CLIO
MUSIC

—

Entry Packet 2019

Table of Contents

CLIO
MUSIC

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 Music 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***
- Shortlist Announced: **September 4, 2019**
- Clio Award Show: **September 25, 2019**

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

CLIO
MUSIC

Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Music 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
Branded Entertainment & Content	$620	$670	$695
Design	$420	$470	$495
Digital/Mobile**	$420	$470	$495
Experiential/Events	$420	$470	$495
Film/Video**	$420	$470	$495
Film/Video Technique**	$420	$470	$495
Innovation	$420	$470	$495
Integrated Campaign	$820	$870	$895
Partnerships & Collaborations	$420	$470	$495
Social Good	$420	$470	$495
Social Media	$420	$470	$495
Use of Music**	$420	$470	$495
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.: Digital/Mobile Campaign - 3 ads, $1,260; Film Campaign - 3 ads (plus 3 media handling charges), $1,365)

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

CLIO
MUSIC

Entry and Medium Types

MEDIUM TYPES

- Branded Entertainment & Content
- Design
- Digital/Mobile
- Experiential/Events
- Film/Video*
- Film/Video Technique
- Innovation
- Integrated Campaign
- Partnerships & Collaborations
- Social Good
- Social Media
- Use of Music

STUDENT MEDIUM TYPES

Students may enter the Clio Music Awards in the following Mediums:

- Branded Entertainment & Content
- Design
- Digital/Mobile
- Experiential/Events
- Film/Video*
- Innovation
- Social Media
- Use of Music

Note: Film/Video includes Music Video

CLIO
MUSIC

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 a statue or shortlisted, 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 and Social Media mediums
   - 800 x 600 pixels (portrait minimum)
   - 600 x 800 pixels (landscape minimum)

- Film, and Use of Music 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.

(Continued...)

CLIO
MUSIC

Media and Entry Requirements (Cont.)

PDF UPLOAD

Required Spec for PDF Uploads:

- File Size: Up to 50 MB
- PDFs can be either single page or multiple pages. We suggest that some entries such as Design may submit a whole brochure to show covers and spreads.

PDFs do not need to be 300dpi resolution. We suggest using Adobe's 'Reduced Size PDF' feature when saving your file for upload. This will provide your PDF with greater quality for judging and will increase your upload speed.

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 August 31, 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 name at any point, including but not limited to website, webpage title or within the URL link.

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

CLIO
MUSIC

Physical Entries

Clio Music allows for physical entries in the Design medium only. All physical entries submitted are optional for this medium and categories.

Physical entry submission instructions:

- Please provide the appropriate Judging Label and Entry Detail 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 26, 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 Campaign is a specific type of campaign allowed in the Digital/ Mobile and Film mediums. A mixed campaign is a campaign that includes a combination of different categories within a medium as part of a single campaign.

Music Marketing Mediums and Categories

All entries within Music Marketing must be for the marketing or promotion of an artist, label, music brand, or music product/service.

Medium and Category Definitions

BRANDED ENTERTAINMENT & CONTENT

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

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)

DESIGN

Design is the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand/ artist recognition.

- **Event Design** – Entries in this category are for the graphical and/or physical design including, but not limited to event, stage, and set.
- **Packaging** – Entries in this category are for the graphical and/or physical design of product packaging.
- **Printed Materials** – Entries in this category are for the design of printed materials including, but not limited to posters, postcards, promotional materials, collateral, and other merchandise.
- **Other** – An entry in this category is for work that is not defined by any of the available categories in this medium.

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 and/or gives the user the ability to interact through technology.

- **Apps** – Entries in this category are for applications developed for mobile devices, smart phones and/or tablets.
- **Banners & Rich Media Advertising** – Entries in this category include various over-the-page units such as floating ads, page takeovers, and tear-backs as well as more traditional banner ads.
- **Games/Contests** – Entries in this category include games and contests that are developed to promote a particular product, service and/or artist.

(Continued...)

CLIO
M U S I C

Medium and Category Definitions (Cont.)

- **Virtual/Augmented Reality** – Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds.

- **Websites** – Entries in this category are for related web pages with the purpose of advertising of a specific product, service and/ or artist.

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

Note: For the Virtual/Augmented Reality category, case study videos are preferred.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

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

EXPERIENTIAL/EVENTS

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

There are no categories in this medium.

Required Media: Image (up to 10)

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

FILM/VIDEO

Entries in this medium include all types of video content and advertising that promotes an artist, music/album release and/or music product/ service. This includes, but is not limited to: music videos, commercials, long or short form films, promotional videos. and episodic video content.

- **30 seconds and under** – Entries in this category are for content or commercials thirty [30] seconds and under.

- **31 seconds to 60 seconds** – Entries in this category are between thirty-one [31] seconds to sixty [60] seconds.

- **61 seconds to five minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.

- **Five minutes and over** – Entries in the category are five [5] minutes and over.

- **Music Videos** – Entries in this category are for video renditions of a recorded song, often showing the musicians performing or showing images that illustrate the lyrics or the mood of the song.

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

Medium and Category Definitions (Cont.)

FILM/VIDEO TECHNIQUE

Entries in this medium include technique and craft or skills used in the execution of film and video 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 shows 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 the use of the art, technique, and practice of assembling shots into a coherent sequence.

- **Visual Effects** – Entries in this category are for the processes by which imagery is created and/or manipulated outside of the context of a live action shot.

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

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.

INNOVATION

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

There are no categories in this medium.

Required Media: Image (up to 10)

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

INTEGRATED CAMPAIGN

Entries in this medium display a full 360 degree campaign utilizing at least three medium types. The medium types include: Branded Entertainment & Content, Design, Digital/Mobile, Events/Experiential, Film/Video, Partnerships & Collaborations and Social Media. Entries in this medium may include but are not limited to, album launch/artist promotion campaigns, brand and artist collaboration campaigns, and music product campaigns.

- **Album Launch/Artist Promotion Integrated Campaign** – Entries in this category are for integrated campaigns for an album launch or artist/label promotion.

(Continued...)

CLIO
MUSIC

Medium and Category Definitions (Cont.)

- **Brand and Artist Collaboration Integrated Campaign** – Entries in this category are for co-branded integrated campaigns focused on the collaboration between a brand and artist/label.

- **Music Product/Service Integrated Campaign** – Entries in this category are for integrated campaigns promoting a music product or service.

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

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)

SOCIAL GOOD

Entries in this medium focus on creating awareness for a cause.

There are no categories in this medium.

Required Media: Image (up to 10)

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

Tip: We recommend entrants highlight on the following when submitting into Social Good:

- What is the mission of the organization, foundation, or cause?

- Please elaborate if this piece is a part of a larger campaign or initiative.

- What are the objectives of this piece?

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.

There are no categories in this medium.

Required Media: Image (up to 10)

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

CLIO
MUSIC

Use of Music Medium and Categories

ENTRY TYPES:

Licensed: Music that has been used straight from the master recording. This can be edited but should not have been re-arranged.

Original: This is a music track, which has 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.

Adapted: These entries should include a commissioned re-working of an existing piece of material, be it public domain or licensed.

Entries in this medium are for the use of music within an advertising or marketing piece.

- **30 seconds and under** – Entries in this category are for content or commercials thirty [30] seconds and under.

- **31 seconds to 60 seconds** – Entries in this category are between thirty-one [31] seconds to sixty [60] seconds.

- **61 seconds to five minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.

- **Five minutes and over** – Entries in the category are five [5] minutes and over.

- **Audio** – Entries in this category include use of music in any type of creative audio content including commercial radio advertising.

- **Innovation** – Entries in this category include work that utilizes music in an advertisement

or marketing campaign in a new, unique, or especially creative manner.

- **Theatrical Trailer/Teaser** – Entries in this category are for video advertising of a Film or studio.

- **Television Trailer/Teaser** – Entries in this category are for video advertising of a television show or network.

- **Gaming Trailer/Teaser** – Entries in this category are for video advertising of a game title, game console or game publisher.

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

Campaign Eligible, Mixed Campaign Eligible

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

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

Tip: Please upload the original content video as it ran in public.

CLIO
MUSIC

2019 Student Mediums

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**.

MEDIUMS

- Student Branded Entertainment & Content
- Student Design
- Student Digital/Mobile*
- Student Experiential/Events
- Student Film/Video (including Music Video)*
- Student Innovation
- Student Social Media
- Student Use of Music*

Please view the 2019 Clio Music Awards Medium types for the definitions, categories, and required/optional media of the mediums above.

These mediums are eligible for campaign submissions.

CLIO
MUSIC

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 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), 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.

CLIO
MUSIC

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	November 14th
Clio Health	May 28th	September 20th	TBA

CLIO
MUSIC

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
FASHION
&BEAUTY

Clio Fashion & Beauty is the only awards program that honors the best of creativity behind the business of style. It brings together an all-star jury of executives and personalities, from all walks of the industry, to identify the best work and talent that put the final gloss on the world's most revered fashion and beauty brands.

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.