The Clio Awards and Google AI Specialty Award

I. Background & Context

The advertising industry has moved past the era of raw experimentation. Generative AI is no longer a downstream novelty used for simple point-solutions; it is rapidly becoming the foundational operating system of the entire creative ecosystem. Google, in partnership with the Clio Awards, is committed to leading this transformation by recognizing global creative teams that have successfully moved beyond the "AI hype" to concrete, production-grade reality.

This award celebrates the pioneers who use AI to push the boundaries of narrative craft, collapsing the traditional distance between upstream ideation and downstream high-velocity production to scale brilliance without losing a brand's unique soul.

II. The Challenge

Submit a groundbreaking campaign where your team has masterfully used Google AI tools, 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, creative technology partners & production studios, and freelancers & independent creators pushing the boundaries of AI in advertising.

V. Requirements & Deliverables

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

- **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: Google Flow, Google Flow Music, Gemini, Gemini Notebook, Gemini Omni, Project Genie, Nano Banana, Lyria and Veo

VI. Judging Criteria

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

Considerations:

- **Creative Excellence & Human Ingenuity:** Is the core idea itself brilliant, emotionally resonant, and culturally impactful, proving that AI elevated—rather than replaced—human genius?
- **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.

Entries may be disqualified if not aligned with Google's ads policies.

VII. The Prize

The Clio Creative Business Transformation, Effectiveness & Strategy Jury will choose the winning campaign, which will receive a specialty Clio Award and be presented on stage at the 2027 Annual Clio Awards in May 2027 in New York City. Google will cover economy flight(s) and one (1) night of hotel accommodations for up to two (2) people if the Challenge Winner(s) does not reside in the New York Tri-State Area. 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/25250
- **Key Dates:** The final deadline to submit your work is February 19, 2027. The winner will be announced as part of the 2027 awards show.

IX. Resources & Guidance

We encourage you to explore the power of Google AI tools like Google Flow, Google Flow Music, Gemini, Gemini Notebook, Gemini Omni, Project Genie, Nano Banana, Lyria and Veo

You can learn more about these tools here: https://ai.google/build/