



CLIO
ENTERTAINMENT

partnered with
THE Hollywood REPORTER

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. This ensures that the work is not judged against each other, but simply by it's own merit.



Key Dates

ELIGIBILITY PERIOD

Theatrical, Television/Streaming, Games, and Home Entertainment Eligibility Period: Entries first appearing in public between **June 1, 2018 – August 31, 2019** are eligible for entry into this year's Clio Entertainment Awards.

Live Entertainment Eligibility Period: Entries first appearing in public between **January 1, 2018 – August 31, 2019** are eligible for entry into this year's Clio Entertainment Awards.

STUDENT ELIGIBILITY PERIOD

A student is defined as someone who is enrolled (full or part-time) in a recognized art 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 **June 1, 2018 – August 31, 2019** for **Theatrical, Television/Streaming, Games, and Home Entertainment** and within the period of **January 1, 2018 – August 31, 2019** for Live Entertainment.

- **Call for Entries:** April 29, 2019
- **1st Deadline:** June 21, 2019
- **2nd Deadline:** July 12, 2019*
- **Final Deadline:** August 9, 2019*

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

GENERAL ELIGIBILITY

Entries cannot be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations. Spec ads and director's cuts are NOT eligible. Clio retains the rights to disqualify entries which offend national, religious, cultural or racial groups.

Media and Entry Requirements

MEDIA 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, Social Media and Digital/Mobile & Social Media Technique mediums

- 600 x 800 pixels (portrait minimum)
- 800 x 600 pixels (landscape minimum)
- Audio/Visual, Video Promo, and Original Content 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 separately.

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.

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.
- PDFs do not need to be 300dpi resolution.
- We suggest using Adobe's 'Reduced Size PDF' feature when saving your file for upload.

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 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 names within the URL.

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

Physical Entries

Physical Samples of your entries are suggested for Display, Packaging and Press/Influencer Kits & Collateral Medium/Category Types if your entry reaches the final stage of judging. All finalists in the Display, Packaging and Press/Influencer Kits & Collateral Medium/Category Types will be notified 10 days prior to onsite judging with details as to where to send their entry.

Entries submitted become the property of Clio and cannot be returned.

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 Digital/Mobile, Display, Key Art, Original Content, and Out of Home medium types. Mixed campaigns are campaign entries that include a combination of different categories within a medium as part of a single campaign.

Please Note: Audio/Visual Mixed Campaign & Video Promo Mixed Campaign entries should be submitted into those mediums.

Entry Type Definitions

THEATRICAL

This refers to new movie titles released in theaters or at a film festival. This includes any film that had an Academy Award qualifying theatrical run. This also refers to any entries promoting a movie studio.

TELEVISION/STREAMING

This refers to any first-run or syndicated series. This also refers to any entries promoting a broadcast or streaming network.

GAMES

This refers to all games for sale, rent or subscription that are produced for consoles, handheld devices, mobile devices or online. This also refers to any entries promoting a publishing company, console company or a collection of games.

HOME ENTERTAINMENT

This refers to titles released for rental or purchase on Blu-ray or DVD or transactional video-on-demand. This also refers to any entries promoting a movie studio, broadcast or streaming network for Home Entertainment purposes.

LIVE ENTERTAINMENT

This refers to a ticketed event for a live audience including, but not limited to theatre, performing arts, concerts, and festivals. This also refers to any entries promoting a live entertainment organization or venue.

What's New for 2019?

NEW ENTRY TYPE:

Live Entertainment will join Theatrical, Television/Streaming, Games, and Home Entertainment as the fifth entry type in the Clio Entertainment program. This entry type will celebrate creativity and originality in marketing and advertising for ticketed events for live audiences including, but not limited to theatre, performing arts, concerts, and festivals. It also refers to any entries promoting a live entertainment organization or venue.

NEW MEDIUMS:

Consumer Products (new in Theatrical, Television/Streaming, Games, and Home Entertainment) – this new medium is for licensed or in-house produced consumer products featuring an entertainment title, franchise, or characters, with an on-sale date during the eligibility period.

Public Relations (new in all entry types) – this new medium is for marketing efforts and brand communications that impact an entertainment title or company's perception, awareness, and/or garner media coverage.

CHANGES ACROSS ALL ENTRY TYPES:

- The Print medium is now named **Key Art** and the Print Technique medium is now named **Key Art Technique**.
- Social Media is now included as part of the Digital/Mobile Technique medium and is now named **Digital/Mobile & Social Media Technique**.
- **Social Good** is now a category in the Public Relations medium. To create a Social Good entry, please select "Public Relations" as the medium, then choose the "Social Good" category.
- **Press/ Influencer Kits & Collateral** is now a category in the Public Relations medium. To create a Press Kits/Influencer Kits entry, please select "Public Relations" as the medium, then choose the "Press Kits/Influencer Kits" category.

What's New for 2019? (Cont.)

ENTRY-TYPE SPECIFIC CHANGES:

Theatrical:

- Added **International** and **Independent (Under \$10 Million)** as new genre-types to the Audio/Visual Mixed Campaign, Trailer, Teaser, and Spot mediums.
- Added **Digital Hero Art** and **Digital Box Art** as new categories in the Key Art medium.

Television/Streaming:

- Added **Digital Hero Art** and **Digital Box Art** as new categories in the Key Art medium.

Home Entertainment:

- Added **Audio/Visual Mixed Campaign**, **Integrated Campaign**, and **Experiential/Events** as new mediums.
- Added **In-store Display Walls** as a new category in the Audio/Visual medium.



Theatrical

Submissions in this entry type are promotions for new theatrical releases or movie studios.

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Theatrical Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Entry Fees (Single Entry)	April 29th to June 21st	June 22nd to July 12th	July 13th to August 9th
	Deadline 1	Deadline 2	Deadline 3
Audio/Visual Mixed Campaign	\$620	\$670	\$695
Audio/Visual Technique**	\$320	\$370	\$395
Consumer Products	\$320	\$370	\$395
Digital/Mobile**	\$320	\$370	\$395
Digital/Mobile & Social Media Technique**	\$320	\$370	\$395
Display**	\$320	\$370	\$395
Experiential/ Events	\$320	\$370	\$395
Innovation	\$320	\$370	\$395
Integrated Campaign	\$620	\$670	\$695
Key Art**	\$320	\$370	\$395
Key Art Technique**	\$320	\$370	\$395
Original Content**	\$320	\$370	\$395
Out of Home**	\$320	\$370	\$395
Partnerships & Collaborations	\$320	\$370	\$395
Public Relations	\$320	\$370	\$395
Social Media	\$320	\$370	\$395
Spot**	\$320	\$370	\$395
Teaser	\$320	\$370	\$395
Trailer	\$320	\$370	\$395
Student	\$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

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.

Theatrical

This refers to new movie titles released in theaters or at a film festival. This includes any film that had an Academy Award qualifying theatrical run. This also refers to any entries promoting a movie studio.

MEDIUM TYPES

- Audio/Visual Mixed Campaign
- Audio/Visual Technique
- Consumer Products
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Display
- Experiential/ Events
- Innovation
- Integrated Campaign
- Key Art
- Key Art Technique
- Original Content
- Out of Home
- Partnerships & Collaborations
- Public Relations
- Social Media
- Spot
- Teaser
- Trailer
- Theatrical: Student

Mediums & Categories

AUDIO/VISUAL MIXED CAMPAIGN

Entries in this medium are for Audio/Visual campaigns that include multiple Audio/Visual executions such as Spot, Teaser, and Trailers. Mixed Campaigns must include at least two medium types to be eligible.

***Note: Please submit into only one genre type.**

Genre Types:

- Action/Adventure
- Comedy
- Drama
- Documentary
- Family/Animation
- Independent (Under \$10 Million)
- International
- Mixed Genre
- Thriller/Horror
- Other

Required Media: Image (1), Video (up to 10)

Optional Media: PDF (1)

AUDIO/VISUAL TECHNIQUE

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

- **Copywriting** – Entries in this category are for the writing of copy.
- **Editing** – Entries in this category are for

use of the art, technique, and practice of assembling shots into a coherent sequence.

- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **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), Video (1)

Optional Media: PDF (1)

CONSUMER PRODUCTS

Entries in this medium are for licensed or in-house produced consumer products featuring a film title or franchise, film characters, or a studio brand with an on-sale date during the eligibility period.

- **Apparel/Footwear/Household Goods**
- **Food/Beverage**

Mediums & Categories (Cont.)

- **Games/Electronics**
- **Health/Beauty**
- **Publishing**
- **Toys/Collectibles**
- **Other**

Required Media: Image (up to 10)

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

DIGITAL/MOBILE

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

- **Apps** – Entries in this category are for native or web applications developed for mobile devices, smart phones and/or tablets with the purpose of promoting a film release.
- **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 banner ads.
- **Games** – Entries in this category include interactive games that live online, in an app, or social media and are developed to promote a particular movie 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 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 into this medium include technique and craft/skills used in the execution of digital/social 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.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.

Mediums & Categories (Cont.)

- **Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **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)

DISPLAY

Entries in this medium (also referred to as Standee) are displays that promote a film release most commonly in retail outlets or movie theaters.

- **Banners** – Entries in this category are for a long banner bearing a slogan or design, displayed in a public place.
- **Specialty** – Entries in this category are for three-dimensional displays that are displayed outdoors, attached to a wall or building or hung from a ceiling and may include inflatable displays.
- **Standee** – Entries in this category are for flat or three-dimensional standees and may be interactive or mechanical.
- **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 (up to 10)

Optional Media: Video (1), PDF (1), Physical Entry

EXPERIENTIAL/EVENTS

Entries in this medium connect a movie title, brand or studio 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)

INNOVATION

Entries in this medium include work that utilizes advertising and marketing in a new, unique, or especially creative manner. This includes, but is not limited to: Audio/Visual (Spot, Teaser or Trailer), Digital/Mobile, Display, Experiential/Events, Key Art, Out of Home, Partnerships & Collaborations, Public Relations, Original Content, and Social Media.

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)

Mediums & Categories (Cont.)

INTEGRATED CAMPAIGN

Entries in this medium display a full 360 degree campaign utilizing at least three medium types. The medium types include: Audio/Visual, Consumer Products, Digital/Mobile, Display, Experiential/Events, Key Art, Original Content, Out of Home, Partnerships & Collaborations, 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)

KEY ART

Entries in this medium include key art design and executions.

- **Digital Box Art** – Entries in this category are for the digital executions of key art used as thumbnail images used to represent a title on a streaming service or website.
- **Digital Hero Image** – Entries in this category are for the digital executions of key art used as the main art to highlight a title on a streaming service or website.
- **One-Sheet, Domestic** – Entries in this category are for printed posters or ads that ran in the United States.
- **One-Sheet, International** – Entries in this category are for printed posters or ads that ran outside of the United States.

- **Teaser** – Entries in this category include images that serve to “tease” the audience about an upcoming film release. They are the first piece released in a marketing campaign.
- **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)

KEY ART TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of key art and print content.

- **CGI/3D** – Entries in this category are for the use of computer-generated and three-dimensional imagery in key art design.
- **Copywriting** – Entries in this category are for the writing of promotional text included in key art design.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in key art design.
- **Photography** – Entries in this category are for the lighting, color, camera choices and editing of photographs included in key art design.
- **Typography** – Entries in this category are for arrangement of type in order to make

Mediums & Categories (Cont.)

language visible by utilizing a selection of typefaces, point size, line length, leading, tracking, and kerning included in key art design.

- **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)

ORIGINAL CONTENT

Entries in this medium include featurettes, documentaries, behind-the-scenes promos, audio executions, and other original programming created to promote a studio or film release.

- **Behind the Scenes** – Entries in this category are short or long form pieces covering one or more aspects of the film creation process and/or additional footage.
- **Branded Entertainment and Content** – Entries in this category are for the delivery of a brand's marketing message through the creation of original content for the purpose of entertainment. This can include stunts and viral videos.
- **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), Audio (1), PDF (1), URL (up to 4)

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, transit and digital outdoor 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, 3D or mechanical billboards.
- **Building Wrap** – Entries in this category are for printed graphics on a building façade that would not normally be considered a billboard.
- **Bus Shelter** – Entries in this category are for one-sheets that are specifically designed for bus shelters.
- **Digital Outdoor** – Entries in this category include all single outdoor digital executions. This includes motion posters & digital bus shelters.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece. This includes digital takeovers.

Mediums & Categories (Cont.)

- **Transit** – Entries in this category are for static advertising placed on anything which moves, such as buses, subways, trains, trucks and taxis.
- **Wild Post** – Entries in this category are typically a series of static posters attached along walls, construction sites, building sides or other public places and functions as a single piece.
- **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)

PARTNERSHIPS & COLLABORATIONS

Entries in this medium are for advertisements, promotions, or events resulting from a partnership between a movie title, brand and/or studio.

There are no categories in this medium.

Required Media: Image (up to 10)

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

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact a film title or movie studio's perception, awareness,

and/or garner media coverage. This includes press/influencer kits & collateral.

- **Brand Development** – Entries in this category are for public relations campaigns/efforts designed to create a specific identity for a film title or movie studio, its positioning in the marketplace, and what it means to its target audience.
- **Press/Influencer Kits & Collateral** – Entries in this category are specific to direct marketing of a film title or studio targeted toward influencers and/or industry executives. They may include brochures, direct mail, and dimensional pieces. These entries also include Press-Kits, For Your Consideration, screeners, and publicity pieces.
- **Social Good** – Entries in this category focus on creating awareness for a cause.
- **Special Event/Stunt** – Entries in this category promote a face-to-face event or activation specifically designed to deliver a message or create interest in a film title or studio.
- **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)

Mediums & Categories (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. This also includes livestreamed executions.
- **Social Post** – Entries in this category include single posts 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)

SPOT

Entries in this medium include promos and spots that are typically :15, :30 or :60 seconds in length.

***Note: Please submit into only one genre type.**

Genre Types:

- Action/Adventure
- Comedy
- Documentary
- Drama
- Family/Animation
- Mixed Genre
- Independent (Under \$10 Million)
- International
- Thriller/Horror
- Other

Campaign Eligible

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

Optional Media: PDF (1)

Mediums & Categories (Cont.)

TEASER

Entries in this medium include videos that serve to “tease” the audience about an upcoming film release. They may be presented on multiple platforms and are typically the first piece released in a marketing campaign.

****Note: Entries in this medium should not be the film trailer and should only be submitted into one genre type.***

Genre Types:

- Action/Adventure
- Comedy
- Documentary
- Drama
- Family/Animation
- Independent (Under \$10 Million)
- International
- Mixed Genre
- Thriller/Horror
- Other

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

Optional Media: PDF (1)

TRAILER

Entries in this medium include videos originally produced for television or online advertising. These entries may be longer than typical television spots and typically run two-and-a-half minutes.

****Notes: Entries in this medium should not be the teaser and should only be submitted into one genre type.***

Genre Types:

- Action/Adventure
- Comedy
- Documentary
- Drama
- Family/Animation
- Independent (Under \$10 Million)
- International
- Mixed Genre
- Thriller/Horror
- Other

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

Optional Media: PDF (1)

2019 Student Medium (Theatrical)

A student is defined as someone who is enrolled (full or part-time) in a recognized art 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 June 1, 2018 – August 31, 2019.

MEDIUM DEFINITION:

Theatrical: Student – Entries in this medium are for creative marketing executions and campaigns intended to promote a new movie title or for a movie studio.

Required Media: Image (up to 10)

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

Television/Streaming

Submissions in this entry type are promotions for first-run or syndicated series, television networks, or streaming services

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Television/Streaming Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Entry Fees (Single Entry)	April 29th to June 21st	June 22nd to July 12th	July 13th to August 9th
	Deadline 1	Deadline 2	Deadline 3
Brand & Program Identity	\$320	\$370	\$395
Consumer Products	\$320	\$370	\$395
Digital/Mobile**	\$320	\$370	\$395
Digital/Mobile & Social Media Technique**	\$320	\$370	\$395
Experiential/Events	\$320	\$370	\$395
Innovation	\$320	\$370	\$395
Integrated Campaign	\$620	\$670	\$695
Key Art **	\$320	\$370	\$395
Key Art Technique **	\$320	\$370	\$395
Original Content**	\$320	\$370	\$395
Out of Home**	\$320	\$370	\$395
Partnerships & Collaborations	\$320	\$370	\$395
Public Relations	\$320	\$370	\$395
Social Media	\$320	\$370	\$395
Special Shoot Spot/Promo**	\$320	\$370	\$395
Spot/Promo**	\$320	\$370	\$395
Teaser	\$320	\$370	\$395
Trailer	\$320	\$370	\$395
Video Promo Mixed Campaign	\$620	\$670	\$695
Video Promo Technique**	\$320	\$370	\$395
Student	\$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

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.

Television/Streaming

This refers to any first-run or syndicated series. This also refers to any entries promoting a broadcast or streaming network.

MEDIUM TYPES

- Brand and Program Identity
- Consumer Products
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Experiential/Events
- Innovation
- Integrated Campaign
- Key Art
- Key Art Technique
- Original Content
- Out of Home
- Partnerships & Collaborations
- Public Relations
- Social Media
- Special Shoot Spot/Promo
- Spot/Promo
- Teaser
- Trailer
- Video Promo Mixed Campaign
- Video Promo Technique
- Television/Streaming: Student

Mediums & Categories

BRAND & PROGRAM IDENTITY

Entries in this medium include marketing and design efforts and brand communications that impact a television program or brand's perception.

- **Idents, Bumpers, & Interstitials** – Entries in this category include a single and/or collection of video executions used as a brief announcement, or for station identification, usually 2 – 15 seconds in length.
- **Logo** – Entries in this category are for the graphical design of a product, television program, brand or network logo.
- **Main Title** – Entries in this category are for main title sequence used as the identity of a television program, miniseries, or Made-for-TV-movie.
- **Network/ Series Identity Package** – Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a network or program identity. This includes Network rebrands.
- **Sizzle Reel** – Entries in this category are for promotional videos that provide a stylized overview of a network, program, or brand and help convey key messages to consumers, clients, and other target audiences.
- **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)

CONSUMER PRODUCTS

Entries in this medium are for licensed or in-house produced consumer products featuring a television title or franchise, characters, or network brand with an on-sale date during the eligibility period.

- **Apparel/Footwear/Household Goods**
- **Food/Beverage**
- **Games/Electronics**
- **Health/Beauty**
- **Publishing**
- **Toys/Collectibles**
- **Other**

Required Media: Image (up to 10)

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

DIGITAL/MOBILE

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

- **Apps** – Entries in this category are for native or web applications developed for mobile devices, smart phones and/or tablets with the purpose of promoting a series or network.
- **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

Mediums & Categories (Cont.)

traditional banner ads.

- **Games** – Entries in this category include interactive games that live online, in an app, or social media and are developed to promote a series or network 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 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 into this medium include technique and craft/skills used in the execution of digital/social 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.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **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)

Mediums & Categories (Cont.)

EXPERIENTIAL/EVENTS

Entries in this medium connect a television show, brand or network and its target audiences 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)

INNOVATION

Entries in this medium include work that utilizes advertising and marketing in a new, unique, or especially creative manner. This includes, but is not limited to: Brand and Program Identity, Consumer Products, Digital/Mobile, Experiential/Events, Key Art, Original Content, Out of Home, Partnerships & Collaborations, Public Relations, Social Media or Video Promo (Special Shoot, Spot/Promo, Spot/Promo, Teaser, or Trailer).

There are no categories in this medium.

Required Media: Image (up to 10)

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

INTEGRATED CAMPAIGN

Entries in this medium display a full 360 degree campaign utilizing at least three medium types. The medium types include: Brand and Program Identity, Consumer Products, Digital/Mobile, Experiential/Events, Key Art, Original Content, Out of Home, Partnerships & Collaborations, Public Relations, Social Media or Video Promo.

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)

KEY ART

Entries in this medium include key art design and executions.

- **Digital Box Art** – Entries in this category are for the digital executions of key art used as thumbnail images used to represent a title on a streaming service or website.
- **Digital Hero Image** – Entries in this category are for the digital executions of key art used as the main art to highlight a title on a streaming service or website.
- **One-Sheet, Domestic** – Entries in this category are for printed posters or ads that ran in the United States.
- **One-Sheet, International** – Entries in this category are for printed posters or ads that ran outside of the United States.
- **Teaser** – Entries in this category include images that serve to “tease” the audience about an upcoming film release. They are the first piece released in a marketing campaign.
- **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)

Mediums & Categories (Cont.)

KEY ART TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of key art design.

- **CGI/3D** – Entries in this category are for the use of computer-generated and three-dimensional imagery in key art design.
- **Copywriting** – Entries in this category are for the writing of promotional text included in key art design.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in key art design.
- **Photography** – Entries in this category are for the lighting, color, camera choices and editing of photographs included in key art design.
- **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 key art design.
- **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)

ORIGINAL CONTENT

Entries in this medium include featurettes, documentaries, behind-the-scenes promos, audio executions, and other original programming created to promote a television network or series release.

- **Behind the Scenes** – Entries in this category are for short or long form pieces covering one or more aspects of the creation process.
- **Branded Entertainment and Content** – Entries in this category are for the delivery of a brand's marketing message through the creation of original content for the purpose of entertainment. This can include stunts and viral videos.
- **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), Audio (1), PDF (1), URL (up to 4)

Mediums & Categories (Cont.)

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, transit and digital outdoor advertising.

- **Billboard** – Entries in this category are for printed large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, 3D or mechanical billboards.
- **Building Wrap** – Entries in this category are for printed graphics on a building façade that would not normally be considered a billboard.
- **Bus Shelter** – Entries in this category are for one-sheets that are specifically designed for bus shelters.
- **Digital Outdoor** – Entries in this category include all single outdoor digital executions. This includes motion posters & digital bus shelters.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece. This includes digital takeovers.
- **Transit** – Entries in this category are for static advertising placed on anything which moves, such as buses, subways, trains, trucks and taxis.
- **Wild Post** – Entries in this category are

typically a series of static posters attached along walls, construction sites, building sides or other public places and functions as a single piece.

- **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)

PARTNERSHIPS & COLLABORATIONS

Entries in this medium are for advertisements, promotions, or events resulting from a partnership between a television show, brand and/or network.

There are no categories in this medium.

Required Media: Image (up to 10)

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

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact a television program or network's perception, awareness, and/or garner media coverage. This includes press/influencer kits & collateral.

Categories:

- **Brand Development** – Entries in this category are for public relations campaigns/

Mediums & Categories (Cont.)

efforts designed to create a specific identity for a television program or network and its positioning in the marketplace and what it means to its target audience.

- **Press/Influencer Kits & Collateral** – Entries in this category are specific to direct marketing of a television program or network targeted toward influencers and/or industry executives. They may include brochures, direct mail, and dimensional pieces. These entries also include Press-Kits, For Your Consideration, screeners and publicity pieces.
- **Social Good** – Entries in this category focus on creating awareness for a cause.
- **Special Event/Stunt** – Entries in this category promote a face-to-face event or activation specifically designed to deliver a message or create interest in a television program or network.
- **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)

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. This also includes livestreamed executions.
- **Social Post** – Entries in this category include single posts 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)

Mediums & Categories (Cont.)

SPECIAL SHOOT SPOT/PROMO

Entries in this medium include promo spots created using any special shoot footage, custom illustration, animation or a combination of special shoot footage, custom animation, illustration and clips from the television show or network.

****Note: Entries in this medium should not include clip based spots/promos.***

Genre Types:

- Cartoon/Animation
- Channel/Network Branding
- Comedy
- Documentary
- Drama
- Horror
- Kids/Children
- Lifestyle
- News
- Reality
- Sci-Fi
- Special Event
- Sports
- Other

Campaign Eligible

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

Optional Media: PDF (1)

SPOT/PROMO

Entries in this medium include clip based promo spots created using footage that appears in a television series and/or on a television network.

****Note: Entries in this medium should not include special shoot spots/promos.***

Genre Types:

- Cartoon/Animation
- Channel/Network Branding
- Comedy
- Documentary
- Drama
- Horror
- Kids/Children
- Lifestyle
- News
- Reality
- Sci-Fi
- Special Event
- Sports
- Other

Campaign Eligible

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

Optional Media: PDF (1)

Mediums & Categories (Cont.)

TEASER

Entries in this medium include videos that serve to “tease” the audience about an upcoming television show. They may be presented on multiple platforms and are the first piece released in a marketing campaign.

****Note: Entries in this medium should not be the trailer.***

Genre Types:

- Cartoon/Animation
- Channel/Network Branding
- Comedy
- Documentary
- Drama
- Horror
- Kids/Children
- Lifestyle
- News
- Reality
- Sci-Fi
- Special Event
- Sports
- Other

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

Optional Media: PDF (1)

TRAILER

Entries in this medium include video originally produced for television or online advertising. These entries may be longer than typical television spots and typically run two-and-a-half minutes.

****Note: Entries in this medium should not be the teaser.***

Genre Types:

- Cartoon/Animation
- Channel/Network Branding
- Comedy
- Documentary
- Drama
- Horror
- Kids/Children
- Lifestyle
- News
- Reality
- Sci-Fi
- Special Event
- Sports
- Other

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

Optional Media: PDF (1)

Mediums & Categories (Cont.)

VIDEO PROMO MIXED CAMPAIGN

Entries in this medium are for Video Promo campaigns that include multiple Video Promo executions such as Special Shoot Spot/Promo, Spot/Promo, Teaser, and Trailers. Mixed Campaigns must include at least two medium types to be eligible.

Genre Types:

- Cartoon/Animation
- Channel/Network Branding
- Comedy
- Documentary
- Drama
- Horror
- Kids/Children
- Lifestyle
- News
- Reality
- Sci-Fi
- Special Event
- Sports
- Other

Required Media: Image (1), Video (up to 10)

Optional Media: PDF (1)

VIDEO PROMO TECHNIQUE

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

- **Copywriting** – Entries in this category are for the writing of copy.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **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), Video (1)

Optional Media: PDF (1)

2019 Student Medium (Television/Streaming)

A student is defined as someone who is enrolled (full or part-time) in a recognized art 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 June 1, 2018 – August 31, 2019.

MEDIUM DEFINITION:

Television/Streaming: Student – Entries in this medium are for creative marketing executions and campaigns intended to promote television series or for a television network/streaming service.

Required Media: Image (up to 10)

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

Games

Submissions in this entry type are promotions for video games used on any platform, collections of games, publishing companies or console companies

CLIO
ENTERTAINMENT
partnered with
THE HOLLYWOOD REPORTER

Games Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Entry Fees (Single Entry)	April 29th to June 21st	June 22nd to July 12th	July 13th to August 9th
	Deadline 1	Deadline 2	Deadline 3
Audio/Visual**	\$320	\$370	\$395
Audio/Visual Technique**	\$320	\$370	\$395
Brand Identity	\$320	\$370	\$395
Consumer Products	\$320	\$370	\$395
Digital/Mobile**	\$320	\$370	\$395
Digital/Mobile & Social Media Technique**	\$320	\$370	\$395
Display**	\$320	\$370	\$395
Experiential/ Events	\$320	\$370	\$395
Innovation	\$320	\$370	\$395
Integrated Campaign	\$620	\$670	\$695
Key Art**	\$320	\$370	\$395
Key Art Technique**	\$320	\$370	\$395
Original Content**	\$320	\$370	\$395
Out of Home**	\$320	\$370	\$395
Packaging	\$320	\$370	\$395
Partnerships & Collaborations	\$320	\$370	\$395
Public Relations	\$320	\$370	\$395
Social Media	\$320	\$370	\$395
Student	\$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

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.

Games

This refers to all games for sale, rent or subscription that are produced for consoles, handheld devices, mobile devices or online. This also refers to any entries promoting a publishing company, console company or a collection of games.

MEDIUM TYPES

- Audio/Visual
- Audio/Visual Technique
- Brand Identity
- Consumer Products
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Display
- Experiential/ Events
- Innovation
- Integrated Campaign
- Key Art
- Key Art Technique
- Original Content
- Out of Home
- Packaging
- Partnerships & Collaborations
- Public Relations
- Social Media
- Games: Student

Mediums & Categories

AUDIO/VISUAL

Entries in this medium include all types of video. This includes, but is not limited to: trailers, TV spots and teasers.

- **CGI Trailer** – Entries in this category consist primarily of originally produced video footage for video game advertising.
- **Game Play Trailer** – Entries in this category include in-game or game play footage used to produce video game advertising.
- **Live Action Trailer** – Entries in this category consist primarily of live action footage produced for video game advertising.
- **Spot** – Entries in this medium include promos and spots that are typically :15, :30 or :60 seconds in length.
- **Teaser** – Entries in this category serve to “tease” the audience about an upcoming game release. They may be presented on multiple platforms and tend to be the first piece released in a marketing campaign.
**Note: Entries in this category should not be the game trailer.*
- **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)

AUDIO/VISUAL TECHNIQUE

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

- **CGI** – Entries in this category are for the use of computer generated imagery (CGI).
- **Copywriting** – Entries in this category are for the writing of copy.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **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), Video (1)

Optional Media: PDF (1)

Mediums & Categories (Cont.)

BRAND IDENTITY

Entries in this medium include marketing efforts and brand communications that impact game title, brand or organization perception.

- **Logo** – Entries in this category are for the graphical design of a product, game, brand or publishing company's logo.
- **Main Title** – Entries in this category are for main title sequence used as the identity of a game.
- **Sizzle Reel** – Entries in this category are for promotional videos that provide a stylized overview of a game title, publisher or console and help convey key messages to consumers, clients, and other target audiences.
- **Visual Identity** – Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a brand identity.
- **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)

CONSUMER PRODUCTS

Entries in this medium are for licensed or in-house produced consumer products featuring a game title or franchise, characters, or game

publishing brand with an on-sale date during the eligibility period.

- **Apparel/Footwear/Household Goods**
- **Food/Beverage**
- **Games/Electronics**
- **Health/Beauty**
- **Publishing**
- **Toys/Collectibles**
- **Other**

Required Media: Image (up to 10)

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

DIGITAL/MOBILE

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

- **Apps** – Entries in this category are for native or web applications developed for mobile devices, smart phones and/or tablets with the purpose of promoting a game title.
- **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 banner ads.
- **Games** – Entries in this category include interactive games that live online, in an app, or social media and are developed to

Mediums & Categories (Cont.)

promote a game title or console 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 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 into this medium include technique and craft/skills used in the execution of digital/social 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.

- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **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)

DISPLAY

Entries in this medium (also referred to as Point-of-Purchase or Standee) are displays that promote a game release and/or game console most commonly in retail outlets.

- **Banners** – Entries in this category are for a long banner bearing a slogan or design, displayed in a public place.
- **Point-of-Purchase** – Entries in this category are for flat or three-dimensional physical displays in retail locations.
- **Specialty** – Entries in this category are for three-dimensional displays that are displayed outdoors, attached to a wall or

Mediums & Categories (Cont.)

building or hung from a ceiling and may include inflatable displays.

- **Standee** – Entries in this category are for flat or three-dimensional standees and may be interactive or mechanical.
- **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 (up to 10)

Optional Media: Video (1), PDF (1), Physical Entry

EXPERIENTIAL/EVENTS

Entries in this medium connect a game, brand or game console 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)

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/Visual, Brand Identity, Consumer Products, Digital/

Mobile, Display, Experiential/Events, Key Art, Original Content, Out of Home, Packaging, Partnerships & Collaborations, 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 display a full 360 degree campaign utilizing at least three medium types. The medium types include: Audio/Visual, Brand Identity, Consumer Products, Digital/Mobile, Display, Experiential/Events, Innovation, Key Art, Original Content, Out of Home, Packaging, Partnerships & Collaborations, Public Relations, and Social Media.

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)

Mediums & Categories (Cont.)

KEY ART

Entries in this medium include key art design and executions.

- **Digital Key Art** – Entries in this category are for digital executions of key art for websites or mobile devices.
- **Poster/One-Sheets** – Entries in this category are for printed posters or one-sheets.
- **Print Ad** – Entries in this medium include work appearing in newspapers, magazines and similar press.
- **Printed Materials** – Entries in this category are for printed materials and includes, but is not limited to, catalogs, brochures, dimensional mail, and flat mail.
- **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)

KEY ART TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of key art design.

- **CGI/3D** – Entries in this category are for the use of computer-generated and three-dimensional imagery in key art design.

- **Copywriting** – Entries in this category are for the writing of promotional text included in key art design.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in key art design.
- **Photography** – Entries in this category are for the lighting, color, camera choices and editing of photographs included in key art design.
- **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 key art design.
- **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)

ORIGINAL CONTENT

Entries in this medium include featurettes, documentaries, behind-the-scenes promos, audio executions, and other original programming created to promote game releases and/or game consoles.

Mediums & Categories (Cont.)

- **Behind the Scenes** – Entries in this category are short or long form pieces covering one or more aspects of the creation process and/or additional footage.
- **Branded Entertainment and Content** – Entries in this category are for the delivery of a brand's marketing message through the creation of original content for the purpose of entertainment. This can include stunts and viral videos.
- **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), Audio (1), PDF (1), URL (up to 4)

OUT OF HOME

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

- **Billboard** – Entries in this category are for large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, 3D or mechanical billboards.
- **Building Wrap** – Entries in this category

are for printed graphics on a building façade that would not normally be considered a billboard.

- **Bus Shelter** – Entries in this category are for one-sheets that are specifically designed for bus shelters.
- **Digital Outdoor** – Entries in this category include all single outdoor digital executions. This includes motion posters & digital bus shelters.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece. This includes digital takeovers.
- **Transit** – Entries in this category are for static 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)

PACKAGING

Entries in this medium are for the graphical and or physical design of packaging for game titles and/or game consoles.

- **Box Set & Collection Packaging** – Entries

Mediums & Categories (Cont.)

in this category include multiple standard and non-standard versions of packaging for video games released as a box set, collection or complete series.

- **Packaging Campaign** – Entries in this category include multiple standard and non-standard versions of packaging for the same game title release and may include special bonus content created for specific retailers.
- **Specialty Packaging** – Entries in this category include non-standard packaging for a single game title.
- **Standard Packaging** – Entries in this category include standard packaging for a single game title.
- **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), Physical Entry

PARTNERSHIPS & COLLABORATIONS

Entries in this medium are for advertisements, promotions, or events resulting from a partnership between a game title, brand and/or game console.

There are no categories in this medium.

Required Media: Image (up to 10)

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

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact a game title or game publisher's perception, awareness, and/or garner media coverage. This includes press/influencer kits & collateral.

- **Brand Development** – Entries in this category are for public relations campaigns/efforts designed to create a specific identity for a game publisher or game title and its positioning in the marketplace and what it means to its target audience.
- **Press/Influencer Kits & Collateral** – Entries in this medium are specific to direct marketing of a game title or publishing company targeted toward influencers and/or industry executives. They may include brochures, direct mail, and dimensional pieces. These entries also include Press-Kits, For Your Consideration, screeners and publicity pieces.
- **Social Good** – Entries in this category focus on creating awareness for a cause.
- **Special Event/Stunt** – Entries in this category promote a face-to-face event or activation specifically designed to deliver a message or create interest in a game title or publishing company.
- **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)

Mediums & Categories (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. This also includes livestreamed executions.
- **Social Post** – Entries in this category include single posts 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)

2019 Student Medium (Games)

A student is defined as someone who is enrolled (full or part-time) in a recognized art 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 June 1, 2018 – August 31, 2019.

MEDIUM DEFINITION:

Games: Student – Entries in this medium are for creative marketing executions and campaigns intended to promote a game title, console, or company.

Required Media: Image (up to 10)

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

Home Entertainment

Submissions in this entry type are promotions for titles released for rental or purchase, transactional video-on-demand titles or studio collections.

CLIO
ENTERTAINMENT
partnered with
THE HOLLYWOOD REPORTER

Home Entertainment Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Entry Fees (Single Entry)	April 29th to June 21st	June 22nd to July 12th	July 13th to August 9th
	Deadline 1	Deadline 2	Deadline 3
Audio/Visual**	\$320	\$370	\$395
Audio/Visual Mixed Campaign	\$620	\$670	\$695
Audio/Visual Technique**	\$320	\$370	\$395
Consumer Products	\$320	\$370	\$395
Digital/Mobile**	\$320	\$370	\$395
Digital/Mobile & Social Media Technique**	\$320	\$370	\$395
Display**	\$320	\$370	\$395
Experiential/Events	\$320	\$370	\$395
Integrated Campaign	\$620	\$670	\$695
Key Art**	\$320	\$370	\$395
Key Art Technique**	\$320	\$370	\$395
Original Content**	\$320	\$370	\$395
Out of Home**	\$320	\$370	\$395
Packaging	\$320	\$370	\$395
Public Relations	\$320	\$370	\$395
Social Media	\$320	\$370	\$395
Student	\$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

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.

Home Entertainment

This refers to titles released for rental or purchase on Blu-ray or DVD or transactional video-on-demand. This also refers to any entries promoting a movie studio, broadcast or streaming network for Home Entertainment purposes.

MEDIUM TYPES

- Audio/Visual
- Audio/Visual Mixed Campaign
- Audio/Visual Technique
- Consumer Products
- Digital/Mobile
- Digital/Mobile & Social Media Technique
- Display
- Experiential/Events
- Integrated Campaign
- Key Art
- Key Art Technique
- Original Content
- Out of Home
- Packaging
- Public Relations
- Social Media
- Home Entertainment: Student

Mediums & Categories

AUDIO/VISUAL

Entries in this medium include all types of video. This includes, but is not limited to: trailers and TV Spots.

- **In-store Display Walls** – Entries in this category are for audio/visual pieces created specifically to play on in-store displays.
- **Spot** – Entries in this category include promos and spots that are typically :15, :30 or :60 in length.
- **Trailer** – Entries in this category include video originally produced for television or online advertising. These entries may be longer than typical television spots and typically run two-and-a-half minutes.
- **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), Video (1)

Optional Media: PDF (1)

AUDIO/VISUAL MIXED CAMPAIGN

Entries in this medium are for Audio/Visual campaigns that include multiple Audio/Visual executions. Mixed Campaigns must include at least two different types of audio/visual executions (spot, trailer, in-store display walls) to be eligible.

There are no categories in this medium.

Required Media: Image (1), Video (up to 10)

Optional Media: PDF (1)

AUDIO/VISUAL TECHNIQUE

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

- **Copywriting** – Entries in this category are for the writing of copy.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **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 included in video or motion graphics. It may include music as part of the sound design.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Mediums & Categories (Cont.)

Campaign Eligible

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

Optional Media: PDF (1)

CONSUMER PRODUCTS

Entries in this medium are for licensed or in-house produced consumer products featuring a home entertainment title or franchise, characters, or company with an on-sale date during the eligibility period.

- **Apparel/Footwear/Household Goods**
- **Food/Beverage**
- **Games/Electronics**
- **Health/Beauty**
- **Publishing**
- **Toys/Collectibles**
- **Other**

Required Media: Image (up to 10)

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

DIGITAL/MOBILE

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

- **Apps** – Entries in this category are for native or web applications developed for mobile devices, smart phones and/or tablets

with the purpose of promoting a home entertainment title.

- **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 banner ads.
- **Games** – Entries in this category include interactive games that live online, in an app, or social media and are developed to promote a particular home entertainment title 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 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)

Mediums & Categories (Cont.)

DIGITAL/MOBILE & SOCIAL MEDIA TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of digital/social 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.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **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)

DISPLAY

Entries in this medium (also referred to as Point-of-Purchase) are displays that promote a home entertainment title, most commonly in retail outlets.

- **Banners** – Entries in this category are for a long banner bearing a slogan or design,

displayed in a public place.

- **Point-of-Purchase** – Entries in this category are for flat or three-dimensional physical displays in retail locations.
- **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 (up to 10)

Optional Media: Video (1), PDF (1), Physical Entry

EXPERIENTIAL/EVENTS

Entries in this medium connect a home entertainment title or brand 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)

INTEGRATED CAMPAIGN

Entries in this medium display a full 360 degree campaign utilizing at least three medium types. The medium types include: Audio/Visual, Digital/Mobile, Display, Experiential/ Events, Key Art, Original Content, Out of Home, Packaging, Public Relations, and Social Media.

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)

Mediums & Categories (Cont.)

KEY ART

Entries in this medium include key art design and executions.

- **Digital Key Art** – Entries in this category are for digital executions of key art for websites or mobile devices.
- **Poster/One-Sheets** – Entries in this category are for printed posters or one-sheets.
- **Print Ad** – Entries in this medium include work appearing in newspapers, magazines and similar press.
- **Printed Materials** – Entries in this category are for printed materials and includes, but is not limited to, catalogs, brochures, dimensional mail, and flat mail.
- **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)

KEY ART TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of key art design.

- **CGI/3D** – Entries in this category are for the use of computer-generated and three-dimensional imagery in key art design.

- **Copywriting** – Entries in this category are for the writing of promotional text included in key art design.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in key art design.
- **Photography** – Entries in this category are for the lighting, color, camera choices and editing of photographs included in key art design.
- **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 key art design.
- **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)

ORIGINAL CONTENT

Entries in this medium include featurettes, documentaries, behind-the-scenes promos, audio executions, and other original programming created to promote a home entertainment release.

- **Behind the Scenes/Featurettes** – Entries

Mediums & Categories (Cont.)

in this category are short or long form pieces covering one or more aspects of the creation process and/or additional footage.

- **Branded Entertainment and Content** – Entries in this category are for the delivery of a brand's marketing message through the creation of original content for the purpose of entertainment. This can include stunts and viral videos.
- **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), Audio (1), PDF (1), URL (up to 4)

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, transit and digital outdoor advertising.

- **Billboard** – Entries in this category are for large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, 3D or mechanical billboards.
- **Bus Shelter** – Entries in this category are for one-sheets that are specifically designed for

bus shelters.

- **Digital Outdoor** – Entries in this category include all single outdoor digital executions. This includes motion posters & digital bus shelters.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece. This includes digital takeovers.
- **Transit** – Entries in this category are for static 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)

PACKAGING

Entries in this medium are for the graphical and or physical design of packaging for titles previously released in theaters; titles previously broadcast on network or cable channels; and direct-to-video titles.

- **Box Set, Collection & Complete Series Packaging** – Entries in this category include multiple standard and non-standard versions of Blu-ray or DVD packaging for features

Mediums & Categories (Cont.)

released as a box set, collection or complete series.

- **Packaging Campaign** – Entries in this category include multiple standard and non-standard versions of Blu-ray or DVD packaging for the same title release and may include bonus content created for specific retailers.
- **Specialty Packaging** – Entries in this category include non-standard packaging for a single feature or a single season of a series on Blu-ray or DVD with original or adapted key art.
- **Standard Packaging** – Entries in this category include standard packaging for a single feature or a single season of a series on Blu-ray or DVD with original or adapted key art.
- **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), Physical Entry

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact a home entertainment title or franchise's perception, awareness and/or garner media.

- **Brand Development** – Entries in this category are for public relations campaigns/efforts designed to create a specific identity for a home entertainment title or franchise and it's positioning in the marketplace and what it means to its target audience.
- **Social Good** – Entries in this category focus on creating awareness for a cause.
- **Special Event/Stunt** – Entries in this category promote a face-to-face event or activation specifically designed to deliver a message or create interest in a home entertainment title.
- **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)

Mediums & Categories (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. This also includes livestreamed executions.
- **Social Post** – Entries in this category include single posts 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), PDF (1), URL (up to 4)

2019 Student Medium (Home Entertainment)

A student is defined as someone who is enrolled (full or part-time) in a recognized art 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 June 1, 2018 – August 31, 2019.

MEDIUM DEFINITION:

Home Entertainment: Student – Entries in this medium are for creative marketing executions and campaigns intended to promote a home entertainment title or company.

Required Media: Image (up to 10)

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



Live Entertainment

Submissions in this entry type are promotions for a ticketed event for a live audience.



Live Entertainment Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Entry Fees (Single Entry)	April 29th to June 21st	June 22nd to July 12th	July 13th to August 9th
	Deadline 1	Deadline 2	Deadline 3
Audio/Visual**	\$320	\$370	\$395
Audio/Visual Technique**	\$320	\$370	\$395
Brand Identity	\$320	\$370	\$395
Digital/Mobile**	\$320	\$370	\$395
Digital/Mobile & Social Media Technique**	\$320	\$370	\$395
Experiential/ Events	\$320	\$370	\$395
Innovation	\$320	\$370	\$395
Integrated Campaign	\$620	\$670	\$695
Key Art**	\$320	\$370	\$395
Key Art Technique**	\$320	\$370	\$395
Original Content**	\$320	\$370	\$395
Out of Home**	\$320	\$370	\$395
Partnerships & Collaborations	\$320	\$370	\$395
Public Relations	\$320	\$370	\$395
Social Media	\$320	\$370	\$395
Student	\$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

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.

Live Entertainment

This refers to a ticketed event for a live audience including, but not limited to theatre, performing arts, concerts, and festivals. This also refers to any entries promoting a live entertainment organization or venue.

MEDIUM TYPES

- Audio/Visual
- Audio/Visual Technique
- Brand Identity
- Digital/Mobile
- Digital/Mobile and Social Media Technique
- Experiential/ Events
- Innovation
- Integrated Campaign
- Key Art
- Key Art Technique
- Original Content
- Out of Home
- Partnerships & Collaborations
- Public Relations
- Social Media
- Live Entertainment: Student

Medium & Categories

AUDIO/VISUAL

Entries in this medium include all moving image and audio advertising. This includes, but is not limited to: commercial television spots, online, mobile and outdoor audio/visual 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 and over** – Entries in this category are for commercials between sixty-one [61] seconds and over

Campaign Eligible, Mixed Campaign Eligible

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

Optional Media: PDF (1), Audio (1)

AUDIO/VISUAL TECHNIQUE

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

- **Copywriting** – Entries in this category are for the writing of copy.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.

- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **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), Video (1)

Optional Media: PDF (1), Audio (1)

BRAND IDENTITY

Entries in this medium include marketing efforts and brand communications that impact a live entertainment title, brand, or organization's perception.

- **Logo** – Entries in this category are for the graphical design of a live entertainment title or organization's logo.
- **Printed Materials** – Entries in this category are for printed materials that communicate brand identity and includes, but is not limited to, catalogs, brochures, dimensional mail, and flat mail.
- **Visual Identity** – Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate

Medium & Categories (Cont.)

brand identity. This includes rebrand projects.

- **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)

DIGITAL/MOBILE

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

- **Apps** – Entries in this category are for native or web applications developed for mobile devices, smart phones and/or tablets with the purpose of promoting a live entertainment title or organization.
- **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 banner ads.
- **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.
- **Website** – Entries in this category are for the collection of related web pages with the purpose of advertising of a specific live entertainment title or organization.

- **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 into this medium include technique and craft/skills used in the execution of digital/social 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.
- **Motion Graphics** – Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Sound Design** – Entries in this category are for the skill of specifying, acquiring, manipulating or generating audio elements.
- **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)

Medium & Categories (Cont.)

EXPERIENTIAL/ EVENTS

Entries in this medium connect a live entertainment title or organization 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)

INNOVATION

Entries in this medium include work that utilizes advertising and marketing in a new, unique, or especially creative manner. This includes, but is not limited to: Audio/Visual, Brand Identity, Digital/Mobile, Experiential/Events, Key Art, Original Content, Out of Home, Partnerships & Collaborations, Public Relations, and Social Media.

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: Audio/Visual, Brand Identity, Digital/Mobile, Experiential/Events, Innovation, Key Art, Original Content, Out of Home, Partnerships & Collaborations, 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)

KEY ART

Entries in this medium include key art design and executions.

- **Digital Key Art** – Entries in this category are for digital executions of key art for websites or mobile devices.
- **Poster/One-Sheets** – Entries in this category are for printed posters or one-sheets.
- **Print Ad** – Entries in this medium include work appearing in newspapers, magazines and similar press.
- **Printed Materials** – Entries in this category are for printed materials featuring key art and includes, but is not limited to, programs, catalogs, brochures, dimensional mail, and flat mail.
- **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)

Medium & Categories (Cont.)

KEY ART TECHNIQUE

Entries into this medium include technique and craft/skills used in the execution of key art design.

- **CGI/3D** – Entries in this category are for the use of computer-generated and three-dimensional imagery in key art design.
- **Copywriting** – Entries in this category are for the writing of promotional text included in key art design.
- **Illustration** – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art in key art design.
- **Photography** – Entries in this category are for the lighting, color, camera choices and editing of photographs included in key art design.
- **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 key art design.
- **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)

ORIGINAL CONTENT

Entries in this medium include featurettes, behind-the-scenes promos, music videos, audio executions, and other original programming created to promote a live entertainment title or organization.

- **Behind the Scenes** – Entries in this category are short or long form pieces covering one or more aspects of the show's creation process and/or additional footage.
- **Branded Entertainment and Content** – Entries in this category are for the delivery of a marketing message through the creation of original content for the purpose of entertainment. This can include stunts and viral videos.
- **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.
- **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), Audio (1), PDF (1), URL (up to 4)

Medium & Categories (Cont.)

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, front of house displays, billboards, transit and digital outdoor 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.
- **Digital Outdoor** – Entries in this category include all single outdoor digital executions. This includes motion posters & digital bus shelters.
- **Front of House** – Entries in this category are for front of house advertising, which includes any signage or display on the outside of the theater/in the lobby or a marquee.
- **Transit** – Entries in this category are for static 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) \

PARTNERSHIPS & COLLABORATIONS

Entries in this medium are for advertisements, promotions, or events resulting from a partnership between a brand and a live entertainment title or organization.

There are no categories in this medium.

Required Media: Image (up to 10)

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

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact a live entertainment title or organization's perception, awareness and/or garner media.

- **Brand Development** – Entries in this category are for public relations campaigns/ efforts designed to create a specific identity for a live entertainment title or organization and it's positioning in the marketplace and what it means to its target audience.
- **Social Good** – Entries in this category focus on creating awareness for a cause.
- **Special Event/Stunt** – Entries in this category promote a face-to-face event or activation specifically designed to deliver a message or create interest in a live entertainment company or organization.
- **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)

Medium & Categories (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. This also includes livestreamed executions.
- **Social Post** – Entries in this category include single posts 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)

2019 Student Medium (Live Entertainment)

A student is defined as someone who is enrolled (full or part-time) in a recognized art 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 – August 31, 2019.

MEDIUM DEFINITION:

Live Entertainment: Student – Entries in this medium are for creative marketing executions and campaigns intended to promote a live entertainment title or company.

Required Media: Image (up to 10)

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

“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 company credits of winning entries submitted by other entrants.

AGENCY OF THE YEAR

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

GAME PUBLISHER OF THE YEAR

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

STUDIO OF THE YEAR

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

TELEVISION NETWORK OF THE YEAR

Presented to the Television Network 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 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.

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	August 9th	November 21st
Clio Health	May 28th	September 20th	TBA





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, 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 Fashion & Beauty is the only awards program that honors the creative communications behind the business of style. The program brings together executives and personalities from all walks of the industry to identify and celebrate the work that pushes boundaries, permeates pop culture and establishes a new precedent for marketing the world's most revered fashion and beauty brands.



Built on Clio's 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.



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.



Built on Clio's 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 is dedicated to awarding the creative contributions of the marketers and communicators that push boundaries, permeate pop culture and establish a new precedent for artist self-promotion, music marketing, brand collaborations and the use of music in advertising.