



CLIO
CREATORS



Entry Packet
2026

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ABOUT CLIO CREATORS

Presented by YouTube

Built to celebrate creators everywhere.
Creativity doesn't live in one place and neither should recognition.

This year, the Clios introduce the inaugural Clio Creator Awards, a new awards program celebrating how creator-led ideas show up in culture across platforms, brands, communities, and industries. While Clio Creators is proudly supported by YouTube, the awards are platform-agnostic by design, honoring creative excellence wherever creators build, collaborate, and share their work.

This is not a single-platform award. It's a global, industry-wide creative benchmark recognizing originality, craft, and cultural impact across the creator ecosystem.

From solo creators to creator-led studios, from brand partnerships to independent storytelling, Clio Creators honors the work shaping how creativity moves today.

Submissions open NOW.

Be part of the inaugural year.



JUDGING PROCESS

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.

Some of the questions jurors are asked to think about 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 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 its own merit.

Abstaining

Jurors that have submitted work into a medium they are judging abstain from voting on that work in all judging rounds.

Code of Conduct

Each of our jurors engage 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 Clio's 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.

KEY DATES

Call for Entries: March, 2026

Deadline 1: Friday, May 29, 2026

Deadline 2: Friday, July 17, 2026

Final Deadline: Friday, August 22, 2026

Clio Creator Awards: November 2026 in Los Angeles

ELIGIBILITY PERIOD

Eligibility period for ALL mediums: Entries first appearing in public between **June 1, 2025 - September 1, 2026** are eligible for entry into this year's Clio Creator Awards.

GENERAL ELIGIBILITY

Entries cannot be made without the permission of the client and/or owner of the rights of the work. Clio retains the right to disqualify entries which offend national, religious, cultural, or racial groups.

STUDENT ELIGIBILITY

A student is defined as someone who is enrolled (full or part-time) in a recognized school program, accredited college or university, or an educational support program during production of the piece entered. The work submitted by a student must have been produced during their enrollment, and within the period of **June 1, 2025 - September 1, 2026**.



MEDIA REQUIREMENTS

Below is a list of the media requirements:

Please remove the following before uploading any media: Creative Agency Credits/Logos, Talent Agency Credits/Logos

IMAGE UPLOAD

Note: All medium types require an image to be uploaded to the entry in order to submit payment. The cover image will be used during judging as your entry thumbnail.

Also, in the case that your entry is awarded a statue or shortlisted, the image will be used as a thumbnail on the Winner's Gallery of the Clios website.

Cover Image Specs:

Resolution:

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

In the event that your entry is awarded a statue or shortlisted, the Cover Image provided will be used as a thumbnail on the Winners' Gallery on the Clio website.

Execution Image Specs:

Resolution:

- 2400 x 3000 pixels (portrait minimum)

- 3000 x 2400 pixels (landscape minimum)

- 600 x 800 pixels (portrait minimum)

- 800 x 600 pixels (landscape minimum)

Please make sure images are no larger than 7000x7000

File Type: .jpg, .png

Color Mode: RGB

File Size: Up to 50 MB

If the work requires multiple images, each image must be uploaded individually as a separate image file.

VIDEO UPLOAD

Resolution: 640 x 480 (minimum)

File Type: mp4

Compression: h264

Sound: AAC 44khz

File Size: Up to 500 MB

All videos must be submitted through the entry system on the Upload tab.

PDF UPLOAD

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

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

Entrants must keep the URL accessible online for judging through November 23, 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 creative/talent agency name at any point, including but not limited to website, webpage title or within the URL link.

NOTE: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

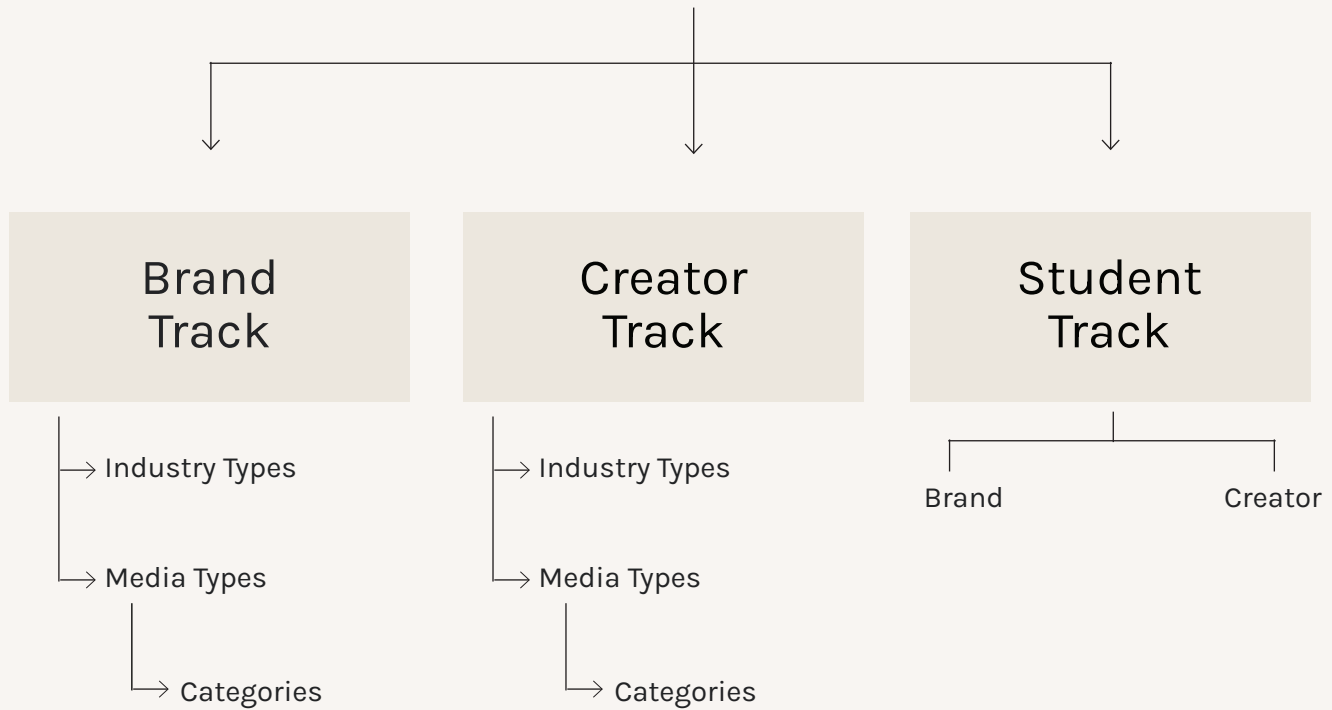
Clio Creator Entry Fees

Entry fees and charges are in US Dollars only.

2026 Clio Creator Awards	D1 Jan 27th - April 24th	D2 April 25- June 4th	D3 June 5th- July 31st
BRAND Track	\$500	\$550	\$600
CREATOR Track	\$100	\$150	\$200
STUDENT BRAND Track	\$0	\$0	\$0
STUDENT CREATOR Track	\$0	\$0	\$0

Please Note: 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.

CLIO CREATORS 2026



CLIO CREATOR AWARDS – BRAND TRACK

Celebrating branded content and campaigns created by or in collaboration with creators. This track honors brands that leverage creator talent, storytelling, and platform-native strategies to drive marketing objectives, cultural relevance, and audience engagement.

Use the BRAND TRACK when the work is promoting a product or service.

These industry types are based on the type of product, service, or business being promoted. Choose the industry that best represents the brand being advertised. If a brand spans multiple industries, select the one that is the most relevant to the campaign. If none of the listed options apply, select 'Other' and provide a brief description of the brand's industry in the 'Other Industry Description' field.

BRAND TRACK- INDUSTRIES

Automotive - Brands focused on vehicles and transportation solutions, including but not limited to car manufacturers, electric vehicle (EV) companies, automotive technology, mobility services, and related products or experiences such as driving, maintenance, and aftermarket accessories.

Beauty - Brands that create and promote skincare, cosmetics, haircare, and grooming products. These brands focus on enhancing personal care, self-expression, and wellness through beauty innovations, providing products for various beauty needs and self-care routines.

Beverage (Alcoholic & Non-Alcoholic) - Brands focused on producing and marketing drinks, including but not limited to alcoholic beverages like spirits, beer, and wine, as well as non-alcoholic options such as soft drinks, coffee, tea, energy drinks, and wellness beverages.

Business / Finance - Brands offering products and services related to business and financial services, including but not limited to financial management, banking, investment, wealth management, insurance, fintech solutions, consulting, and professional services. These offerings support entrepreneurship, personal finance, and corporate growth.

Fashion - Brands that design, manufacture, and market apparel, footwear, and accessories. These brands shape style trends, personal expression, and lifestyle through clothing and related products.

Culinary - Brands specializing in food preparation, cooking tools, ingredients, and kitchen products that support culinary creativity and technique. This includes but is not limited to kitchenware, specialty food ingredients, cooking appliances, meal kits, and other products designed to enhance food preparation and the culinary experience. Note: Food & Dining is a separate industry.

Education / Learning - Brands that provide educational products, platforms, and services designed to support learning, skill development, and knowledge sharing. This includes but is not limited to edtech companies, online course providers, tutoring services, test prep platforms, and publishers of educational content.

Entertainment (Film / TV / Streaming) - Brands that are entertainment properties including but not limited to film studios, television networks, and streaming platforms, creating and showcasing content across a variety of formats and genres. Note: Gaming is a separate industry.

Food / Dining - Brands that operate in the restaurant and food service sector, including but not limited to quick-service restaurants (QSR), full-service dining establishments, and food delivery platforms focused on providing ready-to-eat meals and dining experiences. Note: Culinary is a separate industry.

Gaming - Brands that develop, publish, and distribute video games, manufacture gaming hardware and consoles, or operate streaming platforms dedicated to gaming content and esports.

Health / Wellness - Brands focused on physical and mental well-being through non-pharmaceutical products and services. This includes but is not limited to supplements, wellness technology, health apps, medical devices, telehealth platforms, and other health-related consumer offerings.

Lifestyle - Brands that enhance everyday living through products and services focused on personal organization, style, creativity, and convenience.

Media / Publishing - Brands that produce, distribute, and promote content across various platforms including digital media, print publishing, audio, and broadcast. These brands encompass publishers, news organizations, book publishers, and content platforms that engage audiences through storytelling, journalism, and educational material.

Music / Audio - Brands that create, distribute, and promote music and audio content, including but not limited to record labels, streaming services, audio equipment manufacturers, and music technology platforms that connect artists with audiences worldwide.

Nonprofit / Social Impact - Brands dedicated to advancing social causes, community support, advocacy, and philanthropy. These include but are not limited to charities, foundations, nonprofit organizations, and corporate social responsibility initiatives focused on creating positive societal change and raising awareness.

Parenting / Family - Brands that offer products and services designed to support families and caregivers, including but not limited to baby products, educational tools, family-focused services, and kid-friendly brands that enhance daily life and parenting experiences.

Pet / Animal - Brands that cater to the care, wellbeing, and lifestyle of pets and animals, including but not limited to pet food, grooming products, veterinary services, pet tech, and adoption or rescue organizations.

Retail / E-commerce (including App) - Brands that operate in online and brick-and-mortar retail, specializing in product discovery, sales, and customer experience. This includes but is not limited to direct-to-consumer (DTC) platforms, department stores, marketplaces, and brands leveraging digital commerce to connect with shoppers.

Pharmaceutical - Brands that develop, market, or communicate around prescription and over-the-counter pharmaceutical products, medical treatments,

and therapies. This includes but is not limited to pharmaceutical companies, biotechnology firms, vaccine manufacturers, and organizations focused on disease prevention, management, or treatment through medication-based solutions.

Services - Brands that offer service-based solutions which don't fall within the other defined industry categories. This includes a wide range of professional, local, or on-demand services.

Sports - Brands that encompass athletic apparel, sports teams, leagues, sporting goods, and media companies dedicated to sports content and culture. These brands tend to drive fan engagement, athletic performance, and the global sports community through products, events, and storytelling.

Technology / Innovation - Brands that develop and deliver cutting-edge hardware, software, and digital solutions driving innovation across industries. This includes but is not limited to tech startups, software companies, hardware manufacturers, AI platforms, and companies pioneering new technologies to transform everyday life and business.

Travel / Hospitality - Brands that provide services and experiences related to travel, lodging, and tourism. This includes but is not limited to airlines, hotel chains, resorts, travel agencies, and platforms that enable exploration, comfort, and cultural discovery around the world.

Other - Brands that do not fit within the given categories. Entrants must provide a brief description of the type of industry the brand is categorized in.

BRAND TRACK MEDIUMS

Entries submitted by a brand, agency, or platform that utilize creator-led content to promote a product, service, or campaign. These projects may include paid collaborations, sponsorships, or brand-funded content where creators play a key role in storytelling and audience engagement.

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AI / Innovation

Entries in this medium are for the use of artificial intelligence and new technology in content creation.

- **AI Co-Collaboration** - Highlighting AI as a creative partner, not a replacement where AI acts as a co-creator or collaborator, enhancing human creativity during the process of ideation, production, or curation. This can include but is not limited to human-directed storytelling using AI writing or editing partners; campaigns where creators use AI to interpret or respond in real time.
- **AI-Driven Creativity** - Projects where artificial intelligence solely shapes the creative output—from concept generation and scripting to visual or audio production, honoring AI as a creative engine. This can include but is not limited to AI-generated ads, AI-edited films, AI-composed music, AI-assisted campaign design.
- **Responsible AI** - Work that uses AI or emerging tech ethically or for positive impact — emphasizing transparency, inclusivity, sustainability, or social good. This focus is on building trust, educating audiences, and/or driving meaningful change.
- **Technological Innovation** - The inventive use of emerging technologies that transform storytelling and audience engagement, including platform-specific innovations. This can include machine learning, real-time data storytelling, generative interactivity, spatial computing, and AI-driven experiences on platforms like BeReal, Roblox, or AR filters.
- **Virtual Creators** - The use of virtual creators, avatars or AI-generated personalities. This spotlights innovation in identity and performance, where tech becomes talent. This can include but is not limited to branded content starring virtual creators, AI-powered spokespersons, or character-based campaigns.

- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of AI / technical innovation to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Branded Creator Collaborations

Entries in this medium are for creator partnerships that celebrate a brand, product, or service. Here, the creator’s voice is leveraged to tell a brand story that drives awareness, engagement, or conversion, while maintaining authenticity.

- **Authenticity-Powered Impact** - Work that highlights the crucial link between a creator’s community and measurable business results. Includes but is not limited to, direct response campaigns, affiliate sales driven by creator trust, and successful adoption of new products/services as a direct result of the creator collaboration.
- **Creator-Led Storytelling** - Content where the creator leads the creative direction and development via their distinct tone, storytelling style, or creative approach reimagines the brand, product, or service in a way that feels uniquely theirs.
- **Cultural Relevance / Trend Engagement** - Branded campaigns that tap into cultural moments, trends, or timely conversations. Includes but is not limited to the following creative foundations: Challenges, BTS, Interviews, DIY, ASMR, Listicles, “With Me,” “I

Branded Creator Collaborations cont.

Tried,” Reactions.

- **Evergreen Brand Storytelling** - Narratives that focus on a brand’s core identity, mission, or values - told through creator voices in ways that remain relevant over time. Includes but is not limited to brand heritage, ethos, origin stories, or value-based content (e.g. sustainability, creativity, empowerment).
- **Long-Form Narrative Partnership** - Leveraging long-form creator storytelling for detailed reviews, mini-documentaries, educational content, and complex product integration that brings the brand to life via long-form storytelling.
- **Long-Term Ambassadorship** - Sustained creator-brand partnerships that foster trust, loyalty, and brand alignment over time.
- **Platform-First Innovation** - Campaigns between a brand and creator(s) built specifically for a platform, utilizing its native tools, trends, or behaviors in innovative ways.
- **Product Integration** - Creator-driven content that introduces, highlights, or seamlessly incorporates products or services, including new launches.
- **Other** - Work that is not defined by any of the available categories. Entrants must describe in a few words the type of branded partnership to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Community Engagement

Entries in this medium are for branded content that fosters meaningful connections, builds audience loyalty, and encourages active participation.

- **Advocacy / Purpose Content** - Branded campaigns and partnerships that leverage creators to champion important causes, raise awareness, and inspire positive social impact through authentic, purpose-driven storytelling aligned with the brand’s commitment to making a difference.
- **Community-Led Movements** - Creator-driven branded content that sparks and guides collective engagement around the brand’s values.
- **Fandoms / Co-Creation** - Branded content designed to tap into, engage or celebrate niche audiences, communities, or fanbases through shared passion and culture. Additionally, campaigns that utilize user-generated content (UGC), open-source creative challenges, or interactive series where the community’s input directly alters the brand’s narrative or mission.
- **Interactive Campaigns** - Branded initiatives that actively engage audiences through livestreams, “watch with,” live Q&As, polls, co-creation, and other participatory content formats.
- **Sustained Engagement** - Creator collaborations that leverage live streams, interactive features (polls, quizzes), highly moderated comment sections, and consistent follow-up content to build enduring loyalty around a brand’s message vs. a one-off campaign.
- **Other** - Work that is not defined by any of the available categories. Entrants must describe in a few words another way that a brand interacts and engages with the desired audience through the creator.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Creative Execution

Entries in this medium are for the technical and artistic execution of creator-led branded content. Note: The copywriting category can be found within the Written Content medium.

- **Art Direction** - Visual executions that showcase a strong creative vision through design, style, and emotional impact.
- **Casting** - Work where the casting of a performer was integral in the creative content.
- **Cinematography** - Excellence in camera work, lighting, and framing that enhances mood, storytelling, and overall production quality. Note: 1 Video Required
- **Creator Voice and Visual Signature** - Work that showcases the editing rhythms, highly specific visual aesthetics (e.g., retro-filmic look, fast-paced kinetic editing, illustrative graphics), and masterful comedic/narrative timing that is distinct to the creator themselves.
- **Direction** - Entries in this category are for the completed vision of the director and the work's ability to exhibit creativity and innovation. Note: 1 Video Required.
- **Editing** - Creative pacing, transitions, and stylistic cohesion in content editing. Note: 1 Video Required
- **Illustration** - Technique, originality, and aesthetic in hand-drawn or digital illustration.
- **Music** - Creative use of music, musical or audio craft, music supervision, or sonic branding. Note: 1 Video Required
- **Motion Graphics** - Use of motion graphics to communicate a message or visual style. Note: 1 Video Required
- **Photography** - Technical and artistic photographic skill, including but not limited to lighting, composition, camera work.
- **Sound Design** - Impactful use of sound, voiceover, ambient sound, or ASMR techniques. Note: 1 Video Required
- **Visual Effects (VFX)** - Use of special effects, AI visuals, AR overlays, or motion graphics. Note: 1 Video Required
- **Other** - Work that is not defined by any of the

available categories. Entrants must describe in a few words the type of craft to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Creative Effectiveness

Entries in this medium focus on work that produced measurable results and used a creative approach to achieve a brand's purpose. **Note: Judging for this medium is weighted on 50% Creative Idea, and 50% Impact/Results.**

Entries submitted must reflect one of the following:

Organic Impact - Content that achieved trend or viral status without paid amplification.

Paid Impact - Content supported by media spend that delivered measurable results.

Mixed - Content that combines both organic and paid posts.

Required Questions -

1. What were the objectives for the creative work?

- A. Please detail the Commercial objectives, e.g. shareholder value, profit, revenue, sales, or market share.
- B. Please detail the Marketing objectives, e.g. brand penetration, purchase frequency, or maintaining a price premium.
- C. Please detail the Communications objectives, e.g. brand awareness, image perception, attitudinal shifts, or behavioral change.

2. What was the strategy behind the creative work?

Please describe the connection between the campaign objectives, the original brief, and the creative strategy. How did creativity help solve a business challenge?

Creative Effectiveness Cont.

3. Describe the campaign composition:

Type of Media / Channel - (e.g. Broadcast - 3 spots, Social - IG + TikTok)
 Date of Implementation - (e.g. 8-10 September 2025)
 Budget or Media Spend - (e.g. \$100,000 USD)
 Country / Region of Placement - (e.g. Germany / Europe)

4. Did the campaign integrate platform-specific creative effectiveness guidance?

If yes, Please explain how platform-specific formats, behaviors, creative best practices, or distribution principles were applied to improve effectiveness. This may include adapting messaging, storytelling, or execution for different platforms—or deliberately breaking platform norms to drive impact.

5. Did the campaign include only creator creative assets or a mix of brand and creator assets?

Please describe whether the campaign relied exclusively on creator-led content or combined creator assets with brand-produced work, and explain how this mix supported the campaign’s objectives and effectiveness.

6. What was the commercial gain or measurable result of the campaign?

Please provide data on the business outcomes (e.g. revenue, ROI, profit uplift, market share gains). If commercial results were not the focus (e.g. for non-profit/government), provide measurable impact related to the initial objectives, such as behavior change, awareness lift, or audience engagement.

7. What effect did the campaign have on your market or community?

Please explain the impact on the business landscape, competitors, or cultural conversation. How did this campaign shift perceptions, behaviors, or competitive positioning?

8. Why was creativity essential to the success of this campaign?

How did creativity directly contribute to business outcomes or solve a brand problem in an unexpected or culturally relevant way?

Required Questions: All questions are required;

Please answer to the best of your ability.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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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 on 75% Strategy, 25% Impact/Results.

- **Creator Ecosystem & Channel Strategy** - Campaigns that display a comprehensive strategic plan for sequencing content across different formats (e.g., short-form for awareness, long-form video for education/consideration, a Live Stream for Q&A/conversation), demonstrating how each piece contributed to the overall strategic success.
- **Creative Experimentation** - Designed to highlight campaigns that integrated experimentation as a part of the strategy, including but not limited to testing frameworks (A/B testing, video experiments, thumbnails, CTAs), showing how data insights led to creative enhancements that ultimately drove successful results.
- **Other** - Work that is not defined by any of the available categories. Entrants must describe in a few words the type of creative strategy to be judged.

Creative Strategy Cont.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Experience / Activation

Entries in this medium are for brands that partner with creators to design immersive experiences or activations that bring their message to life through real-world or digital engagement.

- **Digital / Social** - Campaigns that leverage digital platforms, apps, or social media to create meaningful audience interactions. This can include but is not limited to interactive social campaigns, mobile activations, livestreams, or app-based experiences that engage users and amplify a brand’s message.
- **Gamified** - For interactive games or challenges created in partnership with creators to connect audiences with a brand or product. This can include but is not limited to branded online games, AR/VR challenges, scavenger hunts, or contest-based activations.
- **Guerrilla** - For unconventional, surprising, or attention-grabbing campaigns that spark buzz and audience engagement. This can include but is not limited to street activations, surprise stunts, unconventional public installations, or creative experiential marketing interventions.
- **Immersive / Multi-Sensory** - For campaigns that fully immerse audiences in a brand’s world through multi-sensory or interactive technologies. This can include but is not limited to AR/VR/XR experiences, 360-degree digital activations, Metaverse environments, or multi-sensory installations.

- **Live / Event** - For in-person or hybrid experiences that bring a brand to life through immersive or themed activations. This can include but is not limited to product launches, branded pop-up events, live performances, or experiential showcases designed in collaboration with creators.
- **Special Build / Pop-Up** - For short-term physical or digital installations designed to leave a memorable impression. This can include but is not limited to pop-up exhibits, brand activations in public spaces, limited-time experiential displays, or immersive art installations.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of experience/activation to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Integrated Campaign

Entries in this medium are for creator-led campaigns executed across three or more *mediums to deliver a unified idea.

*AI / Innovation, Branded Partnerships, Community Engagement, Experience/Activation, Podcasting, Video, Video Series, Visual Content, Written Content, Public Relations.

This medium does not include categories.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Podcasting

Entries in this medium are for creator-led branded or brand-affiliated audio content, including both audio formats and video-first formats.

- **Advocacy / Purpose** - Branded or co-produced podcasts that reflect a brand’s commitment to purpose-driven messaging or values-based storytelling.
- **Branded Storytelling** - Brand-led or co-developed series that use narrative storytelling to convey brand identity or connect emotionally with audiences.
- **Educational** - Podcasts developed or supported by brands to educate audiences in alignment with their industry or mission.
- **Entrepreneurship** - Podcasts produced or backed by companies targeting professionals, entrepreneurs, or creators, offering insight and support. This includes but is not limited to brand thought leadership, platform education, or storytelling around creator success.
- **Humor / Commentary** - Brand-supported or co-produced shows where creator humor is central to engagement and storytelling. This includes but is not limited to branded segments, sponsored commentary, or humor-driven campaigns that maintain the creator’s tone.
- **Lifestyle / Wellness** - Brand-aligned content that integrates seamlessly into lifestyle conversations or wellness-centered storytelling.
- **Talk / Interview** - Branded or sponsored talk formats that position the brand as a convener of voices or thought leadership in a specific space. This can include but is not limited to interview series, partner showcases, or collaborative talk shows.
- **Video-First Storytelling** - Work where the visual context provided by video dramatically enhances the brand’s integration and effectiveness. This could include a host performing an in-depth product review/demonstration on camera, creative set design incorporating branded elements, or using motion graphics to present sponsored data/talking points. Note: Required Media: 1 Video
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe

the type of podcasting to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Public Relations

Entries in this medium include marketing efforts and brand communications that impact brand or organization perception, awareness, and/or garner media coverage.

- **Brand Development** - Content designed by a creator on behalf of a brand to shape or strengthen the brand’s identity.
- **Cause Related** - Sponsored content created by a brand-aligned influencer that raises awareness or support for a specific social, environmental, or cultural cause, integrating brand values with the cause’s message.
- **Corporate Image** - Creator-made content that promotes or reinforces a brand’s corporate values, mission, and public perception.
- **Event / Activation / Stunt** - Content capturing a brand-sponsored event, activation, or stunt, produced by a creator to extend the experience online.
- **Launch / Relaunch / Rebrand** - Creator content made to introduce or revitalize a product, service, or brand identity, crafted to generate interest, excitement, or education around the new offering
- **Real Time Response** - Branded content created and published quickly in response to a trending moment, news story, or cultural event.
- **Specific Target Audience** - Creator content sponsored by a brand that strategically speaks to a specific group.
- **Viral Breakthrough** - Creator content that sparked trends or widespread cultural engagement.
- **Other** - Work that is not defined by any of the

Public Relations Cont.

available categories. Entrants must briefly describe the type of public relations initiative to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Video

Entries in this medium are for long or short-form video content created for digital platforms and judged as individual pieces or non-episodic groupings. Entries may include a single video or multiple videos connected by a creator, brand, or theme, as long as the content does not follow a recurring episode structure or ongoing narrative. Note: Videos that are intentionally designed as episodes, installments, or part of a defined series must be submitted under the Video Series medium.

- **ASMR / Sound Play** - Standalone branded video content designed to create immersive, sensory experiences through sound, rhythm, or audio-visual techniques that evoke relaxation, focus, or emotional connection.
- **Behind the Scenes** - One-off or non-episodic videos offering access to creative or brand processes.
- **Challenges / Pranks** - Single-concept or trend-driven branded videos that tap into internet trends, social challenges, or playful stunts with the use of a creator.
- **Comedy/Skits** - Self-contained branded comedic videos that use a creator or multiple creators' scripted (or improvised) humor, sketches, or character-driven scenarios.
- **Cultural Commentary** - Standalone branded videos that offer a creator's perspective or analysis on current social, cultural, or lifestyle topics, without a recurring episodic format.
- **Day in the Life** - Single-moment or snapshot-

style branded content that integrates products or services into a creator's daily routine or personal storytelling.

- **DIY/How To** - Individual instructional branded content that teaches or demonstrates a concept, product, or skill.
- **Game Play / Let's Play** - Self-contained branded gaming content featuring playthroughs, live or recorded gameplay, and creator commentary.
- **Green Screen / Filters** - Standalone branded content that creatively use platform-native tools such as green screens, filters, AR effects, or visual overlays to enhance the storytelling or presentation.
- **Interview** - A self-contained creator-led branded video featuring a one-time conversation with a guest, expert, or personality. This category is intended for individual interviews that are not part of a recurring or hosted series.
- **I Tried** - Branded content where creators try a specific product or service as part of a campaign.
- **Listicles** - Branded video content presented in a list format, where the creator highlights multiple tips, products, features, or ideas in a concise, easily digestible structure.
- **Reactions / Responses** - Branded content where creators engage with trends, media, or user-generated content in real time.
- **Unboxing** - Standalone creator-led videos showcasing the unpacking and first impressions of a brand's product(s).
- **With Me** - Branded companion-style content that invites viewers to participate alongside the creator in an activity or experience, positioning the brand as part of a shared, everyday moment.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of video content to be judged. Note: Videos that are intentionally designed as episodes, installments, or part of a defined series must be submitted under the Video Series medium.

Required Media: Cover Image (1), Execution Video (1 - Up to 10)

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

Video Cont.

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Video Series

Entries in this medium are for a set of related branded videos released as part of a cohesive, ongoing narrative or theme that sustains engagement. This includes episodic content where each installment connects to the others, creating a continuous story, concept, or format over time. Note: A single video or related videos that are not within a specific series should be entered into the Video medium.

- **Cultural Commentary** - A series of branded video content that thoughtfully engages with current social, cultural, or lifestyle topics.
- **Educational** - A recurring series of creator-led content focused on teaching or explaining concepts across a specific subject or skill area.
- **Docuseries** - Nonfiction storytelling across multiple episodes.
- **Gameshow** - A recurring video series styled after game shows or competitive formats.
- **Hosted** - A recurring series where the creator appears in a consistent host or guide role.
- **Humor / Personality** - Episodic creator content driven by comedic tone, character-based storytelling, or strong personality presence.
- **Interactive** - A creator-led episodic format that actively involves the audience through choices, polls, challenges, or real-time engagement.
- **On the Street Interviews** - A series of creator-led, on-the-ground interviews with members of the public.
- **Scripted Narrative** - A series of fictional, story-driven series with recurring characters, story arcs, or creative world-building.
- **Themed** - Recurring content centered on a personal, cultural, or interest-based theme (e.g., beauty, wellness, food, fashion, parenting).
- **Unboxing** - Branded video content series

showcasing the unpacking and first impressions of products.

- **Other** - Work that is not defined by any of the available categories. Entrants must describe in a few words the type of video series to be judged.

Required Media: Cover Image (1), Execution Video (1 - Up to 10)

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Visual Content

Entries in this medium focus on non-video formats, still or hybrid visual content created by or in collaboration with creators to drive brand identity, engagement, or performance. Note: For judging visual craft (e.g., cinematography, art direction), please enter in the Creative Execution Medium.

- **Commerce-Enabled** - Shoppable visuals or content designed to drive purchase or conversion. This includes but is not limited to product tags, creator collaborations, or e-comm visuals.
- **Cultural Commentary / Humor** - Visually-driven brand content that reacts to culture or trends with wit or relevance. This includes but is not limited to meme-based campaigns, reactive posts, or visual satire.
- **Data Visualization** - Graphics or content designed to simplify complex info or showcase stats. Includes but is not limited to branded infographics, social data posts, or performance visualizations.
- **Educational / Informational** - Branded visuals that explain, teach, or walk audiences through a concept. This includes but is not limited to explainers, creator-led guides, or visual FAQs
- **Narrative / Brand Storytelling** - Visuals used to tell the story of a brand, creator partnership, or campaign. This includes but is not limited to image series, creator spotlights, or branded storytelling visuals.

Visual Content Cont.

- **Product-Focused** – Visuals that showcase a product or service as the hero of the content. This includes but is not limited to product launches, stylized shots, or lifestyle-driven product photography.
- **Static Image Design** – Still visuals used in campaigns or posts, including photography, illustration, or digital compositions that convey a message, idea, or aesthetic. This includes but is not limited to standalone visuals or part of a larger branded narrative.
- **Other** – Work that is not defined by any of the available categories. Entrants must briefly describe the type of visual content to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Written Content

Entries in this Medium are for creator-led written storytelling and branded editorial content across platforms.

- **Advocacy / Empowerment** - Brand-created or co-produced written content that champions social causes or purpose-driven initiatives. This includes but is not limited to campaign messaging, creator-led impact pieces, or branded editorial aligned with social good.
- **Brand Copy / Messaging** - Short-form or campaign-focused writing that reflects brand identity and tone. This includes but is not limited to taglines, social copy, creator-authored branded posts, or in-feed campaign messaging.
- **Educational / Instructional** - Written content that informs or teaches, helping brands or creators deliver value to audiences. This includes but is not limited to how-tos, guides, or explainer-style

branded content.

- **Humor / Personality** – Voice-forward branded writing that entertains, using wit, relatability, or distinct tone. This includes but is not limited to social posts, captions, or branded content written in a creator’s unique voice.
- **Narrative / Personal Essays** – First-person storytelling or brand-aligned narratives that foster emotional or creative connection. This includes but is not limited to branded essays, creator collaborations, or storytelling campaigns.
- **Product Reviews / Branded Editorials** – Creator-authored or branded write-ups that feature products, services, or partnerships. This includes but is not limited to paid reviews, organic brand mentions, or long-form editorial collaborations
- **Scriptwriting** – Scripts developed for brand-supported creator content across audio or video formats. This includes but is not limited to sponsored podcast episodes, video series scripts, or branded storylines.
- **Thought Leadership / Commentary** – Insight-driven branded writing or co-authored opinion pieces on industry, culture, or trends. This includes but is not limited to articles, op-eds, or co-branded commentary with a creator perspective.
- **Other** – Work that is not defined by any of the available categories. Entrants must briefly describe the type of written content to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

CLIO CREATOR AWARDS – CREATOR TRACK

Honoring innovation and content created by independent creators to promote themselves, grow their audience, or build their personal brand. This track celebrates platform-native storytelling, cultural impact, and creative craft driven by the creator's own voice and vision.

Use the CREATOR TRACK when the work is promoting the creator's own brand, persona, or content.

These industry types are based on the creator's personal brand, lifestyle, or content niche. Select the industry that best aligns with the creator's area of expertise or the theme of the submitted work. If a creator's content spans multiple categories, choose the one that is most central to their identity or the work being showcased, otherwise you can select multiple. If none of the listed options apply, select 'Other' and describe the creator's focus in the 'Other Industry Description' field.

CREATOR TRACK-INDUSTRIES

AI / Emerging Tech - Creators producing content related to artificial intelligence, machine learning, robotics, and other emerging technologies that shape the future of innovation and digital trends.

Art / Maker / DIY - Creators specializing in artistic projects, crafting techniques, design tips, handmade builds, and creative hands-on work, covering everything from, but not limited to, painting and sculpture to upcycling and custom creations. Note: Decor and other home/real estate work should go into the Home / Real Estate Industry.

Beauty - Creators who produce content encompassing, but not limited to, skincare routines, makeup/nail artistry or tutorials, product demonstrations, and broader beauty industry insights.

Business / Entrepreneurship - Creators sharing content including but not limited to startup journeys, career advice, professional development tips, and insights on entrepreneurship and business growth.

Comedy - Creators producing humor-driven content such as but not limited to sketches, parodies, improv performances, and character-based comedy.

Community Building - Creators who foster and cultivate online communities, encouraging interaction, engagement, and connection among followers or fans through shared values, experiences, and goals.

Culinary - Creators dedicated to the craft of cooking and food preparation, showcasing recipes, cooking techniques, chef insights, culinary arts, or culinary tourism. This category includes but is not limited to, hands-on culinary skills, kitchen artistry, and exploring food destinations from a cooking and cultural perspective. Note: Food/Beverage/Dining is a separate industry.

Dance - Creators focused on choreography, dance trends, performance videos, and the art of movement across various styles.

Educational - Creators producing content including but not limited to explainer videos, how-to guides, tutorials, study tips, and educational series across a wide range of subjects, skills, and learning levels. This category also includes creators focused on educating other creators, with content such as growth strategies, platform tutorials, monetization advice, and reviews of content creation tools.

Entertainment / Pop Culture Commentary - Creators providing reviews, reactions, cultural analysis, and discussions on film, TV, music, and broader pop culture topics.

Finance / Money Management - Creators offering advice and education on all things finance, such as, but not limited to budgeting, investing, financial literacy, and personal money management.

Food / Beverage / Dining - Creators who focus on the experience and culture of eating and drinking, including but not limited to restaurant reviews, food tastings, and beverage explorations. This category can highlight the enjoyment and discovery of prepared foods and drinks, without emphasizing cooking or food preparation. Note: Culinary is a separate industry.

Gaming - Creators producing gameplay, livestreams, esports coverage, game reviews, and commentary within the gaming community.

Health (Fitness / Wellness) - Creators focused on sharing content including but not limited to workout routines, nutrition guidance, mindfulness practices, and overall wellness journeys - whether physical, mental, or both.

Home / Real Estate - Creators sharing content including but not limited to home renovation projects, decor inspiration, crafting tutorials, DIY builds, property tours, real estate tips, and tiny home content focused on all aspects of living spaces and housing.

Lifestyle - Creators offering glimpses including but not limited to daily routines, life aesthetics, productivity hacks, travel stories, and personal lifestyle curation.

Media / Literary - Creators involved in but not limited to book reviews, storytelling, writing advice, journalism, and other literary or media-related content.

Music - Creators in the music space, including but not limited to those that produce original music, covers, behind-the-scenes production content, and provide music industry insights.

Parenting / Family - Creators documenting content including but not limited to family life, sharing parenting advice, kid-friendly content, and family-centered storytelling.

Pet / Animal - Creators focused on but not limited to pet care, training, animal routines, lifestyle content, and showcasing various animals.

Shopping / Haul - Creators showcasing content including but not limited to product try-ons, unboxings, reviews, promotional content, and affiliate marketing, where they share and monetize product recommendations through tracked links or discount codes.

Social Impact / Advocacy - Creators dedicated to activism, nonprofit storytelling, social justice issues, equity work, and community engagement.

Sports / Athlete POV - Creators producing content including but not limited to game analysis, athlete perspectives, sports commentary, behind-the-scenes training, fan engagement, coverage of sports culture, and personal fitness or performance journeys.

Technology - Creators producing content including but not limited to tech product reviews, software tutorials, platform deep dives, gadget unboxings, comparisons, and explorations of emerging technologies and digital trends.

Travel - Creators sharing content including but not limited to destination guides, travel hacks, cultural explorations, itinerary planning, local experiences, and personal travel storytelling.

Other - Creators that do not fit within the given categories. Entrants must provide a brief description of the type of industry or space the creator is categorized in.

CREATOR TRACK MEDIUMS

Entries created by an individual creator, influencer, or creator-led team to promote either their own brand, content, or platform, or to advertise a product, service, or campaign on behalf of a brand. This includes self-produced work that builds community, communicates personal values, or highlights the creator's original storytelling.

AI / Innovation

Entries in this Medium are for the use of artificial intelligence and new technology in content creation.

- **AI Co-Collaboration** - Highlighting AI as a creative partner, not a replacement where AI acts as a co-creator or collaborator, enhancing human creativity during the process of ideation, production, or curation. This can include but is not limited to human-directed storytelling using AI writing or editing partners; campaigns where creators use AI to interpret or respond in real time.
- **AI-Driven Creativity** - Projects where artificial intelligence solely shapes the creative output—from concept generation and scripting to visual or audio production, honoring AI as a creative engine. This can include but is not limited to AI-generated ads, AI-edited films, AI-composed music, etc.
- **Responsible AI** - Work that uses AI or emerging tech ethically or for positive impact — emphasizing transparency, inclusivity, sustainability, or social good. This focus is on building trust, educating audiences, and/or driving meaningful change.
- **Virtual Creators** - The use of virtual creators, avatars or AI-generated personalities. This spotlights innovation in identity and performance, where tech becomes talent. This can include but is not limited to branded content starring virtual creators, AI-powered spokespersons, or character-based campaigns.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of AI / technical innovation to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

Community Building

Entries in this Medium are for creators who foster meaningful connections, spark belonging, and cultivate loyal, engaged communities.

- **Advocacy / Purpose Content** - Content highlighting creators who use their platforms to champion causes, raise awareness, and drive social impact.
- **Co-Created / Interactive** - Projects where creators actively involve their audience in the creation process—through feedback, submissions, ideas, or participation—building deeper engagement and making the community feel like an integral part of the content.
- **Community Led Movements** - Entries in this category reflect how creators spark and sustain audience participation through shared culture, fandom, identity, humor, or trends. These movements can include viral inside jokes, running gags, themed challenges, or creator-led rituals that mobilize loyal communities around content, as opposed to causes.
- **Fandom Content** - Creators producing content designed to tap into, engage or celebrate niche audiences, communities, or fanbases through shared passion and culture.
- **Ongoing Series / Challenges** - Entries in this category feature recurring content formats that build tradition, audience anticipation, and long-term engagement. These could include but are not limited to weekly video diaries, running bits, interactive challenges, or content drops that create inside jokes, encourage participation, and deepen the

Community Building Cont.

sense of belonging within a creator’s community.

- Other - Work that is not defined by any of the available categories. Entrants must briefly describe the type of community building to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

Creative Effectiveness

Entries in this medium focus on work that produced measurable results and used a creative approach to achieve a creator’s purpose. Note: Judging for this medium is weighted on 50% Creative Idea/Execution, and 50% Impact/Results. Result details are required – please be sure to answer each required question to the best of your ability.

Entries submitted must reflect one of the following:

Organic Impact - Content that achieved trend or viral status without paid amplification.

Paid Impact - Content supported by media spend that delivered measurable results.

Mixed - Content that combines both organic and paid posts.

Required Questions -

What were the objectives for the creative work?

- A. What were your Personal Brand or Business objectives? (e.g. audience growth, monetization, partnerships, brand launches, product sales)
- B. What were your Marketing or Growth objectives? (e.g. engagement, platform growth, email list size, retention)
- C. What were your Content Communication objectives? (e.g. increased relevance, authority in niche, improved community sentiment, deeper storytelling)

What was the strategy behind the creative work?

Please describe the connection between your objectives, your creator brand, and the creative strategy. What problem or opportunity were you addressing, and how did your creative approach reflect your unique voice or audience needs?

Describe the campaign composition:

Type of Media / Channel - (e.g. TikTok - 5-part series, Instagram Stories, Email newsletter)

Date of Implementation - (e.g. July 2025 - August 2025)

Budget or Media Spend - (e.g. Self-funded \$500 / Brand deal \$5,000)

Country / Region of Placement - (e.g. USA / Global - 60% US, 20% UK, 20% Canada)

What was the commercial gain or measurable result of the campaign?

Please provide measurable results, such as increases in follower growth, brand partnerships, content performance, or revenue (e.g. affiliate, merch, course sales). If monetary return wasn’t the focus, share growth in influence, sentiment, or authority within your niche.

What effect did the campaign have on your market or community?

Please explain the impact on your audience, community, or niche. Did your content change audience perception, spark conversation, inspire others, or solidify your position in a niche? Include notable reactions, media pickups, or collaborations that stemmed from the campaign.

Why was creativity essential to the success of this campaign?

How did your creative approach help you stand out, connect with your audience, or reach your goals in a way that was uniquely you?

Required Questions: All questions are required; Please answer to the best of your ability.

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

Optional Media: Execution Video (Up to 10), Case Board

Creative Effectiveness Cont.

(1), Case Study Video (1), Audio File (Up to 10), Supporting PDF (1), URLs (up to 10)

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Creative Execution

Recognizing outstanding achievement in the craft and artistic execution of creator-led content. This medium honors the craft behind the work—where precision, skill, and creative choices elevate the final result. Note: The copywriting category can be found within the Written Content Medium.

- **Art Direction** - Visual executions that showcase a strong creative vision through design, style, and emotional impact.
- **Casting** - Work where the casting of a performer was integral in the creative content.
- **Cinematography** - Excellence in camera work, lighting, and framing that enhances mood, storytelling, and overall production quality. Note: 1 Video Required.
- **Creator Voice and Visual Signature** - Work that showcases outstanding and unique editing rhythms, highly specific visual aesthetics (e.g., retro-filmic look, fast-paced kinetic editing, illustrative graphics), and masterful comedic/narrative timing that is distinct to the creator themselves.
- **Direction** - The completed vision of the director and the work’s ability to exhibit creativity and innovation. Note: 1 Video Required
- **Editing** - Creative pacing, transitions, and stylistic cohesion in content editing. Note: 1 Video Required
- **Illustration** - Technique, originality, and aesthetic in hand-drawn or digital illustration.
- **Music** - Creative use of music, musical or audio craft, music supervision, or sonic branding. Note: 1 Video Required.
- **Motion Graphics** - Use of motion graphics to communicate a message or visual style. Note: 1 Video Required.
- **Photography** - Technical and artistic photographic

skill, including but not limited to lighting, composition, camera work.

- **Sound Design** - Impactful use of sound, voiceover, ambient sound, or ASMR techniques. Note: 1 Video Required.
- **Visual Effects (VFX)** - Use of special effects, AI visuals, AR overlays, or motion graphics. Note: 1 Video Required.
- **Other** - Work that is not defined by any of the available categories. Entrants must describe in a few words the type of craft to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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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 on 75% Strategy, 25% Impact/Results.

- **Creative Experimentation** - Designed to highlight campaigns that integrated experimentation as a part of the strategy, including but not limited to testing frameworks (A/B testing, video experiments, thumbnails, CTAs), showing how data insights led to creative enhancements that ultimately drove successful results.
- **Creator Ecosystem & Channel Strategy** - Campaigns that display a comprehensive strategic plan for sequencing content across different formats (e.g., short-form for awareness, long-form video for education/consideration, a Live Stream for

Creative Strategy Cont.

Q&A/conversion), demonstrating how each piece contributed to the overall strategic success.

- **Other** - Entries in this category are for work that is not defined by any of the available categories. Entrants must describe in a few words the type of creative strategy to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Creator & Brand Collaborations

Entries in this Medium are for brand-creator partnerships that meaningfully amplify the creator's voice, platform, business, or creative identity. Whether through content that expands their creative universe, builds their personal brand, or deepens audience connection, this recognizes brand work that supports the creator's long-term growth and platform while still aligning with campaign goals.

- **Authenticity-Powered Impact** - Work that highlights the crucial link between a creator's community and measurable business results. This includes but is not limited to, direct response campaigns, affiliate sales driven by creator trust, and successful adoption of new products/services as a direct result of the creator collaboration.
- **Creator-Led Storytelling** - Content where the creator leads the creative direction and development via their distinct tone, storytelling style, or creative approach reimagines the brand, product, or service in a way that feels uniquely theirs.
- **Cultural Relevance / Trend Engagement** - Branded campaigns that tap into cultural moments, trends, or timely conversations. Includes but is not limited to the following creative foundations: Challenges, BTS, Interviews, DIY, ASMR, Listicles, "With Me," "I Tried," Reactions.

- **Evergreen Brand Storytelling** - Narratives that focus on a brand's core identity, mission, or values - told through creator voices in ways that remain relevant over time. Includes but is not limited to brand heritage, ethos, origin stories, or value-based content (e.g. sustainability, creativity, empowerment).
- **Long-Form Narrative Partnership** - Leveraging long-form creator storytelling for detailed reviews, mini-documentaries, educational content, and complex product integration that brings the brand to life via long-form storytelling.
- **Long-Term Ambassadorship** - Sustained creator-brand partnerships that foster trust, loyalty, and brand alignment over time.
- **Platform-Specific Innovation** - Campaigns between a brand and creator (or multiple) built specifically for a platform, utilizing its native tools, trends, or behaviors in innovative ways.
- **Product Integration** - Creator-driven content that introduces, highlights, or seamlessly incorporates products or services, including new launches.
- **Other** - Work that is not defined by any of the available categories. Entrants must describe in a few words the type of branded partnership to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Experience / Activation

Entries in this Medium are for creators who independently produce standout experiences or activations that authentically showcase their personal brand, community, or creator-led products.

- **Digital / Social** - Online activations that let audiences engage directly with a creator's content or products. This can include but is not limited

Experience/Activation Cont.

to livestreams, social campaigns, app-based experiences, or virtual communities.

- **Gamified** - Experiences that use games, challenges, or interactive play to connect with fans. This can include but is not limited to online competitions, AR/VR mini-games, social media challenges, or participatory fan experiences.
- **Guerrilla** - Unconventional, surprising, or attention-grabbing campaigns that spark buzz and audience engagement. This can include but is not limited to street activations, surprise stunts, unconventional public installations, or creative experiential marketing interventions.
- **Immersive / Multi-Sensory** - Multi-sensory or tech-driven experiences that fully immerse audiences in a creator’s world. This can include but is not limited to VR/AR/XR projects, Metaverse activations, 360-degree content, or interactive installations.
- **Live Event / Pop-Up** - In-person or hybrid events that bring a creator’s brand to life. This can include but is not limited to meet-and-greets, workshops, fan experiences, curated events, pop-up shops, limited-time exhibitions, interactive showcases, or art installations.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of experience/activation to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Podcasting

Entries in this Medium are for audio-first creators and independent podcast formats, including both audio formats and and video-first formats.

- **Advocacy / Purpose** - Podcasts created by

individuals or creator teams that aim to raise awareness, share underrepresented perspectives, or drive social or cultural change. This includes but is not limited to topics like identity, activism, mental health, or sustainability.

- **Entrepreneurship** - Podcasts where creators share experiences, advice, or insights about entrepreneurship, growth, and working in the creator space. This includes but is not limited to brand-building tips, monetization strategies, or peer interviews.
- **Fan / Fandom** - Podcasts celebrating specific fandoms or cultural interests from the perspective of passionate creators and communities. This includes but is not limited to show recaps, theory discussions, or fan-driven storytelling.
- **Humor / Commentary** - Entertaining podcasts offering comedic takes or commentary on culture, current events, or everyday life. This includes but is not limited to satirical monologues, conversational humor, or creator perspectives on trending topics.
- **Lifestyle / Wellness** - Podcasts focused on the creator’s personal lifestyle, wellness routines, or holistic self-development. This includes but is not limited to conversations around health, relationships, spirituality, or everyday habits.
- **Narrative** - Structured storytelling podcasts led by creators using fiction or nonfiction formats. This includes but is not limited to serialized stories, personal narratives, or thematic explorations.
- **Talk / Interview** - Podcasts built around recurring conversations, themes, or guest interviews. This includes but is not limited to personal reflections, expert interviews, or panel-style discussions.
- **Video-First Storytelling** - Video-first podcast strategies, resulting in exceptional viewer retention rates, higher engagement metrics, and successful growth on video-native platforms compared to their audio-only distribution, proving the visual investment was worthwhile. Note: Required Media: 1 Video.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of podcasting to be judged.

Podcasting Cont.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Public Relations

Entries in this medium include marketing efforts and communications that impact the awareness or public’s perception of a creator, and/or garners them media coverage.

- **Cause Related** - Organic content where a creator advocates for a cause they personally support.
- **Event/Activation/Stunt** - Self-initiated or community-based events or activations by a creator.
- **Real-Time Response** - Rapid, reactive content by a creator tapping into cultural moments or viral trends.
- **Viral Breakthrough** - Creator content that sparked trends or widespread cultural engagement.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of public-relations driven work to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Video

Entries in this medium are for long or short-form video content created for digital platforms and judged as individual pieces or non-episodic groupings. Entries

may include a single video or multiple videos connected by a creator, brand, or theme, as long as the content does not follow a recurring episode structure or ongoing narrative. Note: Videos that are intentionally designed as episodes, installments, or part of a defined series must be submitted under the Video Series medium.

- **ASMR / Sound Play** – Standalone video content designed to create immersive, sensory experiences through sound, rhythm, or audio-visual techniques that evoke relaxation, focus, or emotional connection.
- **Behind the Scenes** – One-off or non-episodic videos offering authentic, behind-the-curtain glimpses into a creator’s life, creative process, or content production moments.
- **Challenges / Pranks** – Single-concept or trend-driven videos built around playful challenges, stunts, or pranks designed for immediate engagement.
- **Comedy/Skits** - Self-contained scripted or improvised comedic videos intended to entertain through humor, satire, or exaggerated scenarios.
- **Cultural Commentary** - Standalone creator videos that offer a creator’s perspective or analysis on current social, cultural, or lifestyle topics, without a recurring episodic format.
- **DIY/How To** - Individual instructional creator videos that teach or demonstrate a specific concept, technique, product use, or skill in a clear, accessible way.
- **Game Play / Let’s Play** – Self-contained creator gaming videos featuring commentary, challenges, or playthrough moments designed to entertain without requiring episodic viewing.
- **Green Screen / Filters** – Standalone creator videos that creatively use platform-native tools such as green screens, filters, AR effects, or visual overlays to enhance storytelling or presentation..
- **Day in the Life** – Single-moment or snapshot-style creator-led videos that capture a creator’s routines, lifestyle, or personal moments, presented as a standalone viewing experience.
- **Interview** - A self-contained creator-led video featuring a one-time conversation with a guest, expert, or personality. This category is intended for

Video Cont.

individual interviews that are not part of a recurring or hosted series.

- **Listicles** - Creator-led videos structured around a list format, presenting multiple tips, ideas, recommendations, or insights in a concise, easily digestible standalone format.
- **Music** - Creator-led standalone video content in which music is the primary focus, including original songs, performances, covers, remixes, mashups, or music-driven visual moments.
- **Reactions / Responses** - Creators’ authentic or stylized real-time takes on pop culture, trending news, and viral content.
- **Tutorials / How-Tos** - Creators’ skill-sharing videos that break down techniques, processes, or ideas into a single, complete instructional experience.
- **Unboxing** - Standalone creator-led videos focused on the unpacking, exploration, and first impressions of products.
- **With Me** - Creator-led companion-style videos that invite viewers to take part in an activity or experience alongside the creator, designed as a shared, moment-based viewing experience.
- **Other** - Work that is not defined by any of the available categories. Entrants must briefly describe the type of video content to be judged. Note: Videos that are intentionally designed as episodes, installments, or part of a defined series must be submitted under the Video Series medium.

Required Media: Cover Image (1), Execution Video (1 - Up to 10)

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Video Series

Entries in this medium are for a set of related videos released as part of a cohesive, ongoing narrative or theme that sustains engagement. This includes

episodic content where each installment connects to the others, creating a continuous story, concept, or format over time. Note: Related videos that are not within a specific series should be entered into the Video medium.

- **Cultural Commentary** - A series of video content where creators engage with current social, cultural, or lifestyle topics, sparking conversations and connecting with audiences through creative and often funny storytelling.
- **Docuseries** - Multi-part nonfiction storytelling exploring real lives, cultures, or creator journeys. Often episodic, these works may explore personal journeys, cultural topics, or documentary-style storytelling without a scripted narrative.
- **Educational** - A recurring series of creator-led content focused on teaching or explaining concepts across a specific subject or skill area. Includes but is not limited to tutorials, how-to series, deep dives, study tips, or lessons that demonstrate narrative consistency, learning progression, and audience value.
- **Gameshow** - A recurring video series styled after game shows or competitive formats, where creators host, participate in, or produce challenge-based content. Includes but is not limited to trivia, audience participation, physical or mental challenges, or comedic competitions designed to entertain and engage.
- **Humor / Personality** - Episodic creator content driven by comedic tone, character-based storytelling, or strong personality presence. Includes but is not limited to sketch series, comedic commentary, and recurring formats centered around the creator’s unique humor or voice.
- **Interactive** - A creator-led episodic format that actively involves the audience through choices, polls, challenges, or real-time engagement, fostering deeper connection and participation throughout the series.
- **On the Street Interviews** - A series of creator-led, on-the-ground interviews with members of the public, often spontaneous, informal, and conducted in real-world settings.
- **Scripted Fiction Series** - Original fictional series

Video Series Cont.

featuring developed characters, compelling story arcs, and immersive world-building that showcase the creator’s storytelling craft and creative vision.

- **Themed** – Ongoing content collections focused on a specific creator passion or niche, such as, but not limited to sustainable living, fitness journeys, style evolution, or mental health awareness, delivering consistent and engaging storytelling around a unifying topic.
- **Other** – Work that is not defined by any of the available categories. Entrants must briefly describe the type of original video series to be judged.

Required Media: Cover Image (1), Execution Video (2 - Up to 10)

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Visual Content

Entries in this medium focus on non-video formats, still or hybrid visual content created by the creator to express identity, commentary, or storytelling through design. Note: Visual craftsmanship (e.g., cinematography, VFX) should be entered under the Craft medium.

- **Commerce-Enabled / Product Focused** – Visual content promoting personal style, products, or creator-led business ventures. This includes but is not limited to shoppable posts, product tags, drop announcements, unboxings, stylized product shots, or branded flatlays.
- **Cultural Commentary / Humor** – Memes, mashups, or visuals reflecting pop culture, trends, or personal takes with humor or critique. This includes but is not limited to reactive content, meme formats, or stylized cultural references.
- **Data / Informational** – Visual content that communicates knowledge, ideas, or explanations through visuals.

- **Narrative / Identity-Driven** - Visuals that tell a story or explore personal identity, experiences, or lifestyle. This includes but is not limited to photo essays, conceptual portraits, or aesthetic storytelling.
- **Static Image Design** – Still image-based visuals including photography, illustration, or digital art that convey a message, idea, or aesthetic. This includes but is not limited to standalone visuals shared via social media or creator platforms.
- **Other** – Work that is not defined by any of the available categories. Entrants must briefly describe the type of visual content to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

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Written Content

Entries in this medium are for creator-led storytelling, expression, and editorial voice through the written word.

- **Advocacy / Empowerment** - Written work that inspires action, raises awareness, or supports underrepresented or marginalized groups. This includes but is not limited to essays, campaigns, and socially conscious content rooted in personal or cultural perspective.
- **Brand / Promotional Writing** - Copywriting designed to promote, persuade, or position a product, service, or personal brand. This includes but is not limited to product descriptions, sponsored captions, email campaigns, or landing page copy.
- **Educational / Instructional** – Informative writing that teaches, explains, or provides practical guidance. This includes but is not limited to how-tos, tutorials, explainer articles, or step-by-step guides.
- **Humor / Stylized** – Writing driven by wit, satire,

Written Content Cont.

or strong personal voice. This includes but is not limited to comedic essays, stylized commentary, or playful takes on everyday topics.

- **Memoir / Personal Essays** - Reflective or story-based writing drawn from personal experiences or observations. This includes but is not limited to memoirs, creative nonfiction, or thematic storytelling.
- **Scriptwriting** - Original scripts created for video, audio, or multimedia content produced by the creator. This includes but is not limited to podcasts, web series, short films, or digital shows.
- **Serial Zines / Blogs / Newsletters** - Self-published, serialized, or long-form content that builds community through consistent creator voice. This includes but is not limited to personal blogs, email newsletters, or creative zines.
- **Thought Leadership / Commentary** - Opinion-driven content that offers insight into culture, identity, industry, or community. This includes but is not limited to essays, op-eds, or trend analysis with a creator point of view.
- **Other** - Work that is not defined by any of the available categories. Entrants must provide a brief description of the type of written content to be judged.

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

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

Note: For any social media URLs that link to content, please also include an MP4 version of the video for upload in the media section of your entry.

CLIO CREATOR AWARDS – STUDENT TRACK

A student is defined as someone who is enrolled (full or part-time) in a recognized school program, accredited college or university, or an educational support program during production of the piece entered. The work submitted by a student must have been produced during their enrollment, and within the period of **June 1, 2025 - September 1, 2026**.

STUDENT BRAND

Entries in this medium are for branded content ideas created by students on behalf of a brand, product, or service. This track celebrates emerging talent and conceptual thinking, spotlighting how students might leverage creator-driven content to connect established brands with audiences in fresh, culturally relevant ways. Note: There is no brief for this medium; campaign spec ideas are welcome.

There are no categories within this medium.

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

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

STUDENT CREATOR

Entries in this medium are for original content ideas for existing content creators. This track celebrates student thinking around how creators can grow their personal brands, connect with audiences, and stand out on platforms. Entries should demonstrate a deep understanding of a creator's voice, audience, and platform, with fresh content ideas designed to help them expand their reach and impact.

There are no categories within this medium.

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

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

“Of the Year” Awards

Annually, The Clios present “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 company credits of winning entries submitted by other entrants.

BRAND OF THE YEAR

Presented to the Brand that receives the most overall Clio statue points for entries submitted across all mediums.

CREATOR OF THE YEAR

Presented to the Creator that receives the most overall Clio statue points for entries submitted across all mediums.

AGENCY OF THE YEAR

Presented to the creative Agency that receives the most overall Clio statue points for entries submitted across all mediums.

PLATFORM OF THE YEAR

Presented to the social media Platform that receives the most overall Clio statue points for entries submitted across all mediums.

Payment Details

The following are accepted payment methods:

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. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

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 and the approximate date of your transfer 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.

Please note: Order total must exceed \$3,500 (USD) to select Bank Transfer as your payment method.

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

Please note: Order total must exceed \$3,500 (USD) to select Check as your payment method.

Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an 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.

CLIO
AWARDS

The Clio Awards is the premier international awards competition for the creative business. Founded in 1959 to celebrate creative excellence in advertising, the Clio Awards today honors the work and talent that pushes boundaries, permeates pop culture and establishes a new precedent around the globe.

CLIO
ENTERTAINMENT

Clio Entertainment, formerly The Clio Key Art Awards, is the original and definitive awards program celebrating creativity in the entertainment business. It honors an evolving industry that regularly pushes boundaries, permeates pop culture and establishes a new precedent for entertainment marketing around the globe. Established in 1971 by The Hollywood Reporter, the awards program became a Clio property in 2015 and continually evolves alongside the industry to recognize excellence in marketing, communications and emerging media across film, TV, live entertainment and gaming.

CLIO
SPORTS

In 2014, Clio Sports was launched to honor the best in sports advertising and marketing around the world. Annually, the foremost sports business influencers— marketing executives, commissioners, broadcasters and athletes alike— convene to select and celebrate the breakthrough communications that push boundaries, permeate pop culture and establish a new precedent to elevate sports culture in the collective consciousness.

CLIO
HEALTH

Built on The Clios' enduring reputation for recognizing the most creative and culturally relevant marketing and communications, Clio Health was founded in 2009 to celebrate the work behind wellness. The program is a barometer for excellence in a highly specialized field, recognizing creativity that not only meets the advanced needs of consumers, but addresses the sophisticated challenges, demands and opportunities of a fast-evolving, rapidly expanding global marketplace and industry.

CLIO
MUSIC

Built on The Clios' enduring reputation for recognizing the most creative and culturally relevant marketing and communications, Clio Music celebrates the visceral power of music to connect consumers and brands around the world. The program was introduced in 2014 to award the creatives contributions of the marketers and communicators that propel the industry forward, inspire a competitive marketplace of ideas and foster meaningful connections within the creative community.