



[The Clio and Meta Next Generation AI Creative Award](#)

Background

AI is fundamentally reshaping how creative work gets made. The tools, workflows, and production models that defined campaign development for decades — from research and ideation through to execution and optimization are being rebuilt in real time. What once required large teams, long timelines, and significant budgets can now move faster, reach further, and adapt to audiences in ways that were previously impossible.

This shift is creating a new kind of creative practitioner: one who is AI-native, who understands how to push the boundaries of these tools to unlock outcomes that elevate human creativity rather than replace it. This award celebrates those emerging creators and the work they're producing at the intersection of creative craft, innovation and culture.

The demand for highly relevant, localized, and diverse content is skyrocketing, yet traditional workflows are bogged down by the constraints of time, budget, and maintaining a high-quality bar. The next era of advertising will be defined by **AI-native emerging creators** who know how to push the limitations of AI tools to get the best possible output — proving that we no longer have to choose between speed, cost, and creative quality.

The challenge: personalization at scale without compromise

We are challenging entrants to deliver a core creative idea for any brand you choose, rooted in cultural and creative trends, that transforms a “traditional” campaign into a **multiplicity of diverse creative assets** that all map back to one big idea.

This is about using AI to deliver true personalization at scale. We want to see how you use your creative toolbox to bring a cohesive, powerful campaign to life that speaks authentically to many different types of people within a target audience.

The opportunity

The industry is heading toward a model that requires a multiplicity of ideas (aka ‘creative diversity’), while also needing to deliver quickly and on budget. Winning entries will be the ones that find new, unique ways to utilize AI tools to completely remove typical creative constraints that have limited creatives for generations:

- **Speed:** Being dramatically faster to market.
- **Cost:** Being highly efficient with the cost of developing vast amounts of content.
- **Quality:** Maintaining an exceptionally high bar for craft that stays strictly on-brand.

Who is this for?

This award is designed exclusively for emerging creatives with up to five years of professional experience. This can include students, early-career agency and brand professionals and independent creators.

Requirements and deliverables

Entrants must submit work that clearly demonstrates the innovative use of AI to generate a creatively diverse, multi-asset social campaign that solves a real brand challenge. The work should flow seamlessly across Meta technologies (i.e., Facebook, Instagram and Threads) while utilizing the versatile ad formats available.

Entries must include:

1. **A campaign ecosystem:** A demonstration of the core creative idea and multiple, diverse pieces of creative (video, imagery, copy) produced to speak to different audiences.
2. **A workflow overview:** A transparent, behind-the-scenes look at the creative process. Entrants must detail how they pushed the limits of their tools to remove creative constraints.
3. **Tool disclosure:** While entrants can use any tools in their creative toolbox, we want to see how tools from Meta act as the catalyst for this scale. (e.g., using [Ads Creative Studio](#) for actionable insights, brand memory and creative optimization; using [Meta.ai](#) to generate visuals, storyboards, and key art).

Judging criteria and principles

Entries will be judged on how effectively the entry uses AI to achieve scale without losing the human touch. The jury will evaluate:

- **Personalization at scale (the multiplicity of ideas):** Did the entrant successfully take one powerful core idea and use AI to effectively branch it out into a diverse, cohesive campaign that speaks to multiple different audience segments?
- **Constraint removal (speed, cost, efficiency):** Does the *Workflow Overview* prove that AI was used to bypass traditional production bottlenecks completely? Did they find a highly efficient or innovative route to produce creative that is ready to run?
- **Uncompromising quality and craft:** Did the AI-generated work maintain a high bar for creative fidelity, emotional resonance, and brand adherence?
- **Integration of tools from Meta:** How cleverly and effectively did the creator utilize first-party tools from Meta (Ads Creative Studio, Meta.ai, Vibes, etc.) within their broader workflow to research, ideate, and create the work?

The prize

The winning creator, chosen by the Clio Brand Jury, will receive a specialty Clio Award and be presented on stage at the 2027 Annual Clio Awards in New York City. Winners will gain significant industry recognition and be featured in an editorial piece on Muse by Clio.

Recommended tools

Tool	Category	Potential application for the campaign entry
Meta.ai	Research & Image Generation	Ideal for generating visuals, storyboards, key art and general ideation.
Ads Creative Studio	Ads Tools / Agentic Automation	Creative-first surface designed for creative and media teams to use performance insights to iterate on creative strategy; diagnose what's working, generate and scale new image and video with GenAI, then test to find winners.

Muse Glimmer	Open-Weight Model	An open-weight model that puts creators in the driver's seat, allowing entrants to build a custom creative workflow that researches, concepts and drives the tools generating your visuals.
Muse Image	Image Generation & Workflow	Breaks a request into steps, draws on tools like search, image search and code execution, and checks the generated image against the request before returning it - handling complex, multi-part briefs
Vibes	Apps / AI Tools	Tool from Meta that gives you a space to ideate, explore, and experiment — generating imagery, video as visual and creative directions for how to bring an idea to life.

Judging criteria

Criterion	Weight	Description
Creative innovation	30%	Originality of the idea and its cultural relevance
AI mastery	25%	Innovative and sophisticated use of AI to push creative
Diversity and scale	25%	Breadth and diversity of executions while maintaining cohesion and brand integrity
Constraint-breaking	20%	Evidence that AI meaningfully removed barriers of speed, cost, or quality