



## The 2026 Clio Awards & Google AI Specialty Award

### I. Background & Context

The advertising industry stands at the precipice of a generational creative revolution. Generative AI is rapidly transforming the ways we work, unlocking possibilities previously unimagined and shattering old constraints of time, budget, and scale. Google is committed to leading this charge, moving from AI hype to concrete "how."

In partnership with the Clio Awards, Google is championing this new era of creativity by recognizing work that truly demonstrates the transformative power of AI in advertising.

### II. The Challenge:

Submit a groundbreaking campaign where your team has masterfully used AI, and **Google AI in particular**, to turn creativity into a breakthrough reality.

This is an invitation to show us how you have infused AI into your work in new and fresh ways, showcasing innovation across the creative process – from generating new audience insights and personas, to sparking ideation, to production, and even running work in market.

### III. Why This Matters / The Opportunity

This award celebrates work that profoundly blends creative insight with AI technology, demonstrating how AI augments human ingenuity **and** drives impact. It's an opportunity to:

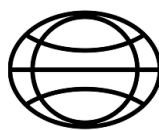
- Redefine creative storytelling for the industry.
- Showcase the power of Google AI tools in real-world creative applications.
- Gain global recognition and leadership for your pioneering work in AI-driven advertising.

### IV. Who Is This For?

This award challenges the **global creative community**, including agencies, in-house brand creative teams, and emerging talent who are pushing the boundaries of AI in advertising.

### V. Requirements & Deliverables

Entrants must submit work that clearly demonstrates the innovative use of AI.



THE  
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- **Key Criterion:** While entrants can certainly develop ads with the help of other AI tools, **all submissions must demonstrate the use of Google AI in some capacity** through the development process (eg **audience insights, ideation/concepting, storyboards, execution, personalization, measurement**) to bring their idea to life. Google AI creative models could include: **Gemini, Veo, Imagen, Lyria**.

## VI. Judging Criteria

Entries will be judged based on the blend of creative excellence and use of AI through the creative process.

Considerations:

- **Innovative Application of AI:** Evidence of addressing unique client challenges and creative opportunities with advanced AI capabilities.
- **Measurable Impact:** Show results directly attributed to the use of AI (e.g., efficiencies in time spent, increased leads, revenue influence), proving AI can go beyond innovative creative to drive tangible outcomes.

## VII. The Prize

The winning campaign, chosen by the Clio Brand Jury, will receive a specialty Clio Award and be presented on stage at the 2026 Annual Clio Awards in New York City. Winners will gain significant industry recognition and be featured in an editorial piece on Muse by Clio.

## VIII. How to Enter & Key Dates

- **Submission Platform:** Visit <https://new-entries.clios.com/programs/2154>  
**Key Dates:** The final deadline to submit your work is February 6, 2026. The winner will be announced as part of the 2026 awards show.

## IX. Resources & Guidance

We encourage you to explore the power of Google AI tools like Veo, Gemini, and Imagen. You can learn more about these tools here: <https://ai.google/build/>

See recent ads created using Google AI [here](#) for inspiration.