming 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.

- **Event/Experiential** – Entries in this category include a themed activity, event, display, or exhibit. (such as a sporting event, music festival, fair, or concert).

- **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 and songs.

- **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 categories above.

Required Media: Image (up to 10)

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

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

DIGITAL/MOBILE

This medium includes any digital media that is connected to a user or gives the user the ability to interact through technology.

- **Apps** – Entries in this category are for apps whose primary purpose is to promote a particular product or service.

- **Banners & Rich Media Advertising** – Entries in this category include various over-the-page units such as floating ads, page take-overs, and tear-backs as well as more traditional banner ads.

- **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 webpages provided through its parent site that adds value to a specific product or service.

- **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** – Entries in this category are for the collection of related web pages with the purpose of advertising of a specific product or service.

Medium and Category Definitions (Cont.)

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

DIGITAL/MOBILE & SOCIAL MEDIA TECHNIQUE

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

- **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.
- **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 experiential, effective, 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 categories above.

Campaign Eligible

Required Media: Image (1)

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

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 and entries in this medium must demonstrate the ability of the direct campaign to effectively achieve the brand's goals.

- **Audio** – Entries in this category include all audio content used for the purpose of direct and includes, but is not limited to: radio, downloadable content and streaming 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.
- **Film** – Entries in this category include all video used for purpose of direct and includes, but is not limited to: television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- **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/Mail** – Entries in this category are for the direct printed materials and includes, but is not limited to: calendars, catalogs, brochures, dimensional mail, flat mail and magazine & newspaper print advertising.
- **Social Media** – Entries in this category utilize social platforms to deliver content and/or messaging to consumers that generate a direct social response.

Medium and Category Definitions (Cont.)

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

Tip: Content videos are recommended for the film category.

EVENTS/EXPERIENTIAL

Entries in this medium connect a brand and its target audience through an experience.

- **Events** – Entries in this category include a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or brand.

- **Guerrilla** – Entries in this category are for unique, engaging and thought- provoking concepts/stunts that promote buzz and typically include unconventional means of advertising such as graffiti, sticker bombing and flash mobs.

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Required Media: Image (up to 10)

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

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.

- **Commercials (30 Seconds and Under)** – Entries in this category are for commercials thirty [30] seconds and under.

- **Commercials (Between 31 to 60 Seconds)** – Entries in this category are for commercials between thirty-one [31] seconds to sixty [60] seconds.

- **Short form** – Entries in this category are between one [1] minute and five [5] minutes.

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Campaign Eligible, Mixed Campaign Eligible

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 TECHNIQUE

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

- **Animation** – Entries in this category include the technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when shown as a sequence.

- **Cinematography** – Entries in this category are for the art, process, or job of filming motion-picture photography.

Medium and Category Definitions (Cont.)

- **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** – These entries should include a commissioned re-working of an existing piece of materiel, be it public domain or licensed.

- **Music – Licensed** – Music that has been used straight from the master recording. This can be edited but should not have been re-arranged.

- **Music – Original** – This is a music track, which has been commissioned and composed specially for the entry. This does not include arrangements of any sort as that is covered by Music Adaptation. This also does not include any materiel that is in the public domain.

- **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.

Campaign Eligible

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.

INNOVATION

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

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

  *This includes, but not limited to: Audio, Brand Design, Branded Content, Branded Entertainment, Digital/Mobile, Direct, Events/Experiential, Film, 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.

Required Media: Image (up to 10)

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

INTEGRATED CAMPAIGN

Entries in this medium consist of a minimum of three advertisements utilizing three of the following media types: Audio, Brand Design, Branded Entertainment, Branded Content, Digital/Mobile, Direct, Events/Experiential, Film, Innovation, Out of Home, Partnerships & Collaborations, Print, Public Relations, and Social Media.

There are no categories in this medium.

Required Media: Image (up to 10)

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

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

Medium and Category Definitions (Cont.)

OUT OF HOME

Entries in this medium consist of any large-format advertising that reaches the consumer while they are outside of the home. This includes, but is not limited to, billboards, posters, and transit advertising.

- **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, digital billboards and 3D or mechanical billboards.
- **Poster** – Entries in this category are outdoor or indoor executions typically designed to be attached to a wall or other vertical surface.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece.
- **Transit** – Transit advertising is typically advertising 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 categories above.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

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

PARTNERSHIPS & COLLABORATIONS

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

There are no categories in this medium.

Required Media: Image (up to 10)

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

PRINT

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

Note: Poster work can be entered into the Brand Design and Out of Home medium types.

There are no categories in this medium.

Campaign Eligible

Required Media: Image (1)

Optional Media: Physical Entry

PRINT & OUT OF HOME TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of print and out of home content.

- **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.

Medium and Category Definitions (Cont.)

- **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 categories above.

Campaign Eligible

Required Media: Image (1)

Optional Media: Physical Entry

PRODUCT DESIGN

Entries in this medium focus on the craft and creation of new products.

- **Electronics & Home Entertainment** – Entries in this category are for Computers, Computer Accessories, Cameras, Communication Devices, etc.

- **Furniture & Lighting** – Entries in this category are for Seating, Tables, Storage, Lighting, etc.

- **Homeware & Accessories** – Entries in this category are for Fixtures, Fittings, Home goods, etc.

- **Fashion & Lifestyle** – Entries in this category are for Clothing, Footwear, Fashion Accessories, Sports Equipment, etc.

- **Vehicles & Accessories** – Entries in this category are for Motor Vehicles, Railed Vehicles, Watercrafts, Aircrafts, etc.

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Required Media: Image (up to 10)

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

PUBLIC RELATIONS

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

- **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 relate to the cooperation of a "for profit" business with a non-profit organization for mutual benefit.

- **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 & Issues Management** – Entries in this category are about the process by which an organization deals with a major event or current public issue that threatens to harm the well-being of the organization.

Medium and Category Definitions (Cont.)

- **Employee Relations** – 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.

- **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.

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

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

- **Special Event** – 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.

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Required Media: Image (up to 10)

Optional Media: Video (1), 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.

- **Single Platform Campaign** – 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 and Pinterest.

- **Multi-Platform Campaign** – 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 and Pinterest.

- **Social Video** – Entries in this category are for a single video created for gaining or engaging an audience through social sharing.

- **Social Post** – Entries in this category include single posts created for a social media platform. (**Note: This does not include Social Videos.)**

- **Other** – An entry in this category is for work that is not defined by any of the categories above.

Required Media: Image (up to 10)

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

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

"Of the Year" Awards

Annually, Clio presents "Of the Year" Awards to those scoring the most statue points. To receive points, contenders must have entered the work themselves or be listed within the credits of winning entries submitted by other entrants.

Network of the Year:
Presented to the 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.

Advertiser of the Year:
Presented to the Advertiser that receives the most overall Clio statue points for entries submitted across all medium types.

CLIO
AWARDS

Payment Details

The following are accepted payment methods:

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

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

Credit Card

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

Bank Transfer

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

Name on Account:

Clio Awards LLC | J.P. Morgan Chase
New York, NY
Account Number: [Will be provided on your order confirmation page and PDF]
ABA Routing Number: 021-000-021
Swift Code: CHASUS33

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

Please note: Order total must exceed $3,500 (USD), excluding media handling fees, to select Bank Transfer as your payment method.

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
825 8th Avenue, 29th Floor
New York, NY 10019, U.S.A.
Phone: 212-683-4300

Please note: Order total must exceed $3,500 (USD), excluding media handling fees, to select Check as your payment method.

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

CLIO
AWARDS

The Clio Awards is the esteemed international awards competition for the creative business. Founded in 1959 to celebrate high achievement in advertising, the Clios annually and throughout the year recognize the work, the agencies and the talent that push boundaries and establish new precedent.

CLIO
MUSIC

Born of the original Clios and created in partnership with Billboard, Clio Music underscores the visceral power of music to connect consumers and brands. It lives as a section within the Clio Awards dedicated to honoring work that spans artist self-promotion, music marketing, brand collaborations and the use of music in advertising.

CLIO
FASHION
&BEAUTY

Clio Fashion & Beauty is the only awards program that honors the best of creativity behind the business of style. It brings together an all-star jury of executives and personalities, from all walks of the industry, to identify the best work and talent that put the final gloss on the world's most revered fashion and beauty brands.

CLIO
ENTERTAINMENT

Clio Entertainment, formerly The Clio Key Art Awards, is the original and definitive distinction in creative communications for the entertainment business. Born in 1971 to celebrate the best in film marketing, the awards program became a Clios property in 2015, and with partner The Hollywood Reporter continues expanding its reach -- across movies, TV and gaming. It reflects a field that through advances in technology and integration of new specialties, routinely recasts the notion of excellence in entertainment marketing.

CLIO
SPORTS

In 2014, Clio Sports was launched to honor the best in sports advertising and marketing. Annually, a veritable Who's Who of the sports business — marketing executives, commissioners, broadcasters and athletes alike — convenes to select from an international pool of submissions the breakthrough communications that elevated sports culture in the collective consciousness.

CLIO
HEALTH

Clio Health has been the touchstone of excellence in this 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 marketplace and industry.

CLIO
AWARDS

2018 Clio Program Dates

	Entries Open	Final Deadline	Event Date
Clio Sports	December 4, 2017	March 2, 2018	May 2018
Clio Fashion & Beauty	January 8, 2018	April 13, 2018	TBA
Clio Awards	January 29, 2018	June 29, 2018	TBA
Clio Music	January 29, 2018	June 29, 2018	TBA
Clio Entertainment	April 30, 2018	August 3, 2018	TBA
Clio Health	May 14, 2018	September 7, 2018	TBA