CLIO
AWARDS

Entry Packet 2019

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Judging Process

Each year, Clio appoints top creatives and marketers from around the world to serve on our distinct juries. Clio selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry's evolving marketplace.

The Clio judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across all programs is creativity and originality.

Some of the questions jurors are asked to think about include:

- Is this work creative? Original? Inspiring?
- Is this work brave? Bold? Innovative?

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.

Key Dates

ELIGIBILITY PERIOD

Entries first appearing in public between **January 1, 2018 – July 19, 2019** are eligible for entry into this year's Clio Awards.

STUDENT ELIGIBILITY PERIOD

A student is defined as someone who is enrolled (full or part-time) in a recognized film school program or an accredited college or university. The work submitted by a student must have been produced during their enrollment, and within the period of **January 1, 2018 – July 19, 2019**.

- Call for Entries: **January 28, 2019**
- Deadline 1: **April 19, 2019**
- Deadline 2: **May 17, 2019***
- Final Deadline**: June 28, 2019***

*Prices increase. See Entry Fees for details.
All deadlines are 11:59pm EST

Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Entry Fees (Single Entry)	Jan 28th to Apr 19th	Apr 20th to May 17th	May 18th to June 28th
	Deadline 1	Deadline 2	Deadline 3
Audio**	$525	$600	$650
Audio Technique**	$525	$600	$650
Branded Content	$1,025	$1,100	$1,150
Branded Entertainment	$1,025	$1,100	$1,150
Design	$525	$600	$650
Digital/Mobile**	$525	$600	$650
Digital/Mobile & Social Media Technique**	$525	$600	$650
Direct**	$525	$600	$650
Experiential/Events	$525	$600	$650
Fashion & Beauty	$525	$625	$725
Film**	$675	$750	$800
Film Technique**	$675	$750	$800
Innovation	$1,025	$1,100	$1,150
Integrated Campaign	$1,025	$1,100	$1,150
Out of Home**	$525	$600	$650
Partnerships & Collaboration	$1,025	$1,100	$1,150
Print**	$525	$600	$650
Print & Out of Home Technique**	$525	$600	$650
Public Relations	$525	$600	$650
Social Media	$525	$600	$650
Student (All Mediums)	$150	$150	$150
Media Handling Fee*	$35		

* All entries with video uploads are subject to an additional $35 media handling charge.

** Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e.: Print Campaign – 2 ads, $1,050; Film Campaign – 3 ads plus media handling charge, $2,060)

Please Note: Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by Clio for entrants failure to comply with the entry rules) will NOT be refunded.

All deadlines are 11:59pm EST

Entry and Medium Types

ENTRY TYPES

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

MEDIUM TYPES

- Audio
- Audio Technique
- Branded Content
- Branded Entertainment
- Design
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Direct
- Experiential/Events
- Fashion & Beauty
- Film
- Film Technique
- Innovation
- Integrated Campaign
- Out of Home
- Partnerships & Collaborations
- Print
- Print & Out of Home Technique
- Public Relations
- Social Media

STUDENT MEDIUM TYPES

Students may enter the Clio Awards in the following mediums:

- Burger King x Integrated Campaign*
- Design
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Direct
- Experiential/Events
- Fashion & Beauty
- Film
- Film Technique
- Innovation
- Out of Home
- Print
- Print & Out of Home Technique
- Public Relations
- Social Media

**Please refer to website for pricing*

Media and Entry Requirements

Below is an overview of the media requirements. Please remove the following before uploading any media:

- Agency Credits
- Individual Credits
- Agency Logos
- Slates

ENTRY TRANSLATIONS

For entries not in English please provide an English-Language Translation. For video uploads please provide a subtitled version of the video.

IMAGE UPLOAD

NOTE: All medium types require an image to be uploaded to the entry in order to submit payment. The image will be used during judging as your entry thumbnail. Also, in the case that your entry is awarded, the image will be used as a thumbnail on the Winner's Gallery on the Clio website.

Required Spec for Image Uploads:

Resolution*:

- 2400 x 3000 pixels (portrait minimum)
- 3000 x 2400 pixels (landscape minimum)

**Please note the exceptions:*

- Digital/Mobile, Social Media, and Digital/ Mobile & Social Media Technique mediums
  - 800 x 600 pixels (portrait minimum)
  - 600 x 800 pixels (landscape minimum)
- Film and Film Technique mediums:
  - 480 x 640 pixels (portrait minimum)
  - 640 x 480 pixels (landscape minimum)

- File Type: .jpg
- Color Mode: RGB
- File Size: up to 50 MB

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

VIDEO UPLOAD

Required Spec for Video Uploads:

- Resolution: 640 x 480 (minimum)
- File Type: mp4
- Compression: h264
- Sound: AAC 44khz
- File Size: Up to 500 MB

All bars, slates and black must be removed from videos. All entries must be submitted as a video upload. Clio will not accept CD's/DVD's.

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.

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Media and Entry Requirements (Cont.)

AUDIO UPLOAD

Required Spec for Audio uploads:

- File type: .mp3
- Sampling rate: 44 KHz (44,100 Hz)
- Bit rate: 196 KB/s (maximum)
- Sound: Stereo
- File size: up to 50 MB

URL UPLOAD

- Entrants must keep the URL accessible online for judging through **October 1st, 2019**.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL.
- URL entered may not contain agency names within the URL.

NOTE: Entrants are able to upload video footage within our media upload portion.

Physical Entries

All physical entries submitted are optional. Physical entries are accepted for Design and Direct medium types only.

Physical entry submission instructions:

- Please provide the appropriate Judging Label and Entry Details forms in the package with the physical sample.
- Please DO NOT glue, tape, or otherwise permanently attach the forms to the entry.
- Please provide an actual sample of the work as the target audience would have received it.
- All physical components must arrive at the Clio office no later than **July 5, 2019**.
- Please mail all physical entries to:

  Clio Awards
  104 W 27th St
  Suite 10
  New York, NY 10001
  Phone: 1-212-683-4300

Campaign Entries

Campaign entries consist of 2 or more pieces. Each piece within a campaign requires an individual entry form to be completed (including individual uploaded media and payment).

How to Enter a Campaign

1. Create or edit an entry which you intend to make into one of the elements of the campaign.
2. In the Campaign tab select YES when asked if the entry is part of a campaign.
3. The next question will ask you if it's a new campaign or an existing one. Select NEW.
4. Provide a Campaign Name.
5. Proceed completing the entry all the way to the Review step.
6. In the Review step click the 'Add Next Entry' entry button.
7. The first campaign element is now saved and copied to create the next element easily.
8. Change the title and upload media asset(s). Change any other information if needed. Proceed to the Review step.
9. Repeat steps 6 through 8 until all campaign elements have been added.
10. When complete click "Add to Cart" and proceed to check out.

Mixed Campaign

Mixed Campaigns are a specific type of campaign allowed in the Audio, Digital/Mobile, Direct, Film and Out of Home Mediums. Mixed campaigns are campaign entries that include a combination of different categories within a medium as part of a single campaign.

Entry Type Definitions

PRODUCT/SERVICE

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

PUBLIC SERVICE

Entries in this entry type include work pertaining to a non-profit organization.
Note: for-profit brands cannot be included in this entry type

BUSINESS TO BUSINESS

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

Medium and Category Definitions

AUDIO

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

- **Streaming/Downloadable Content** – Entries in this category are for creative content downloaded or streamed online or from a mobile device and directly related to the promotion of a product or service. This includes podcasts.
- **Radio –** Entries in this category are for broadcast or internet radio advertising.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

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

Optional Media: Video (1), PDF (1), URL (up to 4)

AUDIO TECHNIQUE

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

- **Copywriting** – Entries in this category are for the writing of promotional text included in an audio recording.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/altered version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements. It may include music as part of the sound design.

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Medium and Category Definitions (Cont.)

- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible

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

Optional Media: Video (1), PDF (1), URL (up to 4)

BRANDED CONTENT

Entries in this medium are a fusion of advertising and editorial content as a way to communicate a brand's message or values to its target audience.

- **Audio** – Entries in this category include all types of creative audio content.
- **Digital/Mobile** – Entries in this category are for digital media that includes, but is not limited to: websites, social media, applications, user-generated content, and native advertising.
- **Experiential/Events** – Entries in this category include a themed activity, event, display, or exhibit. (such as a sporting event, music festival, fair, or concert).
- **Film** – Entries in this category are for videos and films. This includes, but is not limited to: documentaries, short form, series, television, and streaming content.
- **Print** – Entries in this category are for published print media that includes, but is not limited to: newspapers, magazines, and books.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (10), Audio (1), PDF (1), URL (up to 4)

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

BRANDED ENTERTAINMENT

Entries in this medium use forms of entertainment as a way to communicate a brand's message or values to its target audience.

- **Audio** – Entries in this category include all types of creative audio content.
- **Digital/Mobile** – Entries in this category are for digital media that includes, but is not limited to: websites, social media, applications, and user-generated content.
- **Experiential/Events** – Entries in this category include a themed activity, event, display, or exhibit. (such as a sporting event, music festival, fair, or concert).
- **Film – Scripted** – Entries in this category are for scripted videos and films. This includes, but is not limited to: feature films, documentaries, short form, series, television, and streaming content.

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Medium and Category Definitions (Cont.)

- **Film – Unscripted** – Entries in this category are for unscripted videos and films. This includes, but is not limited to: feature films, documentaries, short form, series, television, and streaming content.
- **Games** – Entries in this category are for interactive games. This includes, but is not limited to: console, mobile, and web-based games.
- **Music** – Entries in this category are for music and songs.
- **Print** – Entries in this category are for published print media that includes, but is not limited to: newspapers, magazines, and books.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (10), Audio (1), PDF (1), URL (up to 4)

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

DESIGN

Entries in this medium are for the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand recognition.

- **Brand & Corporate Identity** – Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a company's identity.
- **Digital/Mobile** – Entries in this category are for the graphical design of apps, e-commerce, landing pages, microsites, newsletters, online platforms, and websites.
- **Direct Marketing** – Entries in this category are specific to the one-to-one communication between a brand and its target audience.
- **Editorial** – Entries in this category include the acquiring or preparing of material for publication.
- **Logo** – Entries in this category are for the graphical design of a product, brand or company logo.
- **Packaging** – Entries in this category are for the graphical and/or physical design of product packaging.
- **Posters** – Entries in this category are for the graphical and/or physical design of posters.
- **Product Design** – Entries in this medium focus on the craft and creation of new products.
- **Publishing & Printed Materials** – Entries in this category are for the graphical and/or physical design of annual reports, brochures, calendars, catalogues, cover art, daily press, journals, magazines, self-promotion, and special publications.

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Medium and Category Definitions (Cont.)

- **Retail Design** – Entries in this category are for the physical design of displays & shop fittings, financial institutions, flagship stores, hotels, pop-up stores, restaurants & cafés, showrooms, supermarkets & market stalls, visual merchandising and warehousing.
- **Spatial Design** – Entries in this category are for the physical design of interior and exterior spaces.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4), Physical Entry

DIGITAL/MOBILE

Entries in this medium include any digital media that is connected to a user or gives the user the ability to interact through technology.

- **Apps** – Entries in this category are for apps whose primary purpose is to promote a particular product or service.
- **Banners & Rich Media Advertising** – Entries in this category include various over-the-page units such as floating ads, page take-overs, and tear-backs as well as more traditional static and flash banner ads.
- **Games** – Entries in this category include interactive games that are developed to promote a particular product or service and typically are not for sale.
- **Microsite** – Entries in this category are for additional links or webpages provided through its parent site that adds value to a specific product or service.
- **Virtual/Augmented Reality** – Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds.
- **Website** – Entries in this category are for the collection of related web pages with the purpose of advertising of a specific product or service.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

DIGITAL/MOBILE & SOCIAL MEDIA TECHNIQUE

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

- **Copywriting** – Entries in this category are for the writing of promotional text included in a digital, mobile, or social media execution.
- **Graphic Design** – Entries in this category are for the art or skill of combining text and pictures in advertisements or marketing.

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Medium and Category Definitions (Cont.)

- **Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **User Experience** – Entries in this category are for the experiential, effective, utility, ease of use, and efficiency of the system.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

DIRECT

Entries in this medium are specific to the one-to-one communication between a brand and its target audience. The goal of direct is to generate a specific action or "response" from the target audience.

- **Audio** – Entries in this category include all types of creative audio content.
- **Digital/Mobile** – Entries in this category include any direct digital/mobile media that is connected to a user or gives the user the ability to interact through technology and includes, but is not limited to: apps, in-app advertising, banners & rich media, e-mail, in-stream advertising, games, and microsites/websites.
- **Film** – Entries in this category include all video used for purpose of direct and includes, but is not limited to: television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- **Out of Home** – Entries in this category are for the execution of direct out of home advertising and includes, but is not limited to: ambient, billboard, poster, transit and mixed campaigns.
- **Print/Mail** – Entries in this category are for the direct printed materials and includes, but is not limited to: calendars, catalogs, brochures, dimensional mail, flat mail and magazine & newspaper print advertising.
- **Social Media** – Entries in this category utilize social platforms to deliver content and/or messaging to consumers that generate a direct social response.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), Audio (1) URL (up to 4), Physical Entry

Tip: Content videos are required for the film category.

(Continued...)

Medium and Category Definitions (Cont.)

EXPERIENTIAL/EVENTS

Entries in this medium connect a brand and its target audience through an experience.

- **Events** – Entries in this category include a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or brand.
- **Guerrilla** – Entries in this category are for unique, engaging and thought- provoking concepts/stunts that promote buzz and typically include unconventional means of advertising such as graffiti, sticker bombing and flash mobs.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

FASHION & BEAUTY

Entries in this medium are for creative advertising or marketing campaign of a fashion, beauty or retail industry brand, product, or service.

There are no categories in this medium.

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

FILM

Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.

- **30 seconds and under** – Entries in this category are for commercials thirty [30] seconds and under.
- **31 seconds to 60 seconds** – Entries in this category are for commercials between thirty-one [31] seconds to sixty [60] seconds.
- **61 seconds to Five minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.
- **Five minutes and over** – Entries in this category are five [5] minutes and over.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

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

Optional Media: PDF (1)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium.

(Continued...)

Medium and Category Definitions (Cont.)

FILM TECHNIQUE

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

- **Animation** – Entries in this category include the technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when shown as a sequence.
- **Cinematography** – Entries in this category are for the art, process, or job of filming motion-picture photography.
- **Copywriting** – Entries in this category are for the writing of copy.
- **Direction** – Entries in this category are for the completed vision of the director and the work's ability to exhibit creativity and innovation.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Music – Adapted** – Entries in this category should include a commissioned re-working of an existing piece of material, be it public domain or licensed.
- **Music – Licensed** – Entries in this category include music that has been used straight from the master recording. This can be edited but should not have been re-arranged.
- **Music – Original** – Entries in this category are for music tracks, which have been commissioned and composed specially for the entry. This does not include arrangements of any sort as that is covered by Music Adaptation. This also does not include any material that is in the public domain.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **Visual Effects** – Entries in this category are for the processes by which imagery is created and/or manipulated outside the context of a live action shot.

Campaign Eligible

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

Optional Media: PDF (1)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium.

(Continued...)

Medium and Category Definitions (Cont.)

INNOVATION

Entries in this medium include work that utilizes advertising and marketing in a new, unique, or especially creative manner.

- **Medium Innovation** – Entries in this category utilize a medium* in a new, unique, or especially creative manner.

  **This includes, but not limited to: Audio, Branded Content, Branded Entertainment, Design, Digital/Mobile, Direct, Experiential/Events, Film, Out of Home, Partnerships & Collaborations, Print, Public Relations and Social Media.*

- **Product Innovation** – Entries in this category are for innovative new products to market or advertise a brand, organization or service.

Required Media: Image (up to 10)

Optional Media: Video (1), Audio (1), PDF (1), URL (up to 4)

INTEGRATED CAMPAIGN

Entries in this medium consist of a minimum of three advertisements utilizing three of the following media types: Audio, Branded Entertainment, Branded Content, Design, Digital/Mobile, Direct, Experiential/Events, Film, Innovation, Out of Home, Partnerships & Collaborations, Print, Public Relations, and Social Media.

There are no categories in this medium.

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Tip: A case study video highlighting the different mediums utilized in the campaign is recommended for this medium.

OUT OF HOME

Entries in this medium consist of any large-format advertising that reaches the consumer while they are outside of the home. This includes, but is not limited to, billboards, posters, transit and ambient advertising.

- **Billboard** – Entries in this category are large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, digital billboards and 3D or mechanical billboards.
- **Poster** – Entries in this category are outdoor or indoor executions typically designed to be attached to a wall or other vertical surface.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece.
- **Transit** – Transit advertising is typically advertising placed on anything which moves, such as buses, subways, trains, trucks and taxis.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

Tip: Please submit a .jpeg of the advertisement as the image upload. Additionally, it is recommended that you provide an "in-environment" photo as a PDF.

(Continued...)

Medium and Category Definitions (Cont.)

PARTNERSHIPS & COLLABORATIONS

Entries in this medium include creative executions resulting from the joint efforts of two or more brands, individuals and/or organizations.

There are no categories in this medium.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

PRINT

Entries in this medium include work appearing in newspapers, magazines and similar press.

There are no categories in this medium.

Campaign Eligible

Required Media: Image (1)

Tip: Poster work can be entered into the Design and Out of Home medium types.

PRINT & OUT OF HOME TECHNIQUE

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

- **Art Direction** – Entries in this category are for the management of the artistic and design elements of a project.
- **Copywriting** – Entries in this category are for the writing of promotional text included in a one-sheet or print advertisement.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in a one-sheet or print advertisement.
- **Photography** – Entries in this category are for the lighting, color, camera choices and editing of photographs included in a one-sheet or print advertisement.
- **Typography** – Entries in this category are for arrangement of type in order to make language visible by utilizing a selection of typefaces, point size, line length, leading, tracking, and kerning included in a one-sheet or print advertisement.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible

Required Media: Image (1)

(Continued...)

Medium and Category Definitions (Cont.)

PUBLIC RELATIONS

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

- **Brand Development** – Entries in this category focus on the creation of a specific identity for a product, it's positioning in the marketplace and what it means to its target audience.
- **Cause Related** – Entries in this category focus on creating awareness for a cause.
- **Corporate Image** – Entries in this category deal with the generally accepted image of what a company stands for and how it is perceived by the public.
- **Creative Effectiveness** – Entries in this category focus on work that produced measurable results and used a creative tactic to achieve a brands purpose.
- **Employee Engagement** – Entries in this category relate to maintaining and/or restoring employer-employee relationships that contribute to productivity, motivation, and morale.
- **Environmental** – Entries in this category communicate an organization's corporate social responsibility or environmentally friendly practices to the public with the goal of improving the organization's brand awareness and reputation.
- **Multicultural** – Entries in this category focus on communication to diverse audiences about an organization's products and services that meet their language and cultural needs.
- **Product Launch** – Entries in this category introduce a new product or service to its target audience.
- **Public Affairs -** Entries in this category are for communications on matters of politics and public policy.
- **Real Time Response** – Entries in this category are about the process by which an organization deals with a major event or current public issue that threatens to harm the well-being of the organization within a timely matter.
- **Special Event/Stunt** – Entries in this category promote a face-to-face event or stunt specifically designed to deliver a message, introduce a new product or create interest in a topic, product or service.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

(Continued...)

Medium and Category Definitions (Cont.)

SOCIAL MEDIA

Entries in this medium utilize social platforms to deliver content and/or messaging to consumers that can be shared with their social network.

- **Multi-Platform** – Entries in this category are for social executions that utilize multiple social media platforms including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn and Pinterest.
- **Single Platform** – Entries in this category are for social executions that utilize a single social media platform including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn and Pinterest.
- **Social Post** – Entries in this category are for a single post created for a social media platform. Note: This does not include Social Videos.
- **Social Video** – Entries in this category are for a single video created for gaining or engaging an audience through social sharing.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Tip: For the Social Video category, a content video upload is required.

"Of the Year" Awards

Annually, Clio presents "Of the Year" Awards to those scoring the most statue points. To receive points, contenders must have entered the work themselves or be listed within the credits of winning entries submitted by other entrants.

NETWORK OF THE YEAR:

Presented to the Agency Network that receives the most overall Clio statue points for entries submitted across all medium types.

AGENCY OF THE YEAR:

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

ADVERTISER OF THE YEAR:

Presented to the Advertiser that receives the most overall Clio statue points for entries submitted across all medium types.

Payment Details

The following are accepted payment methods:

- Credit Card
- Bank Transfer*
  ($25 Bank Transfer fee)
- Check*

  ***Order total must exceed $3,500 (USD), excluding media handling fees, to select Check or Bank Transfer as your payment method.**

Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment at the checkout. 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), excluding media handling fees, 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 W 27th St
Suite 10
New York, NY 10001
U.S.A.
Phone: 212-683-4300

Please note: Order total must exceed $3,500 (USD), excluding media handling fees, 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.

2019 Clio Program Dates

	Entries Open	Final Deadline	Event Date
Clio Sports	December 3rd	March 15th	June 13th
Clio Awards	January 28th	June 28th	September 25th
Clio Music	January 28th	June 28th	September 25th
Clio Entertainment	April 29th	July 12th	TBA
Clio Health	May 28th	September 20th	TBA

CLIO AWARDS

The Clio Awards is the esteemed international awards competition for the creative business. Founded in 1959 to celebrate high achievement in advertising, the Clios annually and throughout the year recognize the work, the agencies and the talent that push boundaries and establish new precedent.

CLIO MUSIC

Born of the original Clios and created in partnership with Billboard, Clio Music underscores the visceral power of music to connect consumers and brands. It lives as a section within the Clio Awards dedicated to honoring work that spans artist self-promotion, music marketing, brand collaborations and the use of music in advertising.

CLIO ENTERTAINMENT

Clio Entertainment, formerly The Clio Key Art Awards, is the original and definitive distinction in creative communications for the entertainment business. Born in 1971 to celebrate the best in film marketing, the awards program became a Clios property in 2015, and with partner The Hollywood Reporter continues expanding its reach -- across movies, TV and gaming. It reflects a field that through advances in technology and integration of new specialties, routinely recasts the notion of excellence in entertainment marketing.

CLIO SPORTS

In 2014, Clio Sports was launched to honor the best in sports advertising and marketing. Annually, a veritable Who's Who of the sports business — marketing executives, commissioners, broadcasters and athletes alike — convenes to select from an international pool of submissions the breakthrough communications that elevated sports culture in the collective consciousness.

CLIO HEALTH

Clio Health has been the touchstone of excellence in this 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 marketplace and industry.