



CLIO
CREATORS

Best Submission Practices



"A TOUCHING CLASSIC TO MOVE US TO TEARS YET AGAIN" - Rolling Stone



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Clio Mission

The Clios' mission is to celebrate bold creativity that inspires and connects the creators of today and tomorrow.

Judging Criteria & Process

Each year, the Clios 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 and the Creative Strategy mediums. Please see the medium details pages on the website or in the entry kit for information on how the judging is weighted in each of these mediums.

Some of the questions jurors are asked to think about when considering if a piece of work is "Clio-worthy", include:

- **Is this work bold? Innovative? Inspiring?**
- **Am I jealous of this work? Do I wish I had done it?**
- **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 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 award or recognition level given to each piece – Gold, Silver, Bronze, and 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 on its own merit.

Judging Code of Conduct

Each of our jurors engages with the process as a service to the larger creative community. As part of this service, we ask each juror to be guided by two main principles of conduct in addition to our judging criteria and protocol:

- **Impartiality** - Jurors are obligated to remain unbiased in the judging process and abstain from showing preference to work submitted by entrants in their personal or professional network.
- **Diligence** - Jurors are required to ensure that all entries are judged fairly, considered equally, reviewed in their entirety, and critiqued solely based on the information provided.

Grand Clio

The Grand Clio is the Clios' highest honor. The Grand Clio is similar to "Best in Show," but it's more than just that. It represents work that is considered head and shoulders above all other entries in a particular medium for that year. Although it is not required, each jury has the option to award one Grand per medium within each track (Brand and Creator).



Why You Should Enter

Why Submit? You can't win if you don't enter.

A Closer Look at Creativity. The Clio Creator Awards submission process can serve as a valuable tool to reflect on and evaluate your creative work. Whether you're a brand, agency, or independent creator, looking back at what you've made often helps shape what comes next.

Early Acclaim. The Clio Creator Awards are among the first major global competitions of the year to announce winners - setting the tone early and signaling that your work is timely, innovative, and culturally relevant.

Prestige and Positioning. Winning a Clio Creator Award brings immediate credibility, positioning you - or your team - as a leader in today's evolving creative landscape.

Stronger Partnerships. For brands, agencies, and creators alike, recognition strengthens relationships. There's no better way to celebrate collaboration than being recognized together for the work you've brought into the world.

New Opportunities. Award-winning work attracts attention. Whether you're looking to grow your business, land brand partnerships, or expand your reach, Clio recognition helps open new doors.

Pride in the Work. Winning is not just about the accolade - it's about recognizing the effort, creativity, and originality behind the work. It reinforces the value of what you create and inspires you (and your team, if applicable) to keep pushing forward.

Attracting Talent & Collaborators. The best talent - and the most exciting collaborators - gravitate toward recognized, boundary-pushing work. Creative recognition helps you stand out and build the kind of partnerships that elevate your output.

Global Exposure. Winners are featured in Muse by Clio and leading industry and culture publications. These accolades live on across press, portfolios, pitches, and social channels - amplifying your work far beyond the moment of winning.

Setting the Standard. Being selected by a Clio Creator jury signals that your work represents where creativity is headed - shaping culture across platforms, formats, and borders.

Beyond the Industry. A Clio Award is more than industry recognition - it's a cultural marker of creative excellence, with relevance that extends far beyond advertising into the broader creative world.

Entry Tips

ENTER EARLY

Entering early offers you financial savings and gives the Clio Awards team more time to review your entry before it reaches the jurors. During the review process, we verify that all the necessary information and assets are included, work properly, and adhere to our media specifications. Additionally, we offer entrants feedback on their submissions when appropriate. In some cases, we suggest minor adjustments to improve your submission, so the more time we have, the better!

INCLUDE A SYNOPSIS

Including a synopsis is **strongly** recommended not only by the Clio team but also by our jurors, as they often use the provided copy when additional context is needed. This can include cultural background, insights on the creative process, and/or specific notes on what makes the entry unique in the medium entered. **Remember that the sole judging criteria is creativity (within the chosen mediums and categories) aside from the Creative Effectiveness and Creative Strategy mediums.**

PRESENT STRATEGICALLY

Take advantage of the opportunity to upload a case film and/or case board to showcase your creative campaign. This can be found within the Media portion of your entry. If you do not have the resources to create a case study video, we recommend you create a PowerPoint presentation overview of your project and upload it as a PDF to your entry. Whether you use a case study video or PowerPoint presentation, we recommend you keep your entry presentation concise, highlighting the creative aspect of your campaign and if possible, focusing on the medium you are submitting into rather than a one-size fits all overview.

BULK UPLOADING CREDITS

Give credit where credit is due. With our new credit library, you can now bulk upload individual as well as company credits to your library. Download the credit template file, fill out all the fields, and be sure to save your file as a CSV in order to upload it to the credit library. This allows you to save time, show more love, and edit your credits across all entries as you see fit.

DUPLICATING ENTRIES

You can now effortlessly replicate your entries across not only mediums, but programs, too! You can do this by simply navigating to your Draft Entries, My Cart, or your Orders, and then clicking on "Duplicate Entry." This feature enables you to conveniently choose the program, medium, and category in which you would like to submit the entry, streamlining the submission process.

Entry Inspiration

Take a look at some past Creator winners in our various shows:



Heinz
“Mustard x Mustard”

Cashmere x The Kitchen
 GRAND: Branded Content & Collaborations - Partnerships, Sponsorships & Collaborations



KFC Canada
“Kyle F*cking Connor”

Courage
 GOLD: Experience/Activation - Use of Athlete/Talent/Influencer
 GOLD: Fan Engagement - Use of Athlete/Talent/Influencer
 BRONZE: Public Relations - Use of Athlete/Talent/Influencer



Farmacia Carol
“OnlyFive”

Pagés BBDO
 SILVER: Social Media - Use of Talent/Influencers (Pharmaceutical)



Xbox
“South of Midnight - Crafting with Influencers”

Mutiny, A Trailer Park Company
 BRONZE: Digital, Mobile & Social Media - Use of Influencer & Talent

Tips & Tricks

This guide is here to make sure your work shows up in the best possible way for jurors reviewing it.

What to Submit

Pick **one clear idea or piece of work per submission.**

This can be:

- A single post or video that stood on its own
- A series of related posts that tell one idea or story
- A campaign or collaboration you led or shaped creatively

Include:

- The content (video, post, or link)
 - Where it lived (TikTok, Instagram, YouTube, etc.)
 - A short explanation of the idea behind it
-

Tell Us the Story (This matters more than you think)

Even great work can be missed without context.

Help jurors understand:

- What was the idea or spark behind it?
- Was it planned, reactive, or trend-driven?
- What were you trying to make people feel, do, or notice?
- What makes this *yours* creatively?

A few sentences is enough.

Show Why It Mattered

We're not just looking at views—we're looking at impact.

Tell us things like:

- Did it start or join a cultural moment?
 - Did people remix, react, or respond to it?
 - Did it shift how you (or others) approach content?
 - Did anything unexpected happen because of it?
-

Make It Easy for Jurors

Help your work be seen clearly:

- Use direct, working links
 - Submit one idea at a time (not full feeds or portfolios)
 - Make sure videos don't require special access or login
 - Keep titles simple and clear
-

What Doesn't Work Well

We may deprioritize submissions that:

- Have no explanation or context
 - Mix multiple unrelated posts together
 - Are traditional ads with no creator framing
 - Are hard to access or view
-

The Simple Rule

Make sure the jury can understand:

- what this is
- why it exists
- and why it mattered

Sample Entry Form

Entry requirements will differ slightly depending on the medium and category selected.

** Required Fields*

BASIC INFO:

Entry Title*

The entry title is a short name for this entry. Keep it memorable, descriptive, and short. Do not include the brand name, agency name, or medium type. Keep in mind, should your piece be awarded, this will appear on the 4th line of the trophy, as well as below the brand on the Winners Gallery (maximum characters: 64).

Entry Brand*

The entry brand is the brand, organization, or individual the entry is advertising. Keep in mind, should your piece be awarded, this will appear in bold on the third line of the trophy, as well as above the title on the Winners Gallery (maximum characters: 64).

Cover Image*

Please provide a cover image for your entry. This image will display wherever your entry appears in a list or gallery with other entries. We recommend using an image or still from your entry, not a case board or image with text.

Note: Drag and drop from your media library or upload directly from your computer.

Categories*

Please choose one item from the list to indicate the type of work contained within the execution(s).

Note: Only included on the entry form for mediums that have categories.

The “**Other**” category is available for most mediums if your submission doesn’t fit within the listed categories. If you select it, an “Other Category Description” field will appear within the ‘Media’ tab,, where you’ll be asked to *briefly* describe the category for judging purposes. *Please make this clear and concise for jurors so they can easily understand how to evaluate the work without confusion.*

ADDITIONAL INFO:

Country of Origin*

Please select the country in which the work was first released to the public.

Synopsis

FOR JUDGING PURPOSES ONLY: Please state the main objective of the entry as concisely as possible. Please include any additional context needed; including cultural background, insights on the creative process and/or specific notes on what makes the entry unique in the medium entered. *This is not required but highly encouraged.*

Winner's Gallery Description

PUBLIC-FACING: Please provide a written description of your creative work to be included as additional context on our winner's gallery should your submission be awarded. This will not be used for judging.

Note: This field is optional, but if it is included in your submission, it cannot be edited once your entry is submitted.

English Language Translation

We strongly suggest that you dub your non-English language entries into English or include subtitles. If this is not an option, please provide text-based English translation here.

First Launch Date*

Please select the date the work first launched in public. Entries first appearing in public between **June 1, 2025 – September 1, 2026** are eligible for entry into this year's Clio Creator Awards.

Industries*

Select the industry Type(s) that best represents the category or space your work belongs to. If you don't see an exact match, choose "Other" and specify the Industry Type that most accurately defines your work.

Social Media Platform(s)*

Please identify what social media platform(s) this piece ran on. If multiple platforms are used, please list them all. (Write N/A if no platforms are used).

Strategy

Please use this field to elaborate on the strategy of this work.

URLs (and a note on Media)

- URLs must not include any agency name (in the site, page title, or link).
 - Ensure URLs remain live and accessible through **November 23, 2026**
 - Include login credentials if required.
 - Do not link to case study videos or case study pages—if you have a case study, upload it directly to the submission instead, as case studies are optional and not required for entry.
 - URLs are for judging reference only and will not appear in the Winners Gallery.
 - Upload all primary creative assets (MP4, MP3, JPG, GIF, etc.) in the Media tab so jurors can view the actual work without navigating multiple links.
 - All URLs must begin with "https://".
-

CREDITS:

* Required credits, denoted by *, will be used for **Of The Year** calculations and must be finalized at the time of submission.

Individual and additional company credits may be updated at any point, including after winners are announced.

Note: Annually, Clio presents "Of The Year" awards to those scoring the most statue points. To receive points, contenders must have entered the work themselves or be listed within the credits of winning entries submitted by other entrants. Of The Year Awards include Creator of the Year, Brand of the Year, and Creative Agency of the Year, with potential additional categories TBD.

Entrant Company*

Please enter the name of the company who will be credited with entering this work. It will usually be your company (**or if you're an independent creator, your name**), but you may be entering on behalf of another. Note: If your piece is awarded, the entrant company name will be listed on the trophy (maximum characters: 64).

Advertiser / Brand*

Please enter the name of the advertiser for this work. This can be a brand or organization. This information will be used for the Brand "Of the Year" calculations.

Creative Agency*

Please provide the name of the creative advertising agency for this work. This should be the specific agency office, if applicable. This information will be used for Creative Agency "Of The Year" calculations.

Talent Agency*

If applicable, please enter the name of the talent agency for this work

Platform(s)*

If applicable, please enter the name(s) of the social platform(s) utilized.

Additional Companies

You may add additional company credits here.

Creator(s)*

Please enter the name(s) of the creator(s) utilized. This information will be used for the Creator "Of the Year" calculations.

Individual Credits

You may add any additional individual credits below.

Sample Entry Form, Cont.

MEDIA:

Case Board Image

Here you may submit a case board to support your entry. This is not required but can be helpful.

Case Study Video

Here you may submit a case study video to support your entry. This is not required but can be helpful.

Execution Asset(s)- Images, Videos, Audios

This should be the piece(s) of content as it ran to the public.

*Note: The available and required execution assets will vary depending on the medium. They include images, videos, and audio files. See entry kit for more details. **Please upload the actual creative assets directly to the submission in addition to providing a URL, so jurors can review the work seamlessly without relying on external links.***

Supporting PDF

The supporting PDF can be anything from additional context to a cohesive presentation of the campaign itself.

REVIEW:

You may review your entry here for any typos or other issues. You must accept the Terms and Conditions to complete your entry and add it to your cart.

More on Entries

HOW TO ADD CREDITS TO AN ENTRY

1. Click "+ Add Credit" on the right side of the screen in the Credit Library.
2. Select whether you would like to enter a Company Credit or an Individual Credit.
3. Fill in the credit information and then scroll to the bottom of the screen and select "+ Add Credit."
4. Once you add the credit, it will populate in the library to the right, and you'll be able to drag and drop it into the desired box.

HOW TO EDIT/REMOVE CREDITS

1. Go to the Credit library at the top of the page.
2. Press the Pencil or Garbage icon next to the desired credit you would like to edit/delete

TROPHY FORMATTING

The Clios Creators' trophy nameplate formatting is as follows:

- Line 1: Year/Program (ex. 2025 Clio Awards)
- Line 2: Medium (ex. Film Craft)
- Line 3: **Entry Brand** (ex. Coordown)
- Line 4: Entry Title (ex. Assume That I can)
- Line 5: **Entrant Company** (Note, if you're an independent creator entering on behalf of yourself, this will be your name)(ex. Indiana Production)

*Note: Lines 3 (Brand) and 5 (Entrant Company) will be **bold**. Each line can fit 62 characters max.*

SHIPPING

Should your entry win a statue, the Clio team will send one complimentary trophy to the author company. Please make sure the [company address](#) is updated on your account. The Clios are not responsible for any lost, stolen, or damaged goods. As signatures are not required for delivery, we suggest shipping to a secure location and closely monitoring tracking once you receive your shipping confirmation email.

Avoiding Common Entry Errors

Some of the most common entry errors and how to avoid making them:

Miscategorized entries: Utilize our entry kit to closely review the medium and category definitions. Check to see if any other categories better suit your entry. Remember that you can enter the same piece into as many mediums and/or categories as you'd like that the execution fits.

Avoid using portfolio or external links in place of required assets. This includes links to videos instead of uploading files directly, as well as links to portfolios, Dropbox, Google Drive, or similar platforms. Jurors review the uploaded media first, so it's important that all relevant work is submitted directly through the entry system. External links can contain additional or unrelated work and may interrupt the judging experience.

Incorrect URLs: Try and keep the URLs short and refrain from including any tracking codes. Note: All URLs must begin with "https://".

All credits included in the submission must be publicly available information. Traditional Clio submissions require that advertising agency and other creative company credits are excluded from all parts of the entry, except the Credits section and the Winners Gallery Description (which is not visible to jurors). Creative entries are reviewed anonymously to help prevent any potential bias in the judging process.

Providing media assets that are not eligible for a particular medium: Be sure to reference the entry kit or individual medium information to understand what media is allowed for submission into each specific medium.

Misunderstanding and/or misusing the "Other" category: Note that the Other category is available to you **should your piece not fit within the existing categories**. In the Other Category Description field, please specify one piece of judging criteria that is relevant within that particular medium. "Does not fit into provided categories" or "N/A" are invalid Other category descriptions. Feel free to contact the Clio Client Relations team for entry placement recommendations and assistance.

Avoiding Common Entry Errors, Cont.

Submitting into multiple categories and not customizing each entry: If you are submitting the same work into multiple categories, we strongly recommend you tailor each submission to the specific category. Some simple ways to do this are updating your case board content images, as well as adding a sentence or two in your synopsis that speaks to the category for your submission. Remember that the judging criteria is strictly **creativity**, unless entering into Creative Effectiveness and/or Creative Strategy.

Invalid eligibility: Refer to General Eligibility: Work first appearing in public between **June 1, 2025 - September 1, 2026** are eligible for entry into this year's Clio Creator Awards.

Entries cannot be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations. The Clios retains the right to disqualify entries which offend national, religious, cultural, or racial groups.

Contact The Clios Client Relations team at support@clios.com for additional entry placement recommendations and assistance.



Additional Entry Opportunities

Your work may be eligible for multiple mediums within Clio.

Below are some great examples of pieces from the **2026 Clio Awards** that were awarded in a **variety of mediums and categories:**



Vaseline

"Vaseline Verified"

GRAND: Use of Influencers - Multiple; Other

GRAND: Direct - Social Media

GRAND: Creative Strategy

GOLD: Creative Effectiveness - Multi-Country

GOLD: Public Relations - Use of Talent & Influencers

GOLD: Social Media- User Generated Content

GOLD: Media - Use of Talent & Influencers

GOLD: Creative Business Transformation - Other

GOLD: Experience/Activation - Use of Talent & Influencers

GOLD: Creative Disruption - Social Media

GOLD: Creative Commerce - Social Media

GOLD: Branded Entertainment & Content - Social Media

SILVER: Use of Influencers - Creator: Other

SILVER: Social Media - Specific Target Audience

SILVER: Media - Social Media

SILVER: Creative Disruption - Direct

SILVER: Direct - Use of Talent & Influencers

SILVER: Creative Commerce - Acquisition & Retention



Frontier Airlines

"The Big Redemption"

BRONZE: Creative Disruption - Branded Ent.

BRONZE: Creative Disruption - Direct

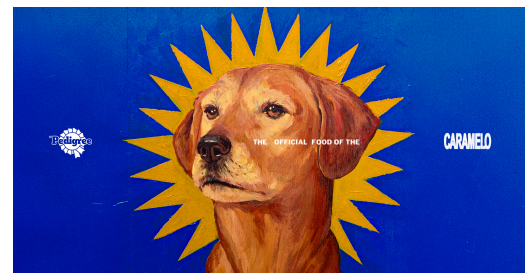
BRONZE: Creative Disruption - Public Relations

BRONZE: Public Relations - Launch/Relaunch

BRONZE: Direct - Experience/Activation

BRONZE: Direct - Digital/Mobile

SHORTLIST: Creative Disruption - Social Media



Mars

"Pedigree Caramelo"

GOLD: Social Media - Other

SILVER: Experience/Activation - Other

BRONZE: Use of Influencers - Paid Social Media Post

BRONZE: Direct - Other

BRONZE: Creative Effectiveness - National

Useful Resources

When putting together your entry, ask yourself the following:

- Does the selected Advertiser Type correspond with the advertised brand?
- Do the selected medium and category correspond with your piece and what you would like judged?
- Are you providing a synopsis that explains why your entry is creative and why it fits in this particular medium and category?
- Is your synopsis informative and succinct so that the jurors can easily digest the information?
- Have you provided all of the assets available to you that would help the jurors understand your entry clearly?
- Could your piece fit into other mediums or other Clios programs as well?

Note: Your piece could be eligible for some of our other Clios programs, including but not limited to [Clio Award](#), [Clio Sports](#), [Clio Health](#), [Clio Music](#), and/or [Clio Entertainment](#). For more information, head to the ["How to Enter"](#) section of [Clios.com](#).



Useful Resources

Clios.com - "Entry Information": Head to the Entry Information section of Clios.com and navigate to Clio Creators to find pertinent entry information.

Clio Creator Awards Entry Kit: Want a printable copy of the entry information? Download our Clio Awards Entry Kit from Clios.com. The kit includes information on the judging process, key dates, details on media, and entry requirements and much more regarding your entry.

Clios Winners Gallery: Check out our Winners Gallery to review previously awarded.

Frequently Asked Questions: Think you're the only one with questions? Think again! Check out the FAQ section of Clios.com for quick answers to common inquiries.

Contact Us

For more information regarding all our Clios Programs, personalized assistance and general inquiries, please contact our Client Relations team at **1.212.683.4300** or support@clios.com.

