



Entry Packet 2026

Final Deadline:
February 6, 2026

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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, and Creative Strategy. Please see medium details pages for information on how the judging is weighted in each of these mediums.

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.



Did You Know?

VOTING

Grand eligibility in each advertiser type

What does this mean?

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

PRICING

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

No more media handling fees.

NEWEST MEDIUMS

- Culture and Influence

SPECIALTY MEDIUM

Clio Awards & Google AI Specialty Award

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. Entries in this medium will be judged based on the blend of creative excellence and use of AI through the creative process. This medium is free to enter. Visit our mediums page on clios.com/the-clio-awards for more info.

“OF THE YEAR” POINTS

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 20 points, Gold 10 points, Silver 6 points, Bronze 3 points, and Shortlisted work will earn 1 point.

Please note in-house production companies will no longer be eligible for production company of the year.

BULK UPLOADING ENTRY CREDITS

You can now upload your individual and company credits to our credit library.

Download the credit template to get started.

What's New for 2026

NEWEST MEDIUMS

Creative Disruption (formerly known as Innovation) - Entries in this medium celebrate work that uses a specific media type in an especially original or unexpected way, challenging conventions and rethinking how the medium can be used to engage audiences. It recognizes bold, innovative approaches that shift norms, spark new possibilities, and redefine how marketing or advertising shows up in the world.

Creative Strategy - Entries in this medium celebrate the strategic planning and breakthrough thinking behind creative campaigns. Work focuses on the development and execution of innovative strategies that effectively unlock insights and connect brands with their audiences. Entries will need to demonstrate a strong understanding of the brand, consumer behavior, and cultural insights, and how these factors contributed to a successful creative strategy.

Culture & Influence - Entries in this medium celebrate creativity that shapes, reflects, or redefines culture. This medium honors work that authentically connects with communities, drives conversations, and makes an imprint on society – from popular culture moments to deep multicultural narratives.

Google AI Specialty Award - 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. Entries in this medium will be judged based on the blend of creative excellence and use of AI through the creative process.

Use of Influencers - Entries in this medium highlight content featuring influencers, celebrities, or creators on social media and digital platforms. This approach uses their established reach to create awareness and engagement while maintaining alignment with brand objectives.

NEW AND UPDATED CATEGORIES

Within the **Audio** Medium:

- Behavior Driven Messaging
- Partnerships/Co-Creation
- Sonic Branding
- Broadcast Audio

Within the **Audio Craft** Medium:

- Casting

Within the **Film** Medium:

- 15 Seconds and Under
- 16 Seconds to 30 Seconds

Within the **Out of Home** Medium:

- Murals
- Special Build

Within the **Print** Medium:

- Brand Publications
- Interactive & Connected Print
- Publication Covers
- Print Collateral
- Real-Time Response
- Other

Within the **Use of Influencers** Medium:

- Mixed Post

Key Dates

DEADLINES

- 2026 Call for Entries: **September 8, 2025**
- 1st Deadline: **Friday, October 24, 2025***
- 2nd Deadline: **Friday, December 12, 2025***
- 3rd Deadline: **Friday, January 16, 2026***
- Final Deadline: **Friday, February 6, 2026**

*See Entry Fees for details on price increases.

All deadline are 11:59 pm EST.

ELIGIBILITY PERIOD

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

Entries first appearing in public between **August 1, 2024 - February 20, 2026** are eligible for entry into the 2026 Clio Awards program.

Creative Business Transformation, Creative Effectiveness, and Creative Strategy Eligibility Period

Entries first appearing in public between **August 1, 2023 - February 20, 2026** are eligible for entry into the Creative Business Transformation, Creative Effectiveness and Creative Strategy mediums only. Campaigns previously entered in the 2025 Clio Awards season are eligible to be entered in 2026 into the Creative Business Transformation, Creative Effectiveness, and Creative Strategy mediums 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, 2024 - February 20, 2026.



Entry Fees

Entry fees and charges are US Dollars only.

Medium	Sept 8th to Oct 24th	Oct 25th to Dec 12th	Dec 13th to Jan 16th	Jan 17th to Feb 6th
	Deadline 1 Single Campaign	Deadline 2 Single Campaign	Deadline 3 Single Campaign	Deadline 4 Single Campaign
Audio**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Audio Craft**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Branded Entertainment & Content	\$1,025	\$1,100	\$1,150	\$1,200
Creative Business Transformation	\$525	\$625	\$750	\$800
Creative Commerce	\$525	\$625	\$750	\$800
Creative Disruption	\$1,025	\$1,175	\$1,350	\$1,400
Creative Effectiveness	\$675	\$775	\$900	\$950
Creative Use of Data	\$525	\$625	\$750	\$800
Creative Strategy	\$525	\$625	\$750	\$800
Culture & Influence	\$525	\$625	\$750	\$800
Design	\$525	\$625	\$750	\$800
Design Craft	\$525	\$625	\$750	\$800
Digital/Mobile**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Digital/Mobile Craft**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Direct**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Experience/Activation	\$525	\$625	\$750	\$800
Fashion & Beauty	\$525	\$625	\$750	\$800
Film**	\$675 \$1,025	\$775 \$1,175	\$900 \$1,350	\$950 \$1,400
Film Craft**	\$675 \$1,025	\$775 \$1,175	\$900 \$1,350	\$950 \$1,400
Integrated	\$1,025	\$1,175	\$1,350	\$1,400
Media	\$525	\$625	\$750	\$800
Out of Home**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Partnerships & Collaborations	\$1,025	\$1,175	\$1,350	\$1,400
Print**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Print & Out of Home Craft**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Public Relations	\$525	\$625	\$750	\$800
Social Media	\$525	\$625	\$750	\$800
Social Media Craft**	\$525 \$800	\$625 \$950	\$750 \$1,125	\$800 \$1,175
Use of Influencers	\$525	\$625	\$750	\$800
Student (All Mediums)	\$50 \$75	\$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

Advertiser & Medium Types

ADVERTISER TYPES

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

MEDIUM TYPES

- Audio
- Audio Craft
- Branded Entertainment & Content
- Creative Business Transformation
- Creative Commerce
- Creative Disruption
- Creative Effectiveness
- Creative Strategy
- Creative Use of Data
- Culture & Influence
- Design
- Design Craft
- Digital/Mobile
- Digital/Mobile Craft
- Direct
- Experience/Activation
- Fashion & Beauty
- Film
- Film Craft
- Google AI Specialty Award
- Integrated
- Media
- Out of Home
- Partnerships & Collaborations

- Print
- Print & Out of Home Craft
- Public Relations
- Social Media
- Social Media Craft
- Use of Influencers

STUDENT MEDIUM TYPES

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

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 a cover image to be uploaded to the entry in order to submit payment. The image will be used during judging as your entry thumbnail.

Cover Image Specs:

Resolution:

- 640 x 360 pixels (minimum) (16:9)

Execution Image Specs:

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.

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, 2026**.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL. Please note, entrants are able to upload case study videos to their entry in the media upload section of the entry form.
- URL entered may not contain agency name at any point, including but not limited to website, webpage title or within the URL link. within the URL.

Physical Entries

All physical entries submitted are optional. Physical Entries are accepted for Design, Design Craft, 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 6, 2026**.
- Please mail all physical entries to:

Clio Awards

104 W 27th St

10th Floor

New York, NY 10001

Phone: 1-212-683-4300

COCA-COLA'S LOGO IS INDESTRUCTIBLE, REMAINING
INSTANTLY RECOGNIZABLE EVEN AFTER BEING CRUSHED.

AdAge

Coca-Cola isn't afraid to mess with
its branding for a meaningful cause.

TAXI

Coke's logo is iconic. The brand
just demolished it in a new ad

ESTCOMPANY

Coca-Cola Crushes Its Logo
in New 'Recycle Me' Campaign

ADWEEK

"One of the best things I've seen from Coke
in a very long time. Simple and beautiful."

-Fernando Machado

BACKGROUND

Coca-Cola has a number of sustainability initiatives like climate action, water sourcing, product ingredients, and in this case: sustainable packaging. They are working to innovate their products towards a global goal of making 100% of their packaging recyclable by 2025. They aim to collect and recycle a bottle or can for each one they sell by 2030.

Coca-Cola knows that plastic, glass and aluminum should be reused and given a second or third life, and they wanted to help spread the message.



IDEA

The Coca-Cola logo is recognized by 94% of the world's population. The objective was to use the brand's famous identity to telegraph the importance of recycling in the most impactful way. So, we decided to break our very strict brand guidelines and crush Coca-Cola's iconic logo to inspire people to recycle every single can. We used a variety of methods to crush the cans, including by hand, a recycling plant press, and even a vacuum. The individual crushed logos were then extracted from the cans. The call-to-action, "RECYCLE ME", is taken right off the side of the can. And, since no two recycled cans are exactly the same, neither are our executions.

RECYCLE ME

Campaign Entries

Campaign entries consist of 2-10 executions in the same medium and category. This is allowed in the Audio, Audio Craft, Digital/Mobile, Digital/Mobile Craft, Direct, Film, Film Craft, Out of Home, Print, Print & Out of Home Craft and Social Media Craft Medium types.

Mixed Campaign

Mixed Campaign entries are a specific type of campaign entry allowed in the Audio, Digital/Mobile, Direct, Film, Out of Home and Print Medium types. Mixed campaign entries include a combination of different categories within a medium as part of a single campaign. For example, a Mixed Campaign entry in Digital may include an app as well as a full website, and a microsite.



THE CHALLENGE

In 2023, Spotify launched new video ad units. But there's a problem: Media planners and advertisers still consider us as just an audio platform. And audio only commands 2% of their ad spend. As a result, when reaching out for proposals, they often request media plans tailored exclusively for audio ads. That's a shame, because audio ads combined with video on Spotify are 2.2 times more effective than audio ads alone.

THE CONTEXT

Media planners live in spreadsheets. Every year, the Spotify Advertising salesforce sends out thousands of spreadsheets with media plan proposals to potential clients. So, to win over media planners, we brought Spotify's video ad capabilities and its ROI superiority to the place where they spend the most time considering ad buys: their media plan spreadsheets.

THE IDEA

Spreadbeats. A never-been-done-before, eye- and ear-opening way to prove the power of combining video and audio in a medium perfectly tailored to its audience. We partnered with Coachella-headlining artist John Summit and coded a four-minute music video into the actual spreadsheets Spotify's salesforce sends to its clients, turning rows and columns into a canvas that sprang to life when the file was opened.

A TRIP TO THE ORIGINS OF DATA AND ALGORITHMS

We managed to code the whole music video in one single Excel file of 10MB. Ironically, to do something this advanced, we had to take a trip back to the origins of data and algorithms. We used old compression methods and visualization techniques that hadn't been used for many, many years, all in the spirit of economy. We transformed Excel built-in functions like ASCII, Graphs, Unicode, and conditional formatting into cutting-edge visualization methods.

RESULTS

By turning media planners' main work platform into an entertainment experience, we achieved exactly what we set out to do, both internally and externally. Internally, we gave our Spotify sales team the ultimate tool to start a conversation about Spotify's unique value with an audience of media planners. And in an industry that is known to persuade with numbers and data, it managed to convince potential clients on an emotional level, ensuring breakthrough in a sea of sameness of percentages and raw data. The media planner audience is highly receptive to a strong creative idea, and Spreadbeats is an idea that spoke to their hearts as well as their minds.

A CUSTOM MUSIC VIDEO FOR "SHIVER" BY 2024 COACHELLA HEADLINER, JOHN SUMMIT

25 MILLION DATA POINTS TURNED INTO ART.

ALL WITHIN ONE EXCEL FILE OF 10MB.

TURNING BUILT-IN EXCEL FUNCTIONS INTO CUTTING-EDGE VISUALS.

NO A.I. JUST HUMAN INGENUITY.

A STORY ABOUT E7, A LITTLE CELL ESCAPING A RATIONAL WORLD OF NUMBERS AND DATA.

Advertiser Type Definitions

BUSINESS-TO-BUSINESS

Entries in this advertiser type include work pertaining to a brand that has a target audience of other brands.

PRODUCT/SERVICE

Entries in this advertiser type include work pertaining to a brand that offers a product and/or service.

PUBLIC SERVICE

Entries in this advertiser type include work pertaining to non-profit organizations and government entities.

Note: *For-profit brands cannot be included in this advertiser type.*



Medium & Category Definitions

AUDIO

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

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

Categories

- **Behavior Driven Messaging** – Entries in this category are for audio work that leverages specific user behaviors, routines, or triggers such as location, time of day, motion, weather, or mood to deliver tailored and responsive audio experiences.
- **Broadcast Audio** – Entries in this category are for broadcast or internet radio advertising.
- **Sonic Branding** – Entries in this category are for the use of sounds associated with a brand, product, or service and can include the translation of a visual brand into a jingle, audio or sonic signature.
- **Specific Target Audience** – Entries in this category are for audio content made for a specific community, culture, or group of people based on a unique behavior and/or insight.
- **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.
- **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, artificial intelligence, etc.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is eligible for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

This medium type is eligible for mixed campaign entries.

Mixed Campaigns consist of 2-10 executions in the same medium, but different categories.

Campaign Eligible, Mixed Campaign Eligible

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

Optional Media: Case Board (1), Case Study Video (1), Supporting 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. It is for audio only executions (ie an ad that ran on the radio).

Categories

- **Casting** – 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. This includes, but is not limited to non-traditional voice casting, such as use of real people, regional accents, or even synthetic voices.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is eligible for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

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

Optional Media: Case Board (1), Case Study Video (1), Supporting 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.
- **Immersive Realities** – Entries in this category incorporate technologies 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 AR, VR, XR, MR, the Metaverse, etc.
- **Music** – Entries in this category are for music, songs and music videos.
- **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.
- **Social Media** – Entries in this category utilize social platforms to deliver content and/or messaging to consumers.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$1025

Deadline 2: Oct 25th – Dec 12th: \$1100

Deadline 3: Dec 13th – Jan 16th: \$1150

Deadline 4: Jan 17th – Feb 6th: \$1200

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10) – *For all categories except Audio, Film-Scripted, and Film-Unscripted*

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (up to 10), Supporting PDF (1), URL (up to 4)

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

Medium & Category Definitions (Cont.)

CREATIVE BUSINESS TRANSFORMATION

Entries in this medium focus on work that uses a creative approach to change business operations, products, services, and/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 comprehensive creative transformation of a business, both internally and externally. This includes internal operations, policies, programs, practices, and other factors that can impact products and services, customer experiences and/or communications for growth.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Execution Audio (1), PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

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.
- **E-Commerce** – Entries in this category are for innovative uses of e-commerce platforms and connected 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.
- **Immersive Realities** – Entries in this category are for the creative use of immersive technologies that enhance real-time interaction between brands and consumers. This includes, but is not limited to AR, VR, XR, MR, the Metaverse, etc.
- **Inclusive Commerce** – Entries in this category are for ideas that inspire and/or enable commerce in neglected communities.
- **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, limited/ special edition items, etc.
- **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, reward programs, etc.
- **Omnichannel** – Entries in this category effectively demonstrate how multiple physical and/or digital channels are integrated to facilitate a complete and exceptional customer experience.
- **Partnerships/Co-Creation** – Entries in this category demonstrate how the joint efforts of two or more brands, individuals, influencers, talent and/or organizations engage the consumer and give them access to unique product and purchasing experiences.
- **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.
- **Specific Target Audience** – Entries in this category are for commerce work intended for a specific community, culture, or group of people based on a unique behavior and/or insight.

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, responsible consumption, etc.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Execution Audio (1), Supporting PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

CREATIVE DISRUPTION

Entries in this medium celebrate work that uses a specific media type in an especially original or unexpected way, challenging conventions and rethinking how the medium can be used to engage audiences. It recognizes bold, innovative approaches that shift norms, spark new possibilities, and redefine how marketing or advertising shows up in the world.

Categories

- **Audio** – Entries in this category include all types of creative audio content.
Media Note: 1 Execution Audio required for the Audio category.
- **Branded Entertainment & Content** – Entries in this category use forms of entertainment and/or content as a way to communicate a brand's message or values to its target audience.
- **Creative Commerce** – Entries in this category are for creative applications of commerce, both online and offline, that enhance the consumer experience and transactional journey.
- **Design** – Entries in this category are for the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel, and create brand recognition.
- **Digital/Mobile** – Entries in this category are for any digital media that is connected to a user and/or gives the user the ability to interact through technology.
- **Direct** – Entries in this category are specific to the one-to-one communication between a brand and its target audience.
- **Experience/Activation** – Entries in this category connect a brand and its target audience through an experience, including but not limited to live and virtual events.
- **Film** – Entries in this category include all moving image advertising. This includes, but is not limited to commercial television, cinema, online, mobile, outdoor, in-store, point-of-purchase advertising, etc.
Media Note: 1 Execution Video required for the Film category.
- **Media** – Entries in this category 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.
- **Out of Home** – Entries in this category consist of advertising that reaches the consumer while they are outside of the home.
- **Partnerships & Collaborations** – Entries in this category include creative executions or stand alone marketing executions resulting from the joint efforts of two or more brands, individuals, influencers or talent, and/or organizations.
- **Print** – Entries in this category include, but are not limited to calendars, catalogs, brochures, pamphlets, newspapers, magazines, and similar press.
- **Public Relations** – Entries in this category include marketing efforts and brand communications that impact brand or organization perception, awareness and/or garner media coverage.

Medium & Category Definitions (Cont.)

- **Social Media** - Entries in this category utilize social platforms to deliver content and/or messaging to consumers that can be shared with their social network.

Entry Fees:

Deadline 1: Sep 8th - Oct 24th: \$1025

Deadline 2: Oct 25th - Dec 12th: \$1175

Deadline 3: Dec 13th - Jan 16th: \$1350

Deadline 4: Jan 17th - Feb 6th: \$1400

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

For all categories except Audio and Film

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (up to 10), Supporting 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

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

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$675

Deadline 2: Oct 25th – Dec 12th: \$775

Deadline 3: Dec 13th – Jan 16th: \$900

Deadline 4: Jan 17th – Feb 6th: \$950

Campaigns

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

Required Media: Cover Image (1), Execution 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: Case Board (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (1), URL (up to 4)

Medium & Category Definitions (Cont.)

CREATIVE STRATEGY

Entries in this medium celebrate the strategic planning and breakthrough thinking behind creative campaigns. Work focuses on the development and execution of innovative strategies that effectively unlock insights and connect brands with their audiences. Entries will need to demonstrate a strong understanding of the brand, consumer behavior, and cultural insights, and how these factors contributed to a successful creative strategy.

Note: Judging for this medium is weighted 25% Insight, 25% Strategy, 25% Creative Idea, and 25% Impact/Results.

Categories

There are no categories in this medium.

Entry Fees:

Deadline 1: Sep 8th - Oct 24th: \$525

Deadline 2: Oct 25th - Dec 12th: \$625

Deadline 3: Dec 13th - Jan 16th: \$750

Deadline 4: Jan 17th - Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Execution Audio (1), Supporting PDF (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

- **Creativity/Storytelling** – Entries in this category use data to inform a creative solution and/or narrative.
- **Real-Time** – Entries in this category use data in the moment to adapt the creative execution/experience accordingly.
- **Specific Target Audience** – Entries in this category use data to identify and craft a message to a specific community, culture, or group of people based on a unique behavior or insight. Target audiences include, but are not limited to generations, genders, and races.
- **Visualization** – Entries in this category are for work specifically dedicated to the craft of visualizing data.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board, Execution Video (up to 10), Case Study Video (1), Execution Audio (1), Supporting PDF (1), URL (up to 4)

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

Medium & Category Definitions (Cont.)

CULTURE & INFLUENCE

Entries in this medium celebrate creativity that shapes, reflects, or redefines culture. This medium honors work that authentically connects with communities, drives conversations, and makes an imprint on society — from popular culture moments to deep multicultural narratives.

Categories

- **Cultural Resonance** – Entries in this category recognize ideas that tapped into culture and became part of mainstream conversation — shaping trends, language, or behavior.
- **Cultural Communities** – Entries in this category celebrate work that elevates communities, traditions, and/or perspectives, ensuring cultural authenticity and representation in mainstream narratives.
- **Real-Time Response** – Entries in this category award work that seized a cultural or social moment within a timely manner — whether through news, memes, events, or live happenings.
- **Cultural Storytelling** – Entries in this category honor long-form or narrative work rooted in cultural heritage, traditions, or lived experiences. Includes campaigns that reframe history, amplify folklore, or celebrate communities.
- **Next Gen** – Entries in this category recognize brands that engage with culture through fresh and unconventional channels — including memes, viral trends, creator communities, gaming environments, and digital fandoms. It rewards work that feels authentic within these fast-moving, digital-first space.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (1), Supporting 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

- **Brand Identity: New**

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

- **Brand Identity: Refresh** Entries in this category include a comprehensive set of graphical elements, colors, and logos that communicate an existing company's identity.
- **Data Visualization** – Entries in this category are for work specifically dedicated to the craft of visualizing data, where the design makes the data easier to understand.
- **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 involve the acquiring or preparing of material for publication. This includes, but is not limited to magazines, journals, newsletters, etc.
- **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. This includes commercial and promotional products.
- **Publishing & Printed Materials** – Entries in this category are for the graphical and/or physical design of annual reports, brochures, calendars, catalogs, cover art, daily press, 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 activations, arenas, exhibitions, installations, special builds, public spaces, etc.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Medium & Category Definitions (Cont.)

DESIGN, CONT.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Supporting 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 of manipulating images, figures and/or text frame by frame. This includes, but is not limited to stop motion, motion graphics, 2D animation, 3D animation, etc.
- **Art Direction** – Entries in this category are for the overall design, visual direction, and stylistic components of a project.
- **Graphic** – Entries in this category use design elements to communicate a company's message or optimize the user experience.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art.
- **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 the writing of promotional text that is integral to a piece of design.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (1), Case Study Video (1), Supporting PDF (1), URL (up to 4), Physical Entry

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. This includes, but is not limited to language processing, image recognition, virtual assistants, recommendation engines, etc.
- **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.
- **Connected Devices** – Entries in this category utilize one or more connected or networked devices to engage the consumer and enhance the experience.
- **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, the Internet of Things (IoT), etc.
- **Games** – Entries in this category include interactive games that are developed to promote a particular product or service and typically are not for sale.
- **Immersive Realities** – Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds. This includes, but is not limited to AR, VR, XR, MR, the Metaverse, etc.
- **Microsite** – Entries in this category are for additional links or web pages provided through its parent site, adding 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.
- **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.
- **Search (SEO/SEM)** – Entries in this category are for creative marketing efforts used to increase website visibility and/or optimization through organic search results.
- **Storytelling** – Entries in this category use a compelling narrative in the mobile, digital and/or social space to elevate the viewing experience.
- **Use of Platform/Native Integration** – Entries in this category are for the creative use of existing integral features of digital devices. This includes, but is not limited to cameras, microphones, touchscreens, bluetooth, mobile sensors, GPS, etc.

Medium & Category Definitions (Cont.)

DIGITAL/MOBILE, CONT.

- **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.
- **Wearables** – Entries in this category are for smart devices worn on the body, or software written to run on such devices, used to engage the consumer on behalf of a brand.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

This medium type is **eligible** for mixed campaign entries.

Mixed Campaigns consist of 2-10 executions in the same medium, but different categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Cover Image (1), Execution Image (1)

Optional Media: Case Board (1), Execution Video (1), Case Study Video (1), Supporting PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

DIGITAL/MOBILE CRAFT

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

Categories

- **Art Direction** – Entries in this category are for the overall design, visual direction, and stylistic components of a digital or mobile execution.
- **Copywriting** – Entries in this category are for the writing of promotional text included in a digital or mobile execution.
- **Graphic Design** – Entries in this category are for the art or skill of combining text and pictures in a digital or mobile execution.
- **Illustration/Image Design** – Entries in this category are for the creative application of illustration within a digital context and the digital manipulation of still imagery.
- **Moving Image/Video Design** – Entries in this category are for the creative and technical use of online video and digital footage. This includes, but is not limited to 360 videos, interactive videos, etc.
- **Music** – Entries in this category may include an adapted/alterd version of an existing piece of material, licensed recordings, or an original composition.
- **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.
- **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 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

Required Media: Cover Image (1), Execution Image (1)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (1), Supporting 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. This includes, but is not limited to apps, in-app advertising, banners & rich media, e-mail, in-stream advertising, microsites/websites, etc.
- **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 marketing. This includes, but is not limited to television, cinema, online, mobile, outdoor, in-store, point-of-purchase advertising, etc.
- **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, mobile games, etc.
- **Immersive Realities** – Entries in this category are for the creative use of immersive technologies that connect a brand and its target audience. This includes, but is not limited to AR, VR, XR, MR, the Metaverse, etc.
- **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, mixed campaigns, etc.
- **Print** – Entries in this category are for direct printed materials. This includes, but is not limited to calendars, catalogs, brochures, dimensional mail, flat mail, magazines, newspapers, and other 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.
- **Use of Talent & Influencers** – Entries in this category use talent or influencers to connect a brand and its target audience.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Medium & Category Definitions (Cont.)

DIRECT, CONT.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

This medium type is **eligible** for mixed campaign entries.

Mixed Campaigns consist of 2-10 executions in the same medium, but different categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Cover Image (1), Execution Image (1) - *For all categories except Audio and Film*

Optional Media: Case Board (1), Execution Video (1), Case Study Video (1), Execution Audio (1), Supporting 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 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 AR, VR, XR, MR, the Metaverse, etc.
- **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** - Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th - Oct 24th: \$525

Deadline 2: Oct 25th - Dec 12th: \$625

Deadline 3: Dec 13th - Jan 16th: \$750

Deadline 4: Jan 17th - Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Supporting 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.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Execution Audio (up to 10), Supporting 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

- **15 Seconds and Under** – Entries in this category are fifteen [15] seconds and under.
- **16 Seconds to 30 Seconds** – Entries in this category are between sixteen [16] seconds and thirty [30] seconds.
- **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.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$675 (Single) / \$1025 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$775 (Single) / \$1175 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$900 (Single) / \$1350 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$950 (Single) / \$1400 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category

This medium type is **eligible** for mixed campaign entries.

Mixed Campaigns consist of 2-10 executions in the same medium, but different categories.

Campaign Eligible, Mixed Campaign Eligible

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

Optional Media: Case Board (1), Case Study Video (1), Supporting PDF (1), URL (up to 4)

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 manipulating images, figures and/or text frame by frame. This includes, but is not limited to stop motion, motion graphics, 2D animation, and 3D animation.
- **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 promotional text included in a film execution.
- **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, styling, etc.
- **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.

Note: Please upload the original execution video as it ran in public.

Medium & Category Definitions (Cont.)

FILM CRAFT, CONT.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$675 (Single) / \$1025 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$775 (Single) / \$1175 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$900 (Single) / \$1350 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$950 (Single) / \$1400 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2 or more (up to 10) pieces in the same medium and category

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

Optional Media: Case Board (1), Case Study Video (1), Supporting PDF (1), URL (up to 4) – *Only available for the Production Design category*

Medium & Category Definitions (Cont.)

GOOGLE AI SPECIALTY AWARD

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

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

Considerations:

- **Innovative Application of AI:** Show 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.

Entry Fees:

Free to enter through **February 6, 2026**

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board Image (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (up to 10), Supporting PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

INTEGRATED

Entries in this medium utilize at least three different media types* in a strategic and integrated manner to drive the success of the creative idea.

*Audio, Branded Entertainment & Content, Creative Commerce, Culture & Influence, Design, Digital/Mobile, Direct, Experience/Activation, Film,, Media, Out of Home, Partnerships & Collaborations, Print, Public Relations, Social Media, and Use of Influencers

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: Sept 8th - Oct 24th: \$1,025

Deadline 2: Oct 25th - Dec 12th: \$1,175

Deadline 3: Dec 13th - Jan 16th: \$1,350

Deadline 4: Jan 17th - Feb 6th: \$1,400

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (up to 10), Supporting PDF (1), URL (up to 4) PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

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.

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.
- **Immersive 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 AR, VR, XR, MR, the Metaverse, etc.
- **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.
- **Print** – Entries in this category are for media-inspired ideas that reach the consumer through calendars, catalogs, brochures, pamphlets, newspapers, magazines, and similar press.
- **Retail** – Entries in this category are for media-inspired 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 for and executed on social media platforms.
- **Specific Target Audience** – Entries in this category are for media-inspired ideas that target a specific community, culture, or group of people. Target audiences include, but are not limited to generations, genders, and races.
- **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.

Medium & Category Definitions (Cont.)

MEDIA, CONT.

- **Other** – Entries in this category are for work that is not defined by any of the available categories

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525

Deadline 2: Oct 25th – Dec 12th: \$625

Deadline 3: Dec 13th – Jan 16th: \$750

Deadline 4: Jan 17th – Feb 6th: \$800

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Execution Audio (1), Supporting 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 for large outdoor executions, usually along roadways, on rooftops, or on the sides of tall buildings. This includes, but is not limited to printed billboards, 3D and mechanical billboards, etc.
- **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, LED displays, etc.
- **Interactive/Experiential** – Entries in this category are for outdoor executions that require either consumer interaction or engagement.
- **Poster** – Entries in this category are for single outdoor or indoor executions typically designed to be attached to a wall or other vertical surfaces. This includes, but is not limited to supermarkets, shopping malls, airports, construction sites, etc.
- **Special Build** – Entries in this category are for temporary installations meant to be seen or experienced for a short period of time.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Tip: Please submit a .jpg of the advertisement as the execution 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 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Medium & Category Definitions (Cont.)

OUT OF HOME, CONT.

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

This medium type is **eligible** for mixed campaign entries.

Mixed Campaigns consist of 2-10 executions in the same medium, but different categories.

Required Media: Cover Image (1), Execution Image (1)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (1), Supporting 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 or talent, and/or organizations.

Categories

There are no categories in this medium.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$1,025

Deadline 2: Oct 25th – Dec 12th: \$1,175

Deadline 3: Dec 13th – Jan 16th: \$1,350

Deadline 4: Jan 17th – Feb 6th: \$1,400

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Supporting 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

- **Brand Publications** – Entries in this category are for magazines, newspapers, zines, catalogs, or reports produced by brands or agencies as content.
- **Interactive & Connected Print** – Entries in this category are for print executions that invite physical interactions (e.g., folding, unfolding, transforming) or that incorporate digital layers (e.g., through AR, QR codes, NFC etc).
- **Publication Covers** – Entries in this category are for covers designed for brand, cause, or campaign storytelling. This can include editorial partnerships.
- **Print Collateral** – Entries in this category are for designed physical pieces supporting campaigns. This includes, but is not limited to brochures, inserts, brand kits, etc.
- **Real-Time Response** – Entries in this category are for print work that responds to a major event, public issue, or real-time moment in a timely and relevant way.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Tip: Please upload the original content piece as it ran in public in the "Execution Image" section of the entry form.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries.

Campaigns consist of 2-10 executions in the same medium and category.

This medium type is **eligible** for mixed campaign entries.

Mixed Campaigns consist of 2-10 executions in the same medium, but different categories.

Required Media: Cover Image (1), Execution Image (1)

Optional Media: Case Board (1), Case Study Video (1), Supporting PDF (1)

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 overall design, visual direction, and stylistic components 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 the visual elements presented as a drawing, animation, painting, computer graphic, or other work of art included 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** - Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries

Campaigns consist of 2-10 executions in the same medium and category.

Required Media: Cover Image (1), Execution Image (1)

Optional Media: Case Board (1), Case Study Video (1), Supporting PDF (1), URL (up to 4)

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.
- **Multi-Market** – Entries in the category are for campaigns that were implemented in more than one region, country or market.
- **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 manner.
- **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.
- **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.
- **Specific Target Audience** – Entries in this category utilize a unique behavior and/or insight to effectively communicate an organization's products and services to a specific community, culture, or group of people. Target audiences include, but are not limited to generations, genders, and races.
- **Use of Talent & Influencers** – Entries in this category use talent or influencers to increase engagement and drive brand awareness.
- **Other** – Entries in this category are for work that is not defined by any of the available categories.

Medium & Category Definitions (Cont.)

PUBLIC RELATIONS, CONT.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single)

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Case Study Video (1), Execution Video (up to 10), Supporting 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.

Categories

- **Multi-Platform** – Entries in this category are for several social executions that utilize multiple social media platforms. This includes, but is not limited to Facebook, Instagram, YouTube, Snapchat, LinkedIn, Pinterest, TikTok, Twitch, X/Twitter, Threads, etc.
- **Real-Time Response** – Entries in this category are for work that utilize social platforms to respond to a major event, current public issue, or any other real-time event within a timely manner.
- **Single-Platform** – Entries in this category are for several social executions that utilize a single social media platform. This includes, but is not limited to Facebook, Instagram, YouTube, Snapchat, LinkedIn, Pinterest, TikTok, Twitch, X/Twitter, Threads, etc.
- **Social Post** – Entries in this category are for a single post 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 can include livestream videos. Note: This does not include Social Posts.
- **Specific Target Audience** – Entries in this category are for creative social content made for a specific community, culture, or group of people based on a unique social insight and/or behavior. Target audiences include, but are not limited to generations, genders, and races.
- **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** – Entries in this category are for work that is not defined by any of the available categories.

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single)

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Execution Audio (1), Supporting PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

SOCIAL MEDIA CRAFT

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

Categories

- **Art Direction** – Entries in this category are for the overall design, visual direction, and stylistic components of a social media execution.
- **Copywriting** – Entries in this category are for the writing of promotional text included in a social media execution.
- **Graphic Design** – Entries in this category are for the art or skill of combining text and pictures in a social media execution.
- **Illustration/Image Design** – Entries in this category are for the creative application of illustration within a digital context and the digital manipulation of still imagery.
- **Moving Image/Video Design** – Entries in this category are for the creative and technical use of online video and digital footage. This includes, but is not limited to 360 videos, interactive videos, etc.
- **Music** – Entries in this category may include an adapted/alterd version of an existing piece of material, licensed recordings, or an original composition.
- **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.
- **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 8th – Oct 24th: \$525 (Single) / \$800 (Campaign)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single) / \$950 (Campaign)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single) / \$1125 (Campaign)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single) / \$1175 (Campaign)

Campaigns

This medium type is **eligible** for campaign entries

Campaigns consist of 2-10 executions in the same medium and category.

Required Media: Cover Image (1), Execution Image (1)

Optional Media: Case Board (1), Execution Video (1), Case Study Video (1), Execution Audio (1), Supporting PDF (1), URL (up to 4)

Medium & Category Definitions (Cont.)

USE OF INFLUENCER

Entries in this medium highlight content featuring influencers, celebrities, or creators on social media and digital platforms. This approach uses their established reach to create awareness and engagement while maintaining alignment with brand objectives.

Categories

- **Celebrity** - This refers to well-known individuals, often a public figure or media personality, who has achieved significant fame and recognition. Celebrities typically have a broad audience and influence through their public persona and media appearances.
- **Influencer** - This refers to individuals who have built a substantial and engaged following on social media or digital platforms. Influencers use their credibility and reach to impact their audience's opinions, behaviors, or purchasing decisions.
- **Creator** - This refers to individuals who produce and share original content on social media or digital platforms. Creators often build an audience around their unique content and style.
- **Multiple** - This is for entries that involve collaborations with multiple celebrities, influencers, and creators.

Sub-Categories

- **Mixed Post** - Entries in this category consist of a mix of unpaid, paid, and/or self-promoted social media posts.

- **Organic Social Media Post** - Entries in this category are for a single or series of unpaid social media posts designed to engage and reach an audience naturally.
- **Paid Social Media Post** - Entries in this category are for a single or series of social media posts that are promoted through paid advertising to reach a wider or targeted audience.
- **Self Promotion** - Entries in this category are for the use of social media and digital platforms by celebrities, influencers, or creators to promote their own work or personal brand.
- **Other** - Entries in this category are for work that is not defined by any of the available categories

Entry Fees:

Deadline 1: Sep 8th – Oct 24th: \$525 (Single)

Deadline 2: Oct 25th – Dec 12th: \$625 (Single)

Deadline 3: Dec 13th – Jan 16th: \$750 (Single)

Deadline 4: Jan 17th – Feb 6th: \$800 (Single)

Campaigns

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

Required Media: Cover Image (1), Execution Image (up to 10)

Optional Media: Case Board (1), Execution Video (up to 10), Case Study Video (1), Execution Audio (1), Supporting PDF (1), URL (up to 4)

“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 20 points, Gold 10 points, Silver 6 points, Bronze 3 points and Shortlisted work will earn 1 point.

Please note that specialty award wins do not count toward the “Of the Year” calculations.

NETWORK OF THE YEAR

Presented to the 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 independent 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.

Please note in house production companies are no longer eligible to win production company of the year.

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.

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 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 link to your 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.

THE CLIO AWARDS

The Clio Awards were founded in 1959 to honor excellence in advertising around the world. The prestigious program, which has continuously evolved alongside the creative industry its champions, today celebrates boundary-pushing marketing, advertising and communications from the brands, agencies and organizations that shape popular culture and drive global commerce. Each cycle, The Clio Awards brings together leading creative talent for an immersive judging experience to determine which entries will earn the prestigious Grand, Gold, Silver, and Bronze Clio statues.

CLIO ENTERTAINMENT

Clio Entertainment is the original and definitive celebration of creativity in the entertainment business. Originally established by The Hollywood Reporter in 1971, the program is one of five verticals developed by the Clios to champion boundary-pushing marketing, advertising and communications that shape popular culture across film, television, streaming, live entertainment and gaming. Each cycle, leaders from across the global entertainment industry convene to determine which entries will earn the prestigious Grand, Gold, Silver and Bronze Clio Entertainment Awards.

CLIO HEALTH

Clio Health, founded in 2009, is one of five verticals developed by the Clios to celebrate creative excellence in a specialized field. The program champions boundary-pushing marketing, advertising, and communications that promote physical, mental and social well-being. Each cycle, leaders from across the global health industry convene to determine which entries will earn the prestigious Grand, Gold, Silver and Bronze Clio Health Awards.

CLIO MUSIC

Clio Music, founded in 2014, is one of five verticals developed by the Clios to celebrate creative excellence in a specialized field. The program champions boundary-pushing marketing, advertising and communications from the brands, agencies, record labels, venues, artists and creators that shape music culture. Each cycle, leaders from across the global music industry convene to determine which entries will earn the prestigious Grand, Gold, Silver and Bronze Clio Music Awards.

CLIO SPORTS

Clio Sports, founded in 2014, is one of five verticals developed by the Clios to celebrate creative excellence in a specialized field. The program champions boundary-pushing marketing, advertising, and communications from the teams, leagues, brands, agencies, and media brands that shape sports culture. Each cycle, leaders from across the global sports industry convene to determine which entries will earn the prestigious Grand, Gold, Silver and Bronze Clio Sports Awards.