LIA

CREATED FOR CREATIVES

LIA
GLOBAL
OF THE YEAR AWARD

LIA
REGIONAL
OF THE YEAR AWARD

Grand LIA

LONDON
INTERNATIONAL
AWARDS

LONDON
INTERNATIONAL
AWARDS

LONDON
INTERNATIONAL
AWARDS

2024 ENTRY KIT

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CATEGORIES & REQUIREMENTS

Ambient & Activation
Sub-Categories & Requirements

Audio & Radio
Sub-Categories & Requirements

Billboard
Sub-Categories & Requirements

Branded Content
Sub-Categories & Requirements

Branded Entertainment
Sub-Categories & Requirements

Creative Strategy
Sub-Categories & Requirements

Creative Use of Data
Sub-Categories & Requirements

Creativity In B2B
Sub-Categories & Requirements

Creativity In PR
Sub-Categories & Requirements

Design
Sub-Categories & Requirements

Digital
Sub-Categories & Requirements

Direct
Sub-Categories & Requirements

Evolution
Sub-Categories & Requirements

Health & Wellness
Sub-Categories & Requirements

Health & Wellness-Craft
Sub-Categories & Requirements

Integration
Sub-Categories & Requirements

Music & Sound
Sub-Categories & Requirements

Music Video
Sub-Categories & Requirements

Non-Traditional
Sub-Categories & Requirements

Online Film
Sub-Categories & Requirements

Package Design
Sub-Categories & Requirements

Pharma & Medical
Sub-Categories & Requirements

Pharma & Medical-Craft
Sub-Categories & Requirements

Poster
Sub-Categories & Requirements

Print
Sub-Categories & Requirements

Production & Post-Production
Sub-Categories & Requirements

Transformative Business Impact
Sub-Categories & Requirements

TV & Cinema
Sub-Categories & Requirements

Use of Social Media & Influencers
Sub-Categories & Requirements

Key Dates

- Initial Entry Deadline: **7th June 2024**
- Eligibility: **Work submitted must initially be released, published and/or broadcast in a commercial environment with client approval from 1st July 2023 through 31st August 2024**
- Entries must be **finalized and paid by 7th** June to take advantage of the 25% Discounted Entry Pricing
- Any entries at the discounted fee that require any edits, i.e. media, credits, after 7th June will be re-invoiced at the full fee
- Onsite Judging in Las Vegas: **29th September - 7th October 2024**
- Of The Year Awards Announced: **5th November 2024**

Barbara Levy

LIA the Award Created for Creatives

London International Awards (LIA) is a Creative Awards Festival, established in 1986, by Barbara Levy, President. Barbara was the first woman to found and operate an international Awards Show honoring multiple media types.

100% Owned and Operated by Women
39 years later, LIA continues to hold the unique distinction of being the only international award owned by a woman and having a full-time staff of only women.

LIA stands as a champion of the creative process, creatives themselves, and of course, great creative ideas.

LIA Creative Standards
The industry landscape changes. Our commitment to awarding excellence doesn't. It is the integrity and keen discerning eye and insight of the LIA judges that set the benchmark for creativity year after year. The jury members are themselves the world's best industry practitioners, having won the high regard and admiration of their peers for their own body of work.

Juries & How We Judge

To cut through the thousands of entries to get to the metal, you need the best judges from diverse communities – not just meeting DEI standards but having true representation from across the regions, companies, networks, holding companies, independent companies to clients. No two jury members in each panel will be from the same company or network. It's the world's best work judged by the world's best front-line practitioners with total objectivity.

LIA invites industry leaders and trendsetters on both the creative and client side, assembling the most celebrated people in the industry for 10 days of judging in Las Vegas.

All Judging is Done Onsite With All Jurors Present
No cursory glances or pre-judging off-site. Straight out of the gate, all of the judges have enough time to sit and sift through every piece of work onsite in Las Vegas – from the initial "in and out" round right up to the final hierarchy decisions of awarding the Grands, Golds, Silvers, Bronzes and Finalists.

Juries & How We Judge

No quotas for jury decisions
Is it a brilliant creative idea? Has it been flawlessly executed? Is it relevant to its context? These are the three most important questions that are asked in every jury room. Good is not good enough. Creativity is not sacrificed at the altar of meeting quotas. At the end, these top judges have to emerge from the room, knowing they have chosen the best work that they would gladly put their name to.

Complete transparency
LIA also has an open door policy when it comes to judging. We invite press, creative excellence managers and even young creatives from our Creative LIAisons program to observe the final judging as it unfolds. No mystery as every jury member in the room has full knowledge and has given the thumbs up to what has made the final cut before the results are released.

LIA does not allow any juror to vote on their own work or work from their office in any round.

Eligibility

Work submitted must initially be released, published and/or broadcast in a commercial environment with client approval from 1st July 2023 through 31st August 2024.

Work submitted including into the Craft Categories (i.e. Art Direction, Illustration, etc.) must be in the exact form it was broadcast, published or released with all the logos, trademarks and copy marks intact, regardless of category or sub-category. Work must not be altered for submission purposes.

Do not include company names or individual creative credits on any media uploads. All judging is done without bias as to entering company, network, country, region, and/or those that worked on the piece.

Any work created solely for the purpose of entering this competition is not eligible.

In the case of a query by the Jury, the entrant will be required to provide documentary evidence to prove eligibility of entry.

All companies and/or individuals involved in the creative process are eligible to enter. As most work is a collaborative effort, potentially created by more than one company, LIA allows for any company to enter a piece of work they have worked on. Our rules for multiple entrants are:

- Only one Entrant can be listed per entry as the Entering Company (one office and city). If an Entrant wishes to list more than one company in the Entrant field, additional entry fees are required. LIA will invoice the Entering Company for the additional fees. Only the Entrant is named in press releases.
- If an entry attains statue status and the Entrant has listed multiple companies and/or cities, only one statue will be shipped complementary to company that is registered in the LIA entry system. Additional Statues can be purchased via the Online Store by any company or individual listed in the creative credits.

Creative Credits

- All creative credits must be input prior to finalizing entries.
- Company city should be input when relevant.
- Credits should be checked carefully prior to finalizing as these credits are used to calculate the Of The Year Awards. LIA uses the creative credits that are input at the time of entry to award points regardless of entering company.
- Once an entry is finalized changes to the credits will incur a USD $200 fee per entry.
- Case study credits are not accepted by LIA - any case study credits will be deleted.

Creative Rankings

LIA Winners are included in, but not limited to: The WARC Creative 100, Campaign Brief, Campaign Brief Asia, ADC Germany, Advertising Health World Top 10, The Drum, Horizont, Adobo Magazine, MedAdNews, and many other local and regional creative rankings that independently and impartially rank creative excellence.

These rankings reflect the definitive best of the best and are used as creative benchmarks in the industry.

Special Awards

The LIA juries award Grand LIAs, Golds, Silvers, Bronzes and Finalists.

Grand LIA
A Grand LIA can only be chosen from the Gold statue winners. It is not mandatory for there to be a Grand LIA. Jurors are advised that any Gold winner should be worthy of a possible Grand LIA.

Each Jury has the discretion to award a Grand LIA and a Public Service/Charity/NGO Grand LIA where applicable.

In Pharma & Medical a separate Grand LIA may be awarded for the sub-category of Social Responsibility/Awareness.

Conversion Rate
In years past, because of the caliber and diversity of our juries and the in-depth discussions on every piece of work, the percentage of statues awarded remains consistent at approximately the following: Gold: 2-3%, Silver: 3-5%, Bronze: 5-7% and Finalist 2-3%.

Of The Year Awards
We award Global of the Year and Regional of the Year Awards. To qualify, there must be at least three statue wins attributed to your company. The regions recognized are: Asia, Australia/New Zealand, Europe, Middle East/Africa, North America and South America.

Point Values
Our point system is staggered so that two statues do not outweigh the statue above it.

Grand LIA: 100 points; Gold: 40 points; Silver: 15 points; Bronze: 5 points; Finalist: 1 point.

Who Receives Points
All companies listed within the creative credits receive points. We do not use the entrant company. If more than one company is listed in a credit field, the points are equally split amongst the companies. If one company in two different cities is listed, the points would be split between the two individual offices.

Network and Holding Company Of The Year
Each individual office receives points, while also contributing to the score for their Holding Company and Network. A Holding Company is the parent company of the Networks, including but not limited to WPP; IPG; Omnicom; Publicis Groupe; Dentsu; Stagwell, Accenture; etc. A Network is defined as the Agency umbrella, including but not limited to: Ogilvy; FCB; BBDO; Dentsu; Serviceplan; Accenture Song; IPG Health; Leo Burnett; Havas; etc. We rely on each Network and Holding Company to provide us with a full and current list of all companies under their umbrella.

LIA is not responsible for companies not supplied to us by the Agency, Network or Holding Company.

Global Of The Year

Global of the Year Winners must have won a minimum of three statues - Grand LIA, Gold, Silver or Bronze. These awards include but are not limited to:

Holding Company Points attained from winning entries within all categories credited to the networks and companies within a Holding Company. Must have points from multiple companies.

Network Points attained from winning entries within all categories credited to the companies within a Network. Must have points from multiple offices.

Client Points attained from winning entries within all categories credited to a Client.

Agency Points attained from winning entries within all categories credited to an Agency.

Independent Network Points attained from winning entries within all categories credited to the companies within an Independent Network. Must have points from multiple offices.

Independent Agency Points attained from winning entries within all categories credited to an Independent Agency.

Health & Pharma Network Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to the Health & Pharma Agencies within a Network. Must have points from multiple offices.

Health & Pharma Client Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to a Client.

Health & Pharma Agency Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to a Health & Pharma Agency.

Independent Health & Pharma Network Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft competitions credited to Independent Health & Pharma Agencies within a Network. Must have points from multiple offices.

Independent Health & Pharma Agency Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft; Pharma & Medical-Craft categories credited to an Independent Health & Pharma Agency.

In-House Company Points attained from winning entries within all categories credited to an In-House Company.

Design Company Points attained from winning entries within the Design & Package Design categories.

Production Company Points attained from winning entries within all categories credited to a Production Company.

Post-Production Company Points attained from winning entries within all categories credited to a Post-Production House; Visual Effects Company; Animation Company or Editing Company.

PR Network Points attained from winning entries within all categories credited to the PR companies within a Network. Must have points from multiple offices.

PR Company Points attained from winning entries within all categories credited to a PR company.

Music & Sound Company Points attained from winning entries within Ambient & Activation; Audio & Radio; Branded Content; Branded Entertainment; Digital; Health & Wellness and Pharma & Medical (inc. Craft); Music & Sound; Online Film; Production & Post-Production; TV & Cinema and Use of Social Media & Influencers credited to the Music Production Company or Sound Design Company.

Audio & Radio Company Points attained from winning entries within the Audio & Radio category credited to the Sound Design Company; Music Production Company; Recording Studio or Audio Production Company.

Regional Of The Year

The regions recognized are:
Asia | Australia and New Zealand | Europe | Middle East and Africa | North America | South America

Regional Of The Year Winners must have won a minimum of three statues: Grand LIA, Gold, Silver or Bronze. These awards include but are not limited to:

Network Points attained from winning entries within all categories credited to the companies within a Network. Must have points from multiple offices.

Agency Points attained from winning entries within all categories credited to an Agency.

Independent Network Points attained from winning entries within all categories credited to the companies within an Independent Network. Must have points from multiple offices.

Independent Agency Points attained from winning entries within all categories credited to an Independent Agency.

Health & Pharma Network Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to the Health & Pharma Agencies within a Network. Must have points from multiple offices.

Health & Pharma Agency Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to a Health & Pharma Agency.

Independent Health & Pharma Network Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft competitions credited to Independent Health & Pharma Agencies within a Network. Must have points from multiple offices.

Independent Health & Pharma Agency Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft; Pharma & Medical-Craft categories credited to an Independent Health & Pharma Agency.

In-House Company Points attained from winning entries within all categories credited to an In-House Company.

Design Company Points attained from winning entries within the Design & Package Design categories.

Production Company Points attained from winning entries within all categories credited to a Production Company.

Post-Production Company Points attained from winning entries within all categories credited to a Post-Production House; Visual Effects Company; Animation Company or Editing Company.

PR Network Points attained from winning entries within all categories credited to the PR companies within a Network. Must have points from multiple offices.

PR Company Points attained from winning entries within all categories credited to a PR company.

Music & Sound Company Points attained from winning entries within Ambient & Activation; Audio & Radio; Branded Content; Branded Entertainment; Digital; Health & Wellness and Pharma & Medical (inc. Craft); Music & Sound; Online Film; Production & Post-Production; TV & Cinema and Use of Social Media & Influencers credited to the Music Production Company or Sound Design Company.

Audio & Radio Company Points attained from winning entries within the Audio & Radio category credited to the Sound Design Company; Music Production Company; Recording Studio or Audio Production Company.

AMBIENT & ACTIVATION

Brands using relevant spaces through experience design, activation and immersive consumer engagement.

VIEW TECH SPECS

Ambient & Activation

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Automotive   Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication   Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Best Use of Real Time Advertising

Beverages   Includes Alcoholic, Non-Alcoholic and Dairy Beverages

Confections/Snacks

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics/Toiletries Includes Beauty Procedures/Services and First Aid Products

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Direct Marketing – Consumer

Entertainment   Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories   Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Health Care Services, Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Media   Includes Streaming Services, Radio Stations, TV Stations, Magazines and Newspapers

Personal Items/Gift Items

Pharmaceuticals   Needs to be prescribed by a medical professional and requires a written prescription

Political   Includes Candidates, Elections and Political Advocacy Issues

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores, Educational Institutions, Tutorials, Online Classes and Department Stores

Social Media Platforms Includes Facebook, WhatsApp, LinkedIn, Vimeo, X and Instagram

Sports Includes Sporting Events, Teams and Individual Players

Sustainability   Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Ambient & Activation Requirements

Ambient & Activation entries will only be accepted as: MOV, MP4, JPEG. Physical material will not be accepted.

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AUDIO & RADIO

This media encompasses any piece of audio-centric content that drives brand awareness and recall without relying on visuals. Success is measured through brave ideation, meticulously crafted and executed without compromise.

Hearing is our fastest sense and through the strong connections between sound, music, emotion and memory, audio can elicit intense reactions and has the power to stimulate the imagination like no screen possibly can.

Entries should demonstrate an understanding of the different ways listeners listen, ensuring the content is suitable for the specific audio platform on which it will be heard.

VIEW TECH SPECS

Audio & Radio

Public Service/Charity/NGO Sub-Categories

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Client Sector (one piece of work only)

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Beverages Includes Alcoholic and Non-Alcoholic

Branded Content has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

Branded Entertainment is advertising. It's simply disguised as entertainment. Not only must Branded Entertainment sell a product or service, it must also compete against and hold your attention with the best of anything a movie studio, television network, streaming platform, major record label, gaming studio, event producer, social media platform, book publisher or museum has to offer.

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics & Toiletries Includes Beauty Procedures/Services and First Aid Products

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products, Confections and Snacks (Does not Include Retail Food Chains or Restaurants)

Health & Wellness Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Media Includes Streaming Services, Radio Stations, TV Stations, Magazines and Newspapers

Personal Items/Gift Items

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Industry Craft (one piece of work only)

Audio Branding The approach of using unique, proprietary sound and music to convey a brand's essence and values.

Best Use of Real Time Advertising

Conceived & Produced by Station

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Direction Recognizes the script treatment and overall execution of the idea. This might take into account creative casting, strong acting performances, ability to paint realistic mental pictures, tone and pacing.

Humor

Audio & Radio Continued

Industry Craft Continued (one piece of work only)

Innovative Use of Audio & Radio Must be entered as a Video Case Study

Music Adaptation - Instrumental The re-imagining/re-arrangement of a prior existing composition so that the music will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title

Music Adaptation - Song The re-imagining/re-arrangement of a prior existing composition with lyrics so that the song will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title.

Original Music - Score Music with very little or no lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Original Music with Lyrics Music with lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Performance/Casting

Podcasts A digital audio program made available for streaming or download. The podcast can be created for a brand, company or service as a marketing vehicle or self-promotion.

Script Writing

Sound Design The creating and/or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

Sound Editing The editing of existing and/or supplied audio elements to tell, support or enhance the narrative.

Sound Mixing The combination, balance and craft of sonic elements to create a mix.

Use of Licensed Music The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

Campaign Sub-Categories (minimum 2 pieces of work)

B2B Campaign Work that is specifically created to sell products and services to businesses

Consumer Campaign Work that is specifically created to sell products and services to the consumer

Audio & Radio Requirements
Audio & Radio entries will only be accepted as: MP3, MOV, MP4.

Work originally released as audio only must be entered as an MP3. We will not approve for judging an MOV that has no moving images.

In the category of **Innovative Use of Radio,** an MOV or MP4 is required.

Campaign Entries: Each title requires a separate upload.

Non-English Entries: Entries not broadcast or aired in English must be dubbed in English with the original music and/or sound effects. Any entry originally broadcast in a language other than English requires a written English translation. You must also submit your work as it was released in its original language.

VIEW TECH SPECS

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BILLBOARD

Must be large format. Placement must be outdoors. Includes Static and Interactive/Digital Billboards.

VIEW TECH SPECS

Billboard

Public Service/Charity/NGO Sub-Categories

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories (one piece of work only)

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

Best Use of Real Time Advertising

Beverages Includes Alcoholic, Non-Alcoholic and Dairy Beverages

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics/Toiletries Includes Beauty Procedures/Services and First Aid Products

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products, Confections and Snacks (Does not Include Retail Food Chains or Restaurants)

Health & Wellness Includes Health Care Services, Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Innovative Use of Billboard Must be entered as a Video Case Study

Media Includes Newspapers, Magazines, TV Stations, Streaming Services and Radio Stations,

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Campaign Sub-Categories (minimum 2 pieces of work)

Consumer Campaign Work that is specifically created to sell products and services to the consumer

Craft - Art Direction Campaign The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Campaign Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Campaign Use of illustrations in the overall execution. Must include all logos and taglines.

Craft - Photography Campaign Use of photographic images in the overall execution. Must include all logos and taglines.

Craft - Typography Campaign Use of type treatments in the overall execution. Must include all images, logos and taglines.

Billboard Requirements

Billboard entries will only be accepted as: JPEG, MOV, MP4. Physical material will not be accepted.

Static Billboards require JPEG uploads. **Interactive/Digital Billboards** require an MOV or MP4 upload.
All Entries require a JPEG of the Billboard in-situ.

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

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BRANDED CONTENT

Branded Content has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

However, regardless of the format, a consumer would not be expected to buy a ticket to, curl up in bed to read or Netflix and chill to a piece of Branded Content.

VIEW TECH SPECS

Branded Content

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Audio Music, Radio, Audio Podcast or Sound

Augmented Reality Digital Experiences that combine live action imagery (either through a camera or direct sight) with CG imagery (such as an overlay or manipulated camera feed) in either a practical, useful or creative fashion. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual AR experience in detail as the user would experience.

Best Use of Real Time Advertising

Branded IP

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real Time Data and Data Visualization.

Documentary Short Film

Experiential and Live Events

Gaming Work that looks to build into or expand beyond the game and/or virtual universe to create connective experiences for the players.

Music Videos

Online Episodes and Specials

Reality/Unscripted/Alternative Programming

Scripted Feature Film

Scripted Short Film

Scripted TV Show

Sponsored Commercial An ad aired during a program that showcases a brand and features the story line and/or cast members from that program.

Taped or Live Event

Video Podcast Video content created specifically for a brand or product for advertising, promotional or public relations purposes. Can be a single episode or a multi-episode series.

Virtual Reality Digital experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Zeitgeist Creativity in the spirit, mood, culture or sub-culture of a particular time.

Series Sub-Categories

Multi-Channel Storytelling Telling a story and adding depth by leveraging multiple forms of media, such as film, experiential, digital, social, games and print. This sub-category does not represent one unconventional use of one media or use of a new media or integrated campaigns where surrounding pieces act as a traffic driver to one main piece of content.

Online Series

Reality/Unscripted/Alternative TV Series

Branded Content

Branded Content entries will only be accepted as: MOV, MP4, MP3.

Any piece of work that is 5 minutes or less must be entered in its original form. Any piece of work that exceeds 5 minutes must be entered as a Case Study.

For long form entries, it is recommended that you provide a URL to the original work. This will only be used if the jury requests to view the work in its entirety.

VIEW TECH SPECS

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BRANDED ENTERTAINMENT

Branded Entertainment is advertising. It's simply disguised as entertainment.

The job of a traditional TVC, radio spot, print ad, billboard or digital banner is only to sell a product or service. Whereas, the job of Branded Entertainment is twofold. Not only must Branded Entertainment sell a product or service, it must also compete against and hold your attention with the best of anything a movie studio, TV network, streaming platform, major record label, gaming studio, event producer, social media platform, book publisher or museum has to offer.

A consumer would never pay to watch, listen or read a traditional piece of advertising. Yet, a consumer would not think twice about paying for Branded Entertainment. The Barbie, Lego and Transformer movies are examples of Branded Entertainment. Nelly's song, "Air Force Ones," is another. As are "Gatorade Replay," "Stride Gum Presents Heaven Sent," JBL's "Bigger Than Us," Coca-Cola's "I'd Like To Teach The World To Sing."

While not mandatory, ideally, there are two revenue streams with Branded Entertainment: Product sales and actual entertainment sales. Sales for the entertainment can be generated directly from the consumer or, for example, a streaming platform pays the brand/agency directly for the rights to stream its Branded Entertainment.

VIEW TECH SPECS

Branded Entertainment

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Augmented Reality Digital Experiences that combine live action imagery (either through a camera or direct sight) with CG imagery (such as an overlay or a manipulated camera feed) in either a practical, useful or creative fashion. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual AR experience in detail as the user would experience.

Branded IP

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

Documentary Feature Film

Documentary Short Film

Documentary TV Program

Entertainment - Audio Music, Radio, Audio Podcast or Sound

Experiential and Live Events

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Music Videos

Online Episodes and Specials

Reality/Unscripted/Alternative TV Show

Scripted Feature Film

Scripted Short Film

Scripted TV Show

Taped or Live TV Event

Video Podcast Video content created specifically for a brand or product. Can be a single episode or a multi-episode series.

Virtual Reality Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Zeitgeist Creativity in the spirit, mood, culture or sub-culture of a particular time

Series Sub-Categories

Multi-Channel Storytelling Telling a story and adding depth by leveraging multiple forms of media, such as film, experiential, digital, social, games and print. This sub-category does not represent one unconventional use of one media or use of a new media or integrated campaigns where surrounding pieces act as a traffic driver to one main piece of content.

Online Series

Reality/Unscripted/Alternative TV Series

Branded Entertainment Requirements

Branded Entertainment entries will only be accepted as: MOV, MP4, MP3.

Any piece of work that is 5 minutes or less must be entered in its original form. Any piece of work that exceeds 5 minutes must be entered as a Case Study.

For long form entries, it is recommended that you provide a URL to the original work. This will only be used if the jury requests to view the work in its entirety.

VIEW TECH SPECS

CREATIVE STRATEGY

Creative Strategy recognizes the digging, investigation, creative problem solving and discovery that leads into and inspires the creative idea. Strategy drives the discovery process, searching for fresh insight and creative instigation. Strategy works through all forms of data and hypotheses drawing from culture, category, human, brand and contextual fodder to unlock the creative opportunity.

This award recognizes that having a strong understanding of the culture, category, consumer and brand can lead to a creative idea that can lead to significant impact.

Entries will need to show how an understanding and distillation of these wider factors led to and contributed to, the creative idea and the significant impact the idea had.

Judging will be based on the following criteria: Strategy: 25%, Insight: 25%, Creative Idea: 25%, Impact and Results: 25%

VIEW TECH SPECS

Creative Strategy

Public Service/Charity/NGO Sub-Category
Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Client Sector Sub-Categories

Automotive Creative strategy for Traditional Vehicles, EVs, Self-Driving Vehicles and Automotive Accessories.

Beauty & Wellbeing Creative strategy for Beauty, Wellbeing Products, Services and Experiences.

CPG/FMCG Creative strategy for anything consumable.

Fashion, Lifestyle & Entertainment Creative strategy for anything in Fashion, Fashion Houses, Designers, etc. to Lifestyle to Entertainment, Experiences and Entities.

Finance Creative strategy for Financial Institutions and Entities, Products and Services.

Health Care and Pharmaceuticals Creative strategy for Health & Wellness efforts. Includes DTC (Direct-to-Consumer); HCP (Healthcare-to-Practitioner) & PSP (Patient Support).

Retail Creative strategy for any Retail experience both online and offline commerce.

Tech Creative strategy for AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming.

Travel Creative strategy for anything travel-related such as Hotels, Airlines and Booking Entities.

All Other Creative strategy that does not neatly fit into any typical sector, but is in service of driving creativity for a product, service, experience or brand.

Creative / Marketing Impact Sub-Categories

Branded Content Has no obligation to entertain, nor does it have an obligation to sell a product or service.

Branded Entertainment This is advertising simply disguised as entertainment.

Breaking Sector Convention Demonstrates thinking that allows a brand to have success by breaking out of, or completely redefining the conventions of a specific sector.

Experiential Creative strategy that focuses on the positive brand perception created by the quality of the experience.

Longterm Creative Strategy/Creative Effectiveness Should showcase the tangible outcomes and on-going success of a creative strategy, demonstrating its ability to achieve meaningful results and make a positive impact. *Note: As this sub-category is based on long-term results, some aspect of the work must have been released prior to 2023.*

Partnership & Collaboration Joint efforts between brands, individuals, influencers or organizations leading to creative and disruptive strategies.

Real-Time Marketing Demonstrates thinking that allows a brand to creatively express itself in real time.

Use of Media Creative strategy that results in excellent use of broadcast media.

Use of Social Media Creative strategy that results in excellent use of social channels.

Strategy / Insight Sub-Categories

Consumer Insight Demonstrates a compelling and interesting consumer insight.

Contextual Insight Demonstrates a unique and impactful way to springboard off a media or contextually relevant insight.

Creative Use of Data Creative strategy powered by data.

Cultural Insight Demonstrates a unique cultural perspective or insight that unlocks an original and impactful creative opportunity.

Customer Targeting Demonstrates a unique and impactful way to target a particular cohort.

Original Thinking Demonstrates the thinking that led to the idea that is new and original.

Zeitgeist Creative strategy that impacts, shapes and contributes to the idea shaping popular culture.

Creative Strategy Requirements

Creative Strategy entries require a Case Study uploaded as an MOV or MP4. In addition, you may also upload JPEGs.

A written brief MUST be provided into the Description of Project / Written Brief box on the Entry Form. This brief can be up to 1,000 words.

VIEW TECH SPECS

LIA
CREATED FOR CREATIVES

CREATIVE USE OF DATA

Recognizes work that demonstrates the fundamental role of data in inspiring, powering and enhancing creativity.

VIEW TECH SPECS

Creative Use of Data

Single Sub-Categories

Data Collection and Research Data driven research and market research, data sourcing and aggregation that helps deliver a stronger brand strategy and creative campaign.

Data Integration The integration of multiple data streams that provide insights from planning through to brand strategy and the creative campaign.

Data-Led Creativity The use of data to inform groundbreaking creative work, customer experiences or ways for brands to connect with consumers.

Data-Led Targeting The creative use of data to introduce new insights and methods for brands to identify, reach and connect with their customers.

Data Visualization Visualization of data to communicate messages. This includes graphics, audio, content, installations or use of emerging technology that's interactive, dynamic or static.

Real-Time Data Data that informs creative work and experiences in real time to create a unique and fresh way for a brand or business to connect with consumers.

Social-Powered Data Data generated from social media platforms to inform, influence or inspire new ways for brands and businesses to connect with consumers or communities.

Creative Use of Data Requirements

Creative Use of Data entries require a Case Study uploaded as an MOV or MP4. In addition, you may also upload JPEGs.

A written brief MUST be provided into the Description of Project / Written Brief box on the Entry Form. This brief can be up to 1,000 words.

VIEW TECH SPECS

![LIA CREATED FOR CREATIVES]

CREATIVITY IN B2B

Recognizes outstanding creativity in the advertising and promotions of products and services that are offered by businesses to other businesses for use in their operations. These awards honor world-class creative work in the business-to-business sector. Work can be entered as Ambient & Activation, Audio & Radio, Billboard, Branded Entertainment, Design, Digital, Non-Traditional, Package Design, Online Film, Poster, Print and/or TV & Cinema.

VIEW TECH SPECS

Creativity In B2B

Single Sub-Categories

B2B Craft Creativity that has through exceptional craft bought to life B2B ideas.

Best Use of Direct Marketing The creative excellence of direct marketing (DM) to other businesses or business contacts. This includes any form of communication that is directed towards another business or business contact. The focus is on showcasing the highest level of creativity in direct marketing efforts.

Best Use of Earned Media Creative use of earned media to generate awareness in a B2B environment including PR, articles, events & stunts, SEO, blogging and social media.

Best Use of Employer Branding Recognizing the creative use of employer branding in showcasing the employee and candidate experience. Highlighting creativity in promoting and strengthening the employer brand.

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Data The creative use of data to demonstrate B2B engagement. A focus on creative use of data in new and innovative ways to engage other businesses.

Digital Transformation Creative use of digital technologies, including websites, microsites, social media, artificial intelligence, and apps. Showcasing innovation in the use of digital tools and platforms to transform business operations and engage customers.

Education Creativity in using engaging and educational content, such as videos, reports, articles, blogs, and webinars, to build stronger brand relationships with customers.

Energy Includes all Energy Sources and Power Suppliers, Green Energy Solutions, EV Charging Stations, Decarbonization, Solar and ancillary products associated with energy.

Entertainment & Media Includes the B2B side of the entertainment and media businesses. For example, media company executions regarding campaigns towards advertisers.

Experiential, Conferences and Events Executions which engage with customers and in so doing make the brand both memorable and compelling, this can include content, experiential marketing, live events, mobile and apps, VR and AR, multi-screen and multi-channel experiences. Live events, interactive sales presentations and internal company events are part of this category.

Financial Services Includes Banks, Insurance Companies and Online Brokerage Firms.

Health & Pharma Recognizing B2B creativity in the healthcare and pharmaceutical industries. Includes Hospitals, Medical Devices, and Medications.

Information Technology & Equipment Includes IT companies and the use of computers to create, process, store, retrieve and exchange all types of data and information. Also includes work where different types of technology or equipment is used for companies to grow their businesses.

Manufacturing Includes all B2B communication from companies that manufacture products.

Recruitment Communication that involves the overall hiring process and/or the seeking out of candidates for specific roles within a company or industry.

Storytelling and Content Compelling content with the aim of increasing business activation including but not limited to video, radio, audio, branded content, PR and outdoor.

Sustainability Communication to other businesses or industries highlighting the importance of any impact on the environment, community or society, including SDG executions.

Creativity In B2B Requirements

Creativity In B2B entries will only be accepted as: MOV, MP4, JPEG.

VIEW TECH SPECS

![LIA CREATED FOR CREATIVES]

CREATIVITY IN PR

Work with creative thinking at its core. Work that has driven and influenced opinion. Work that is culturally relevant and focuses on reputation management with the objective of increasing positive reinforcement and good will for the brand across all sectors of the PR spectrum. Entries must include an earned media component.

Work will be awarded based on Creative Ideas, Insights and Results.

VIEW TECH SPECS

Creativity In PR

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Industry Sector Sub-Categories

Automotive Recognizes work in the automotive and transport sector, including car manufacturers, trade bodies or work that is aimed at consumers relating to transport and automotive services, initiatives, and products

Beauty Includes Cosmetics, Toiletries, Beauty Procedures/Services and First Aid Products

Education Campaigns that help educational institutions, practices and staff build awareness in a crowded market

Entertainment Promotes Museums, Art Galleries, Theatres, Movies and TV/Cable/Online Programming

Fashion and Lifestyle Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Food and Beverage Includes individual food items, not retail or fast food restaurants

Health Care Services Promotes health/pharmaceutical products and services with the intention of medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Weight Loss Programs, Prescription Medications, Doctors, Hospitals, Clinics and Nursing Homes.

Public Sector Federal, State, Governmental and Institutional

Retail Promotes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Technology Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Travel and Leisure Includes Airlines, Spas, Hotels and Cruises

Single PR Specialisms (Craft) Sub-Categories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Brand PR

Corporate Communications

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Crisis Management A campaign to manage and protect the reputation of a brand, organization, or person impacted or threatened by crisis

Public and Political Affairs Includes Public Policy, Political Agendas, Legislative Change and Political Campaigns

Single Situational (Culture/Context) Sub-Categories

Best Global Market Campaigns that use specific culture and behavior insights geared to the worldwide marketplace

Best Local/Regional/National Market Campaigns that use specific culture and behavior insights geared to one specific market place or a particular country

Best Product Launch A planned effort to bring a new product to market or re-launch an existing product

Challenger Brand Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation

Single PR Techniques / Tactics Sub-Categories

Best Use of Content Marketing

Best Use of Events and Stunts Includes the promotion of Conferences/Conventions and Music Festivals where the PR strategy is used to increase brand awareness and achieve business objectives for the client.

Best Use of Social Media

Best Use of Sponsorship This category recognizes both the planning and execution of sponsorship activities, and PR support to leverage that sponsorship.

Best Use of Strategic Partnership

Influencer Marketing Awards the most effective, creative and innovative PR campaign that engages influencers and uses them as part of the PR strategy to increase brand awareness and achieve business objectives

Media Relations Best use of earned media

Creativity In PR Requirements

Creativity In PR entries require a Case Study uploaded as an MOV or MP4. In addition, you may also upload JPEGs.

A written brief MUST be typed into the Description of Project / Written Brief box on the Entry Form.
This brief can be up to 1,000 words.

VIEW TECH SPECS

LIA CREATED FOR CREATIVES

DESIGN

Design recognizes excellence in visual identity, production values and execution of craft. This media encompasses any idea or execution that relies on visual content to communicate a brands message or strengthen consumer recognition.

VIEW TECH SPECS

Design

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.
Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories (one piece of work only)

Brand/Corporate ID Includes Business Cards, Invitations, Calendars and Stationery. Can be Local, Regional or Global

Branded Content The creation of original content by a brand. The purpose is to deliver marketing messages by engaging consumers via a platform(s) rather than traditional advertising methods

Brochures/Catalogues Includes Annual Reports

Client Promotion Promotes the Client only

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data and Real-Time Data

Data Visualization

Digital Installations

Direct Marketing – B2B

Direct Marketing – Consumer

Editorial Design

Experiential Design Design of products, processes, services, events and environments, with a focus on the positive brand perception created by the quality of the consumer experience.

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Innovative Use of Design Must be entered as a Video Case Study

Installations/Displays Can be Permanent or Temporary design that is executed in public places while communicating a brand and/or enhances a space, environment or building such as Exhibitions, Pop-up Stores, Shop Windows, etc.

Logos

Motion Graphics - Animation Includes Cel Animation, Motion Graphics and computer generated imagery in 2D or 3D.

Naming The creation of a new brand or product name that suggests the soul and positioning of a new product or brand in an evocative and memorable way.

Non-Profit

Point-of-Sale Displays that usually appear indoors and are used to directly promote or sell products or services. Does not include Posters or Print ads.

Posters

Product Design Products that are already in the marketplace.

Retail Space Design for retail spaces including Pop-up Stores and Shop Windows

Self-Promotion Promotes the Entrant only

Signage

Spatial Design Includes Public Spaces, Bus Stops, Airports, Parks and Office Space

Sustainable Design Design that takes special consideration of the product as it relates to the impact on the environment, community or society

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Design Continued

Campaign Sub-Categories (minimum 2 pieces of work)

Brochures/Catalogues Campaign

Craft - Art Direction Campaign The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Campaign Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Campaign Use of illustrations in the overall execution. Must include all logos and taglines.

Craft - Photography Campaign Use of photographic images in the overall execution. Must include all logos and taglines.

Craft - Typography Campaign Use of type treatments in the overall execution. Must include all images, logos and taglines.

Direct Marketing – B2B Campaign Promotional Pieces

Direct Marketing – Consumer Campaign Promotional Pieces

Poster Campaign

Design Requirements
Design entries will only be accepted as: MOV, MP4, JPEGs

You can also send physical material in addition to, not in place of, your media uploads. We strongly suggest that you send a sample of the actual work for judging.

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

DIGITAL

Includes all Digital Apps, Digital Adverts, Banners, Games, Mobile, Social Media, AR, VR, Wearables and Websites.

VIEW TECH SPECS

Digital

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Animation/Motion Graphics Includes Animation, Holograms and Motion Graphics

Apps

Augmented Reality

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Banners

Best Use of Real Time Advertising

Beverages Includes Alcoholic, Non-Alcoholic and Dairy Beverages

Branded Content Has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

Branded Entertainment is advertising. It's simply disguised as entertainment. Not only must Branded Entertainment sell a product or service, it must also compete against and hold your attention with the best of anything a movie studio, television network, streaming platform, major record label, gaming studio, event producer, social media platform, book publisher or museum has to offer.

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics/Toiletries Includes Beauty Procedures/ Services and First Aid Products

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

Creative Use of Data This category celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/ Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products, Confections and Snacks (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Health Care Services, Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Image Design Includes Artwork, Image Manipulation and Photography

Innovative Use of Digital

Media Includes Magazines, Newspapers, TV Stations, Radio Stations and Streaming Services

Microsites

Mobile Advertising Targets customers through mobile devices

Music & Sound Design Includes Music, Brand Partnerships and Sonic Branding

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Self-Promotion Promotes the Entrant Only

Digital Continued

Single Sub-Categories Continued

Social Media Platforms Includes Facebook, WhatsApp, LinkedIn, Vimeo, X and Instagram

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems AR, VR and AI

Tone of Voice The development of a character-rich and/or relevant voice for a product or brand in its written and/or spoken communications. Should be reflective of the times and culture of the time.

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

UI - User Interface & Navigation The user's interactive journey

Use of Social Media

Utilities

UX - User Experience Designs focused on the behavioral or emotional response

Viral

Virtual Reality Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. This could be in the form of a single person experience or group experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Visual Design

Weird Wonderful Work

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Digital Requirements

Digital entries will only be accepted as: URL, MOV, MP4, JPEG.

There is no need to upload an MOV or MP4 directly into the entry system if the URL provided hosts the same content.

If you are only submitting a URL for judging, then we also require that you upload 2 JPEGs that best represent your work. JPEGs will only be used if the Entry attains Shortlist / Winner status, they will not be used for judging.

VIEW TECH SPECS

![LIA — CREATED FOR CREATIVES]

DIRECT

Marketing and Advertising focused directly to the consumer – focused on receiving a direct response from the clear target audience, with a call to action and defined results.

VIEW TECH SPECS

Direct

Single Sub-Categories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Digital Communications that require a direct response including email and newsletters, websites and mobile, banners and pop-ups, gaming, apps and direct messaging.

Direct Mail Communications aimed at receiving a direct response. In this sub-category it can cover press inserts, wraps, street flyers, digital and interactive sites, reply cards, posters and sampling.

Events and Experiential Stunts and events focused on getting a direct response in an experiential setting. Built around public events or social gatherings with the brand at the centre and the focus on connecting with the target audience. Can be in-person events, virtual events or a combination of the two. Includes pop-ups, trade booths, takeovers and specifically constructed installations in public spaces and shopping centers.

Film and Video May contain Targeted Video (on location or online) VOD, TV and Cinema advertising. This includes work done for lobbies, amusement venues, events, planes or presentations.

Good and Purpose Including NGOs and SDGs this category is focused on targeted communications that address the pressing issues that our world faces today.

Innovation Must demonstrate new ways to engage with the target audience, using new and innovative ideas and techniques.

Integrated Must contain at least three channels across multi-platforms.

Loyalty Programs Direct campaigns that are aimed at establishing a relationship to encourage customer loyalty, be it existing customers or new customers.

Out of Home - Instore and Transit Advertisements that are targeting a specific audience, includes billboards, subways, taxis, bus shelters, airports, railway stations and in store point of sale, shelf advertising and in store posters.

Social Media Direct Campaigns designed specifically for social media platforms (which must be named) focused on the brands target audience.

Direct Requirements

Direct entries require a Case Study uploaded as an MOV or MP4. In addition, you may also upload JPEGs.

A written brief MUST be provided into the Description of Project / Written Brief box on the Entry Form. This brief can be up to 1,000 words.

VIEW TECH SPECS

LIA

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EVOLUTION

Work that makes you rethink how things can be done. Work that points to new ways forward, ideas that move away from the status quo and breaks new barriers.

It could be a social wave, a new methodology, or a new business model. Work that uses a different approach, it can be new technology or a new use of technology; a new platform or using an existing platform in a new/different way. Anything that symbolizes the future and pushing the boundaries. Entries do not have to focus on advertising but rather creative solutions.

The AI specific sub-categories are designed to showcase the transformative power of AI in enhancing products and services, enriching human-AI interactions, and providing personalized experiences. It seeks to highlight AI's role, showcasing projects that leverage AI to elevate the quality, efficiency, and personal relevance of products and services.

VIEW TECH SPECS

Evolution

Single Sub-Categories

AI-Driven Business Transformation Recognizing ground-breaking AI implementations that transform business models, processes, organizations, culture, and workflows.

AI-Enhanced Products and Services Showcasing how AI elevates products and services across various sectors, enhancing functionality and user experience.

AI-Enabled Health & Wellness Emphasizing AI's contributions to health and wellness, from enhancing medical diagnostics to creating solutions for personal well-being.

Best Human-AI Experience Focusing on the relationship and synergy between human and machine (AI) interaction, augmenting humans and solutions that create a seamless experience.

Best Use of Real-Time Advertising

Brand Action Activities that may inform advertising but are distinct from it. Programs such as Small Business Saturday, real work stunts like Red Bull Stratos, PR stunts like McWhopper, and one-offs such as REI OptOutside are examples.

Brand Story in AI Highlighting how brands utilize AI to craft their unique voice and stand out in the marketplace, creating differentiation and uniqueness.

Creative Technology Technology deployed in creative ways. The technology can be used to facilitate the telling of a story, or be the story itself. The jury is looking for clever and innovative uses of creative technology often in artistic ways, whether they be new ways of using old technology or new technology used in a unique, innovative, groundbreaking fashion.

Creative Use of AI Acknowledging AI's role in redefining creativity across arts, music, events, and marketing, offering new forms of expression and using AI in an unseen way.

Creative Use of Media Using traditional media deployments in non-traditional ways or creating new media opportunities that benefit brands and consumers.

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

CSR, DEI, Non-Profit, SDG Virtual experiences created to activate movements for change in behavior, practices or policies. Includes Corporate Social Responsibility, Diversity/Equity/Inclusion, Sustainable Development Goals, Fundraising, NGOs, Charities and Public Service sectors.

Experiential/Live Events Live experiences that allow people to interact and engage with a product, service or brand

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Meaningful AI Personalization The use of Data and AI in a hyper-connected and personalized world to tailor experiences to individual needs and behaviors in commerce, media, and branding in an innovative and useful way for the user.

NFTs Brands, businesses or NGOs/Charities creatively using non-fungible tokens to create new opportunities for audience and business growth. Extra consideration will be given to innovation and originality in composability that leads to unexpected outcomes.

Product Innovation Stand alone products that are innovative in their class.

Responsible Use of AI Celebrating projects that set benchmarks in ethics, DEI, Bias-mitigation, Culture, Politics, and Sustainability in AI, focusing on transparency, inclusivity, accessibility, and accountability.

Social Media Work that utilizes Social Media Platforms in a truly innovative and unique fashion. This can involve a new way of delivering content, clever use of platform mechanics, unique use of influencers, or complete platform manipulation.

Technology Development Use of a new technology that enhances the way a consumer would interact with either a brand, product or a service. The jury is looking for work that utilizes technology in either an informative or practical way.

Virtual Reality The best virtual experiences, for example AR, VR, XR or MR.

Evolution Requirements

Evolution entries require a Case Study uploaded as an MOV or MP4. Only one (1) upload allowed per entry.

VIEW TECH SPECS

LIA CREATED FOR CREATIVES

HEALTH & WELLNESS

Creative excellence in work that promotes consumer health products and services with the intention of personal care, self-diagnosis and regaining or maintaining health and well-being will be recognized by this jury. Health and Wellness campaigns make a case for society to do more to take care of itself.

This includes inspirational ideas and approaches to non-pharmaceutical / non-regulated products/ services, focused on the promotion of progressive and/or healthy living.

VIEW TECH SPECS

Health & Wellness

Public Service/Charity/NGO Sub-Categories

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

AI-Enabled Health & Wellness Emphasizing AI's contributions to health and wellness, from enhancing diagnostics to creating solutions for personal well-being.

Animal Health

Corporate Communication Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees and stockholders, etc.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Devices and Diagnostics Includes any instrument, apparatus or other related product that the consumer can purchase without a doctors prescription or permission. Includes Walkers, Wheelchairs and Vaporizers

Education and Services Includes Educational Institutions, Tutorials and Online Classes

Environmental Health

Fitness Includes Personal Trainers, Gyms and Exercise Centers

Health Institutions Includes Clinics, Hospitals, Outpatient Care, Rehab Facilities and Memory Centers

Homeopathic/Natural Remedies Includes Supplements, Omega3s, Herbal Remedies, Functional Food, Micronutrients, Antioxidants, Probiotics and Effervescent Vitamin Drinks

Innovation Innovative Idea or an Innovative Use of Technology. Cannot be a traditional form of advertising.

Insurance Includes Dental, Vision, Life and Pet

OTC – Over-the-Counter Includes Non-Prescription Drugs, First Aid Products and Applications

Podcast Long-form audio content in the form of a podcast created specifically for a brand/product for advertising, promotional, or public relations purposes. Must be a single episode.

Product Design Products that are already in the marketplace

Prototype A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

Tech and Personal Devices Includes Wearables, Apps, Digital Products such as FitBit and Apple Watch. Anything used to track and encourage a healthy lifestyle.

Use of Social Media How the brand integrates with social media platforms

Campaign Sub-Categories (must be at least 2 executions in the same medium or can be multi-platform/channel)

AI-Enabled Health & Wellness Campaign Emphasizing AI's contributions to health and wellness, from enhancing diagnostics to creating solutions for personal well-being.

Animal Health Campaign

Corporate Communication Campaign Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees and stockholders, etc.

Creative Use of Data Campaign Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Devices and Diagnostics Campaign Includes any instrument, apparatus or other related product that the consumer can purchase without a doctors prescription or permission. Includes Walkers, Wheelchairs and Vaporizers

Education and Services Campaign Includes Educational Institutions, Tutorials and Online Classes

Environmental Health Campaign

Fitness Campaign Includes Personal Trainers, Gyms and Exercise Centers

Health Institutions Campaign Includes Clinics, Hospitals, Outpatient Care, Rehab Facilities and Memory Centers

Homeopathic/Natural Remedies Campaign Includes Herbal Remedies, Supplements, Functional Food, Micronutrients, Omega3s, Antioxidants, Probiotics and Effervescent Vitamin Drinks

Innovation Campaign Innovative Idea or an Innovative Use of Technology. Cannot be a traditional form of advertising.

Insurance Campaign Includes Dental, Vision, Life and Pet

OTC – Over-the-Counter Campaign Includes Non-Prescription Drugs, First Aid Products and Applications

Podcast Campaign Long-form audio content in the form of a podcast created specifically for a brand/product for advertising, promotional, or public relations purposes. Must be a multi-episode series.

Product Design Campaign Products that are already in the marketplace
Tech and Personal Devices Campaign Includes Wearables, Apps, Digital Products such as FitBit, Apple Watch. Anything used to track and encourage a healthy lifestyle.

Use of Social Media Campaign How the brand integrates with social media platforms

Health & Wellness Requirements

Health & Wellness entries will only be accepted as: MOV, MP4, JPEG, MP3

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

![LIA CREATED FOR CREATIVES]

HEALTH & WELLNESS-CRAFT

Entries will be judged on the execution and production value of work created for non-pharmaceutical / non-regulated products and services, focused on the promotion of progressive and/or healthy living.

There is no limit to how many times the same piece of work can be entered into this competition if the categories are relevant.

In the Craft categories, work across all media will be accepted.

VIEW TECH SPECS

Health & Wellness-Craft

Industry and Digital Craft Single Sub-Categories (one piece of work only) Includes Print, Poster, Billboard, Digital and Design

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

UI - User Interface & Navigation The user's interactive journey

UX - User Experience Designs focused on the behavioral or emotional response

Industry Craft Campaign Sub-Categories (one piece of work only) Includes Print, Poster, Billboard, Digital and Design

Craft - Art Direction Campaign The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Campaign Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Campaign Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Campaign Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Campaign Use of type treatments in the overall execution. Must include all images, logos and taglines.

Music and Sound Single Sub-Categories (one piece of work only)

Audio Branding The approach of using unique, proprietary sound and music to convey a brand's essence and values.

Experiential Use of Music & Sound Music and/or sound design created to enhance an experiential environment for a brand, including Live Events, Permanent Experiences, Museums, and Themed Attractions. It should be entered as a case study and must include the actual piece of work (case study should not exceed 3 minutes). If a case study is not available, a detailed written description to explain the application of music and/or sound design within the environment must be supplied.

Music Adaptation - Instrumental The re-imagining/re-arrangement of a prior existing composition so that the music will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title.

Music Adaptation - Song The re-imagining/re-arrangement of a prior existing composition with lyrics so that the song will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title.

Original Music - Score Music with very little or no lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Original Music with Lyrics Music with lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Sound Design The creating and/or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

Sound Editing The editing of existing and/or supplied audio elements to tell, support or enhance the narrative.

Sound Mixing The combination, balance and craft of sonic elements to create a mix.

Use of Licensed Music The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

Health & Wellness-Craft Continued

Production & Post-Production Single Sub-Categories (one piece of work only)

2D Animation Creating movement of characters and objects within a 2 dimensional space ie: height and width but not depth.

AI This category recognizes the sole use of artificial intelligence as an alternative computer-driven method of delivering a creative, relevant and compelling visual results.

CGI Animation Creating movement of characters and objects using digital technology in a creative and outstanding way.

Cinematography The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

Direction The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

Editing Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

Performance/Casting Includes Animal Casting

Production Design The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

Stop-Frame Animation Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

Virtual Reality Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. This could be in the form of a single person experience or group experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Visual Effects The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

Health & Wellness-Craft Requirements
Health & Wellness-Craft entries will only be accepted as: MOV, MP4, JPEG, MP3.

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

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INTEGRATION

An idea is only integrated if it impacts society and integrates itself into culture. It evolves based on the interaction of people and the different touch points. Integration is Innovation, Influence and Impact.

VIEW TECH SPECS

Integration

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Best Use of Real Time Advertising

Beverages Includes Alcoholic, Non-Alcoholic and Dairy Beverages

Branded Content Has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics/Toiletries Includes Beauty Procedures/Services and First Aid Products

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Direct Marketing

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products, Confections and Snacks (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Health Care Services, Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Media Includes Streaming Services, Magazines, Newspapers, TV Stations and Radio Stations.

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Political Includes Candidates, Elections and Political Advocacy Issues

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Social Media Platforms Includes Facebook, WhatsApp, LinkedIn, Vimeo, X and Instagram

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Toys and Games

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Use of Social Media How the brand integrates with social media platforms

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Integration Requirements

Integration entries require a Case Study uploaded as an MOV or MP4. Only one (1) upload allowed per entry.

VIEW TECH SPECS

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MUSIC &
SOUND

Single categories awarding creative excellence
and outstanding craftsmanship in curating,
mixing, producing or adapting music and sound
for campaigns and brands, across different
media and platforms.

VIEW TECH SPECS

Music & Sound

(one piece of work only)

Audio Branding The approach of using unique, proprietary sound and music to convey a brand's essence and values.

Experiential Use of Music & Sound Music and/or sound design created to enhance an experiential environment for a brand, including Live Events, Permanent Experiences, Museums, and Themed Attractions. It should be entered as a case study and must include the actual piece of work (case study should not exceed 3 minutes). If a case study is not available, a detailed written description to explain the application of music and/or sound design within the environment must be supplied.

Music Adaptation - Instrumental The re-imagining/re-arrangement of a prior existing composition so that the music will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title

Music Adaptation - Song The re-imagining/re-arrangement of a prior existing composition with lyrics so that the song will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title.

Original Music - Score Music with very little or no lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Original Music with Lyrics Music with lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Sound Design The creating and/or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

Sound Editing The editing of existing and/or supplied audio elements to tell, support or enhance the narrative.

Sound Mixing The combination, balance and craft of sonic elements to create a mix.

Use of Licensed Music The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

Music & Sound Requirements
Music & Sound entries will only be accepted as: MOV, MP4, MP3

Work originally released as audio only, must be entered as an MP3.

VIEW TECH SPECS

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MUSIC VIDEO

A short film/video that features a performance of a popular song by an artist or band with dramatization and imagery for the purpose of promoting a song or brand.

VIEW TECH SPECS

Music Video

Single Sub-Categories (one piece of work only)

Animation Includes Cel Animation, AI, CG and Motion Graphics

Best Music Video Celebrates all of the production values and executions of craft using some or all of the sub-categories in this competition.

Choreography The art or practice of designing sequences of movements of physical bodies, or their depictions, in which motion or form or both are used.

Cinematography The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

Direction The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

Editing Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

Production Design The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

Visual Effects The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

Music Video Requirements

Music Video entries will only be uploaded as an MOV or MP4. Only one (1) upload allowed per entry.

Music Videos must be submitted in their entirety in the original format that they were broadcast or released.

VIEW TECH SPECS

![LIA CREATED FOR CREATIVES]

NON-TRADITIONAL

For ideas that are so unique, new and pure, that they cannot be labeled in a conventional way. Submissions can come from any section of the industry: Direct, Film, Ambient, amongst others; created to honor brand communication that doesn't fit neatly into traditional categories. Category defying work that pushes boundaries. Entries will need to break new ground. The jury is looking for work that is brilliant in its thinking and innovative in its execution.

VIEW TECH SPECS

Non-Traditional

Public Service/Charity/NGO Sub-Category

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Best Use of Real Time Advertising

Beverages Includes Alcoholic, Non-Alcoholic and Dairy Beverages

Branded Content Has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

Confections/Snacks

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics/Toiletries Includes Beauty Procedures/Services and First Aid Products

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Direct Marketing Focuses on receiving a direct response from the clear target audience, with a call to action and defined results.

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Experiential Focuses on the positive brand perception created by the quality of the consumer experience.

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Food Products (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Guerrilla Marketing

Health & Wellness Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Interactive Installations

Live Events - Beyond Advertising Best Use of Event

Media Includes Streaming Services, Magazines, Newspapers, TV Stations and Radio Stations

Personal Items/Gift Items

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Political Includes Candidates, Elections and Political Advocacy Issues

Recreation Includes Toys and Games

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Social Media Platforms Includes Facebook, WhatsApp, LinkedIn, Vimeo, X and Instagram

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Use of Social Media How the brand integrates with social media platforms

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Non-Traditional Requirements

Non-Traditional entries require a Case Study uploaded as an MOV or MP4. Only one (1) upload allowed per entry.

VIEW TECH SPECS

![LIA logo] **LIA** CREATED FOR CREATIVES

ONLINE FILM

A commercial film designed primarily for release online via social media platforms, demonstrating a combination of exemplary ideas, executions and craft.

VIEW TECH SPECS

Online Film

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories (one piece of work only)

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Beverages - Alcoholic

Beverages - Non-Alcoholic

Branded Content Branded Content has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

Branded Entertainment is advertising. It's simply disguised as entertainment. Not only must Branded Entertainment sell a product or service, it must also compete against and hold your attention with the best of anything a movie studio, television network, streaming platform, major record label, gaming studio, event producer, social media platform, book publisher or museum has to offer.

Confections/Snacks

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics/Toiletries Includes Beauty Procedures/Services and First Aid Products

Craft - Copywriting Use of the copy in the overall execution.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Food Products (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Humor

Innovative Use of Online Film Must be entered as a Video Case Study

Media Includes Streaming Services, Magazines, Newspapers, TV Stations and Radio Stations

Personal Items/Gift Items

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Political Includes Candidates, Elections and Political Advocacy Issues

Recreation Includes Toys and Games

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Social Media Platforms Includes Facebook, WhatsApp, LinkedIn, Vimeo, X and Instagram

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Tagline/Endline Brief phrase designed to ingeniously and intelligently express a brand proposition. A long-term defining phrase and will remain associated with the brand unaltered as a prolongation of its name. Can change with cultural norms.

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Online Film Continued

Single Sub-Categories Continued (one piece of work only)

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Use of Social Media How the brand integrates with social media platforms

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Campaign Sub-Categories (minimum 2 pieces of work)

B2B Communication Campaign Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Consumer Campaign Work that is specifically created to sell products and services to the consumer

Online Film Requirements

Online Film entries will only be accepted as an MOV or MP4.

Campaign Entries: Each title requires a separate upload.

Entries that are not broadcast or aired in English will only be accepted if they are dubbed or subtitled in English.

VIEW TECH SPECS

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PACKAGE DESIGN

Recognizing the very best and most innovative, exceptionally crafted and beautifully executed packaging design from around the globe.

Submissions can be either a single execution or for a product line for the same brand.

VIEW TECH SPECS

Package Design

Beers

Beverages - Non-Alcoholic includes Dairy beverages

Cosmetics & Toiletries Includes Beauty Procedures/Services and First Aid Products

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

Electronics & Tech Equipment

Entertainment

Fashion Includes Apparel, Shoes, Belts, Jewelry and Handbags

Foods Includes Confections, Snacks, Eggs and Dairy Products

Gift Items

Graphic Design

Home Products Includes Cleaning Products, Pet Products and Appliances

Liquors & Wines

Pharmaceuticals Includes Condoms, OTC and Prescription Drugs

Promotional Packaging Includes Shopping Bags, Gift Boxes and Promotional Items

Prototype A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

Retailer Packaging Any product promoting a Retail Label/Brand

Special Editions

Structural Packaging Primary and/or Secondary structural packaging design for mass-produced consumer products. Judging will be based on overall creative solutions considering materials, structure and packaging concept. The package design should not only protect the product, but also enhance the consumer's purchase and product usability experience. The package should become an integral part of the overall product/brand experience.

Sustainable Packaging Packaging that takes special consideration of the product as it relates to the impact on the environment, community or society

Toys and Games

Package Design Requirements

Package Design entries will only be accepted as: JPEGs, MOV, MP4

You can also send physical material in addition to, not in place of, your media uploads.

We strongly suggest that you send a sample of the actual work for judging.

VIEW TECH SPECS

LIA CREATED FOR CREATIVES

PHARMA & MEDICAL

Creative excellence in the pharmaceutical and medical industry where the focus is on conditions and diseases that require prescription medications and a doctor's recommendation as treatment will be recognized by this jury.

Submissions must be comprised of communications, experiences or innovations that drive awareness and treatment, improve population health and advance the pharmaceutical industry. The nature of the work could be in service of outreach to consumers, patients, providers, payors or other industry professionals to recognize medical problems, motivate treatment, promote solutions and rally advocacy or support for human or animal medical care.

These products/services are highly regulated by local governments in their respective countries. These restrictions and regulations will be taken into account when judging.

Over-the-counter medications (OTC) are not considered pharmaceuticals. Medications not dispensed by a healthcare professional should be entered in Health & Wellness. Work for health issues or conditions that do not require prescription treatment and for social causes (bullying, domestic violence, child abuse, hunger/malnutrition, aging etc.) do not belong in Pharma & Medical. Those entries should be entered in the Health & Wellness competition.

Note: LIA at the recommendation of the jury reserve the right to disqualify entries that are not deemed relevant for the Pharma & Medical competition based on the criteria above.

VIEW TECH SPECS

Pharma & Medical

Social Responsibility/Awareness Sub-Categories These categories are for clients that are NGOs, Not-for-Profit Foundations, etc. Any work submitted here, may not be entered into other sub-categories under Pharma & Medical. The Gold Winners in this category are eligible for a Pharma & Medical - Social Responsibility/Awareness Grand LIA.

Social Responsibility/Awareness Includes work that raises awareness for organ donation, research, etc.

Social Responsibility/Awareness Campaign (minimum 2 pieces of work) Includes work that raises awareness for organ donation, research, etc.

Single Branded Sub-Categories Work that shows a branded drug name and has been approved by a regulatory medical advisory board / compliance team (Veeva, JRC, Zinc, any other such organization dependent on country/market) (one piece of work only)

AI-Enabled Pharma & Medical Emphasizing AI's contributions to pharma & medical, from enhancing medical diagnostics to creating solutions for diseases.

Animal Health Prescription treatments for pets/animals.

Corporate Communication Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees, stockholders, etc.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization, etc.

Devices and Diagnostics Includes any instruments, apparatus, implants or other related products used to diagnose, prevent or treat medical conditions.

Education and Services

Patient Engagement

Pharmaceuticals and Vaccines

Physicians and Healthcare Providers – Professional Services

Product Design Products that are already in the marketplace

Prototype A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

Use of Social Media How the brand integrates with social media platforms

Single Unbranded Sub-Categories Work that does not specifically mention any drug name. This is usually work created for disease awareness aimed at both Healthcare Professionals and Patients. (one piece of work only)

AI-Enabled Pharma & Medical Emphasizing AI's contributions to pharma & medical, from enhancing medical diagnostics to creating solutions for diseases.

Animal Health Prescription treatments for pets/animals.

Corporate Communication Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees, stockholders, etc.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization, etc.

Devices and Diagnostics Includes any instruments, apparatus, implants or other related products used to diagnose, prevent or treat medical conditions.

Education and Services

Patient Engagement

Pharmaceuticals and Vaccines

Physicians and Healthcare Providers – Professional Services

Product Design Products that are already in the marketplace

Prototype A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

Use of Social Media How the brand integrates with social media platforms

Pharma & Medical Continued

Campaign Branded Sub-Categories (minimum 2 pieces of work)

AI-Enabled Pharma & Medical Campaign Emphasizing AI's contributions to pharma & medical, from enhancing medical diagnostics to creating solutions for diseases.

Animal Health Campaign Prescription treatments for pets/animals.

Corporate Communication Campaign Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees, stockholders, etc.

Creative Use of Data Campaign Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization, etc.

Devices and Diagnostics Campaign Includes any instruments, apparatus, implants or other related products used to diagnose, prevent or treat medical conditions.

Education and Services Campaign

Patient Engagement Campaign

Pharmaceuticals and Vaccines Campaign

Physicians and Healthcare Providers –
Professional Services Campaign

Product Design Campaign Products that are already in the marketplace

Use of Social Media Campaign How the brand integrates with social media platforms

Campaign Unbranded Sub-Categories (minimum 2 pieces of work)

AI-Enabled Pharma & Medical Campaign Emphasizing AI's contributions to pharma & medical, from enhancing medical diagnostics to creating solutions for diseases.

Animal Health Campaign Prescription treatments for pets/animals.

Corporate Communication Campaign Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees, stockholders, etc.

Creative Use of Data Campaign Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization, etc.

Devices and Diagnostics Campaign Includes any instruments, apparatus, implants or other related products used to diagnose, prevent or treat medical conditions.

Education and Services Campaign

Patient Engagement Campaign

Pharmaceuticals and Vaccines Campaign

Physicians and Healthcare Providers –
Professional Services Campaign

Product Design Campaign Products that are already in the marketplace

Use of Social Media Campaign How the brand integrates with social media platforms

Pharma & Medical Requirements
Pharma & Medical entries will only be accepted as: MOV, MP4, JPEG, MP3

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

LIA CREATED FOR CREATIVES

PHARMA & MEDICAL-CRAFT

Entries will be judged on the execution and production value of work created for the highly regulated pharmaceutical industry. Submissions must be comprised of communications, experiences or innovations that drive awareness and treatment, improve population health and advance the pharmaceutical industry. The nature of the work could be in service of outreach to consumers, patients, providers, payors or other industry professionals to recognize medical problems, motivate treatment, promote solutions and rally advocacy or support for human or animal medical care.

There is no limit to how many times the same piece of work can be entered into this competition if the categories are relevant.

In the Craft categories work across all media will be accepted.

These products/services are highly regulated by local governments in their respective countries. These restrictions and regulations will be taken into account when judging.

Over-the-counter medications (OTC) are not considered pharmaceuticals. Medications not dispensed by a healthcare professional should be entered in Health & Wellness. Work for health issues or conditions that do not require prescription treatment and for social causes (bullying, domestic violence, child abuse, hunger/malnutrition, aging etc.) do not belong in Pharma & Medical. Those entries should be entered in the Health & Wellness competition.

Note: LIA at the recommendation of the jury reserve the right to disqualify entries that are not deemed relevant for the Pharma & Medical competition based on the criteria above.

VIEW TECH SPECS

Pharma & Medical-Craft

Industry and Digital Craft Single Sub-Categories (one piece of work only) Includes Print, Poster, Billboard, Digital and Design

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

UI - User Interface & Navigation The user's interactive journey

UX - User Experience Designs focused on the behavioral or emotional response

Industry Craft Campaign Sub-Categories (minimum 2 pieces of work) Includes Print, Poster, Billboard, Digital and Design

Craft - Art Direction Campaign The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Campaign Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Campaign Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Campaign Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Campaign Use of type treatments in the overall execution. Must include all images, logos and taglines.

Music and Sound Single Sub-Categories (one piece of work only)

Audio Branding The approach of using unique, proprietary sound and music to convey a brand's essence and values.

Experiential Use of Music & Sound Music and/or sound design created to enhance an experiential environment for a brand, including Live Events, Permanent Experiences, Museums, and Themed Attractions. It should be entered as a case study and must include the actual piece of work. If a case study is not available, a detailed written description to explain the application of music and/or sound design within the environment must be supplied.

Music Adaptation - Instrumental The re-imagining/re-arrangement of a prior existing composition so that the music will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title

Music Adaptation - Song The re-imagining/re-arrangement of a prior existing composition with lyrics so that the song will work creatively with the submitted work. An adaptation is not a pre-existing track or stock music. Must provide the name(s) of Original Artist and Original Song Title.

Original Music - Score Music with very little or no lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Original Music with Lyrics Music with lyrics, composed expressly to work creatively with the submitted work. It is not a pre-existing track or stock music.

Sound Design The creating and/or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

Sound Editing The editing of existing and/or supplied audio elements to tell, support or enhance the narrative.

Sound Mixing The combination, balance and craft of sonic elements to create a mix.

Use of Licensed Music The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

Pharma & Medical-Craft Continued

Production & Post-Production Single Sub-Categories (one piece of work only)

2D Animation   Creating movement of characters and objects within a 2 dimensional space ie: height and width but not depth.

AI   This category recognizes the sole use of artificial intelligence as an alternative computer-driven method of delivering a creative, relevant and compelling visual results.

CGI Animation   Creating movement of characters and objects using digital technology in a creative and outstanding way.

Cinematography The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

Direction The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

Editing   Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

Performance/Casting Includes Animal Casting

Production Design The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

Stop-Frame Animation   Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

Virtual Reality Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. This could be in the form of a single person experience or group experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Visual Effects   The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

Pharma & Medical - Craft Requirements
Pharma & Medical-Craft entries will only be accepted as: MOV, MP4, JPEG, MP3

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

POSTER

Entries can be indoor or outdoor and can be placed on walls, bus shelters or transportation. Includes Static Posters and Interactive/Digital Posters.

VIEW TECH SPECS

Poster

Public Service/Charity/NGO Sub-Categories

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories (one piece of work only)

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Best Use of Real Time Advertising

Beverages Includes Alcoholic, Non-Alcoholic & Dairy Beverages

Corporate Purpose & Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics & Toiletries Includes Beauty Procedures/Services and First Aid Products

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

Creative Use of Data Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products, Confections and Snacks (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Innovative Use of Posters Must be entered as a Video Case Study

Media Includes Streaming Services, Magazines, Newspapers, TV Stations and Radio Stations

Political Includes Candidates, Elections and Political Advocacy Issues

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Campaign Sub-Categories (minimum 2 pieces of work)

Consumer Campaign Work that is specifically created to sell products and services to the consumer

Craft - Art Direction Campaign The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Campaign Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Campaign Use of illustrations in the overall execution. Must include all logos and taglines.

Craft - Photography Campaign Use of photographic images in the overall execution. Must include all logos and taglines.

Craft - Typography Campaign Use of type treatments in the overall execution. Must include all images, logos and taglines.

Poster Requirements

Poster entries will only be accepted as: JPEG, MOV, MP4. All Entries require a JPEG of the Billboard in-situ.

Static Posters require JPEG uploads. **Interactive/Digital Posters** require an MOV or MP4 upload.

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

PRINT

Work released and formatted for printed publications, such as magazines and newspapers or Direct Marketing such as Annual Reports or Brochures.

VIEW TECH SPECS

Print

Public Service/Charity/NGO Sub-Categories

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.
Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories (one piece of work only)

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Beverages Includes Alcoholic, Non-Alcoholic and Dairy Beverages

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics & Toiletries Includes Beauty Procedures/Services and First Aid Products

Craft - Art Direction The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Use of illustration(s) in the overall execution. Must include all logos and taglines.

Craft - Photography Use of photographic image(s) in the overall execution. Must include all logos and taglines.

Craft - Typography Use of type treatments in the overall execution. Must include all images, logos and taglines.

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Includes Food Products, Confections and Snacks (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Media Includes Streaming Services, Magazines, Newspapers, TV Stations and Radio Stations

Personal Items & Gift Items

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Political Includes Candidates, Elections and Political Advocacy Issues

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Toys & Games

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

Print Campaign Sub-Categories (minimum 2 pieces of work)

B2B Communication Campaign Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Consumer Campaign Work that is specifically created to sell products and services to the consumer

Craft - Art Direction Campaign The overall artistic aspects of the work including all images, logos and taglines.

Craft - Copywriting Campaign Use of the copy in the overall execution. Must include all images, logos and taglines.

Craft - Illustration Campaign Use of illustrations in the overall execution. Must include all logos and taglines.

Craft - Photography Campaign Use of photographic images in the overall execution. Must include all logos and taglines.

Craft - Typography Campaign Use of type treatments in the overall execution. Must include all images, logos and taglines.

Print Requirements

Print entries will only be accepted as: JPEG, MOV, MP4

A JPEG image(s) MUST be uploaded. In addition to JPEG image(s), MOV or MP4s can be uploaded in support of the actual work.

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

VIEW TECH SPECS

LIA
CREATED FOR CREATIVES

PRODUCTION & POST-PRODUCTION

Endorsing and celebrating all the production values and executions of craft, as defined by its relevant sub-category.

VIEW TECH SPECS

Production & Post-Production

Single Sub-Categories (one piece of work only)

2D Animation Creating movement of characters and objects within a 2 dimensional space ie: height and width but not depth.

AI This category recognizes the sole use of artificial intelligence as an alternative computer-driven method of delivering a creative, relevant and compelling visual results.

CGI Animation Creating movement of characters and objects using digital technology in a creative and outstanding way.

Cinematography The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

Direction The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

Editing Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

New Director A new Director is one that has directed no more than 6 different pieces of work. This director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

Performance/Casting Includes Animal Casting

Production Design The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

Stop-Frame Animation Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

Virtual Reality Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. This could be in the form of a single person experience or group experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Visual Effects The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

Campaign Sub-Categories (minimum 2 pieces of work)

2D Animation Campaign Creating movement of characters and objects within a 2 dimensional space ie: height and width but not depth.

AI Campaign This category recognizes the sole use of artificial intelligence as an alternative computer-driven method of delivering a creative, relevant and compelling visual results.

CGI Animation Campaign Creating movement of characters and objects using digital technology in a creative and outstanding way.

Cinematography Campaign The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept. Must be for the same Client.

Direction Campaign The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision. Must be for the same Client by the same Director.

Editing Campaign Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film. Must be for the same Client.

New Director Body of Work Campaign A new Director is one that has directed no more than 6 different pieces of work. This director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

Stop-Frame Animation Campaign Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

Visual Effects Campaign The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques. Must be for the same Client.

Production & Post-Production Requirements

Production & Post-Production entries will only be accepted as an MOV or MP4.

Campaign Entries: Each title requires a separate upload.

Entries that are not broadcast or aired in English will only be accepted if they are dubbed or subtitled in English.

VIEW TECH SPECS

LIA CREATED FOR CREATIVES

TRANSFORMATIVE BUSINESS IMPACT

Recognizes that creativity does not just live within campaigns, it now plays an influential role in the enduring transformation of businesses including their operations, services, products, internal experiences and customer experiences. This medium doesn't just recognize work that promotes solutions to customers; it recognizes the solutions themselves.

Judging Criteria:
Creative Solution: 50%, Business Impact: 25%, Key Insight: 15%, Problem Definition: 10%

VIEW TECH SPECS

Transformative Business Impact

Commercial Transformation Sub-Categories

Brand Manifestation Where brand ideas lead to change in the customer or employee experience

Creative Operational Transformation Creative ideas that have transformed businesses operations

Customer Experience Creative ideas that have transformed the businesses and customer experience

New Technology The application of new technology to transform a business function

Product Design Innovative Product Designs that have moved a business' model or offering forward

Purpose The application of purpose throughout a business to increase business performance

Specific Sector Innovations Innovations that are sector specific (Finance, hospitality etc.)

Sustainability Sustainable Business Innovations that support the UN Sustainable Development Goals

Community & Government Transformation Sub-Categories

Creative Policy Innovative policies that create culture or behavior changes

Government and Citizen Experience Ideas that have transformed the government and citizen experience

Government and Community Design The design of new community and government services

Government Operations Creative ideas that have transformed government operations

Innovative Community Experience Exhibitions or experiences that through creative engagement change the way people interact with an issue

Sustainable Government and Community Innovations that support the UN Sustainable Development Goals

Transformative Business Impact Requirements

Transformative Business Impact entries require a Case Study uploaded as an MOV or MP4. In addition, you may also upload JPEGs.

A written brief MUST be provided into the Description of Project / Written Brief box on the Entry Form. This brief can be up to 1,000 words.

VIEW TECH SPECS

LIA CREATED FOR CREATIVES

TV & CINEMA

A commercial film designed primarily for release via broadcast television and/or cinema, demonstrating a combination of exemplary ideas, executions and craft.

VIEW TECH SPECS

TV & Cinema

Public Service/Charity/NGO Sub-Categories

Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.
Public Service/Charity/NGO Campaign (minimum 2 pieces of work) Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories (one piece of work only)

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Beverages - Alcoholic

Beverages - Non-Alcoholic

Branded Content Branded Content has no obligation to entertain, nor does it have an obligation to sell a product or service. While not always, oftentimes Branded Content is very informative. Or it's a TVC or video that runs on social media that has been extended to run longer than :30, :60, or :90.

Branded Entertainment is advertising. It's simply disguised as entertainment. Not only must Branded Entertainment sell a product or service, it must also compete against and hold your attention with the best of anything a movie studio, television network, streaming platform, major record label, gaming studio, event producer, social media platform, book publisher or museum has to offer.

Confections/Snacks

Craft - Copywriting Use of the copy in the overall execution.

Corporate Purpose/Social Responsibility Must be brand driven. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social and environmental issues.

Cosmetics & Toiletries Includes Beauty Procedures/Services and First Aid Products

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Food Products (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health & Wellness Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Humor

Innovative Use of TV & Cinema Must be entered as a Video Case Study

Media Includes Magazines, Newspapers, TV Stations, Radio Stations and Streaming Services

Personal Items & Gift Items

Pharmaceuticals Needs to be prescribed by a medical professional and requires a written prescription

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Social Media Platforms Includes Facebook, WhatsApp, LinkedIn, Vimeo, X and Instagram

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Tagline/Endline Brief phrase designed to ingeniously and intelligently express a brand proposition. A long-term defining phrase and will remain associated with the brand unaltered as a prolongation of its name. Can change with cultural norms.

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Toys & Games

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Utilities Includes Gas, Electric and Telephone Companies

Zeitgeist Creativity in the spirit, mood, culture or subculture of a particular time

TV & Cinema Continued

Campaign Sub-Categories (minimum 2 pieces of work)

B2B Communication Campaign Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Consumer Campaign Work that is specifically created to sell products and services to the consumer

TV & Cinema Requirements

TV & Cinema entries will only be accepted as an MOV or MP4.

Campaign Entries: Each title requires a separate upload.

Entries that are not broadcast or aired in English will only be accepted if they are dubbed or subtitled in English.

VIEW TECH SPECS

USE OF SOCIAL MEDIA & INFLUENCERS

Ideas created by agencies or individuals that are communicated through a social media platform or leverage the social capital of individuals with existing reach and/or celebrities from either mainstream or social media. For judging purposes, engagement activity must be supplied with the entry.

VIEW TECH SPECS

Use of Social Media & Influencers

Public Service/Charity/NGO Sub-Category
Public Service/Charity/NGO Must be for NGOs, Not-for-Profits, Charities or Government Bodies. No brand associations.

Single Sub-Categories

Automotive Includes Traditional Vehicles, Self-Driving Vehicles and Automotive Accessories

B2B Communication Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

Beauty Includes Cosmetics, Toiletries, Beauty Procedures/Services and First Aid Products

Best Use of Real Time Advertising

Beverages Includes Alcoholic and Non-Alcoholic Beverage Products

Cinematography The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

Craft - Copywriting Use of the copy in the overall execution.

Creativity in Commerce Recognizing creativity that inspires preference, transaction, payment and purchase

Direction The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

DIY Includes Home Improvements and Crafts

Editing Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

Education Includes Educational Institutions, Tutorials and Online Classes

Entertainment Includes Conferences/Conventions, Live Events, Museums, Art Galleries, Music Festivals, TV/Cable/Online Programming, Theatres, Zoos, Movies, and Lotteries

Fashion & Accessories Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

Financial Services Includes Banks, Insurance Companies and Online Brokerage Companies

Foods Food Products (Does not Include Retail Food Chains or Restaurants)

Gaming Work that looks to build into, or expand beyond the game and/or virtual universe to create entertainment and connective experiences for players and people.

Health Care Services Includes Weight Loss Programs, Hospitals, Clinics and Nursing Homes

Home Products Includes Cleaning Products, Pet Products, Furniture and Appliances

Innovative Use of Social

Lifestyle Includes Current Events and Pop Culture

Live Stream

Media Includes Magazines, Newspapers, TV Stations, Radio Stations and Streaming Services

Original Music Music with or without lyrics, composed expressly to work creatively with the submitted film. It is not a pre-existing track or stock music.

Political Includes Candidates, Elections and Political Advocacy Issues

Production Design The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

Retail Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Department Stores

Social Media Page The overall media presence of a brand or individual

Social Media Post A singular social media post for a brand or individual

Sound Design The creating and/or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

Sports Includes Sporting Events, Teams and Individual Players

Sustainability Executions that feature communication highlighting the importance of any impact on the environment, community or society, including SDG executions

Technology & Tech Equipment Includes Mobile Phones, Tablets, Computers, Gaming Systems, AR, VR and AI

Use of Social Media & Influencers Continued

Single Sub-Categories Continued

Tone of Voice The development of a character-rich and/or relevant voice for a product or brand in its written and/or spoken communications. Should be reflective of the times and culture of the time.

Travel & Leisure Includes Airlines, Spas, Hotels and Cruises

Unboxing

Use of Facebook

Use of Instagram

Use of Snapchat

Use of TikTok

Use of X (formally Twitter)

Use of YouTube

Utilities Includes Gas, Electric and Telephone Companies

Visual Effects The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

Zeitgeist Creativity in the Spirit, Mood, Culture or Subculture of a Particular Time

Use of Social Media & Influencers Requirements

Use of Social Media & Influencers will only be accepted as: MOV, MP4, URL, JPEG.

There is no need to upload an MOV or MP4 directly into the entry system if the URL provided hosts the same content.

If you are only submitting a URL for judging, then we also require that you upload 2 JPEGs that best represent your work. JPEGs will only be used if the Entry attains Shortlist / Winner status, they will not be used for judging.

VIEW TECH SPECS

Rules of Entry

Entry Requirements

- Work submitted must be first released, published and/or broadcast in a commercial environment with client approval between 1st July 2023 and 31st August 2024.
- All work submitted including work into the Craft Categories (i.e. Art Direction, Illustration, etc.) must be in the exact form it was broadcast, published or released with all the logos, trademarks and copy marks intact, regardless of category or sub-category. Work must not be altered for submission purposes.
- In the case of a query by the Jury, the entrant will be required to provide documentary evidence to prove eligibility of entry.
- Entries that have not been finalized before the final deadline will automatically be deleted from the Entry System.

All companies and/or individuals involved in the creative process are eligible to enter. As most work is a joint effort, LIA allows any company or individual to enter work they have collaborated on. Our rules for multiple entrants are:

- Only one Entrant can be listed per entry as the Entering Company (one office and city). If an Entrant wishes to list more than one company in the Entrant field, additional entry fees are required. LIA will invoice the Entering Company for the additional fees. Only the Entrant is named in Press Releases.
- If an entry attains statue status and the entrant has listed multiple companies and/or cities, only one statue will be shipped complementary to company that is registered in the LIA entry system. Additional Statues can be purchased via the Online Store by any company or individual listed in the creative credits.

When Sending Physical Material

- Physical material is only accepted in the categories of Design and Package Design.
- Do not affix or wrap forms around the entry material. All forms should be sent flat in an envelope.
- If you must empty the contents for Shipping/Customs purposes, be sure to upload at least one JPEG of the packaging as it appeared in the marketplace.
- Entries sent in poster format must be on a mounted board. No board should be more than 600mm x 400mm (24 in x 16 in) in size, with a border of 25mm (1 in). The overall size of the board is inclusive of the border.
- If an entrant specifically requests the return of entry material, LIA will make every effort to comply. LIA indemnifies itself of any loss or damage to the original entry. The entrant assumes all costs for packing and shipping for the return of the work. These requests must be made via email to christina@liaawards.com, upon finalizing your entry.

Creative Credits

- All creative credits must be input prior to finalizing entries. If a credit field does not apply, it must be left blank (do not populate with dashes, N/A, etc).
- Company City should be input when relevant.
- Credits should be checked carefully prior to finalizing as these credits are used to calculate the Of The Year awards. LIA uses the creative credits that are input at the time of entry to award points regardless of the Entering Company.
- Once an Entry is finalized, changes to the credits will incur a USD $200 fee per entry.
- If no credits are input and an entrant wishes to add creative credits after Winners are announced there will be a USD $250 fee per entry.

Tech Specs

Campaign Entries
- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

MOV/MP4 Uploads

Slates, clocks or bars must NOT appear on the video. Entries that contain the entrant name or branding of entering company will not be accepted.

Standard Definition Source Material minimum: 720 x 480
High Definition Source Material: 1920 x 1080
Frame Rate: Original Frame Rate
(23.98, 24, 25, 29.97, 50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality
Data Rate: Minimum 5,000kbps / Maximum 10,000kbps
Sound: AAC 48KHz
File size: 1 GB maximum

When Entering a Case Study
- The case study that is submitted for judging must clearly show the work in-situ, demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Do not embed company names and/or individual creative credits.
- Any entrant that requires LIA to change the media after it has been processed and locked for judging will be charged a $500.00 USD fee.
- LIA will not allow media to be changed once judging commences.
- It is mandatory that the Case Studies use Royalty-Free music.

JPEG Uploads

Resolution: 300 dpi
Color Mode: RGB
File size: 6 MB maximum
Portrait Images: Approx. 2400 x 3000 pixels
Equivalent to: 203mm x 254mm or 8in x 10in
Landscape Images: Approx. 3000 x 2400 pixels
Equivalent to: 254mm x 203mm or 10in x 8in

MP3 Uploads

Minimum of 64kbps (mono) up to a maximum of 196kbps
File type: MP3 (stereo) with a compression ratio of 22:1
File size: 3 MB maximum

URL
- All URLs must be live from the date of entry through 31st December 2024.
- The URL can bring the user to a landing page that hosts all elements that you wish the jury to view. The landing page can include the concept, translation and/or explanation along with the work to be judged.
- You must submit all required user names and/or passwords. This is for judging use only and will not be shared in any public forum.
- Entries that are unable to be viewed, due to an incorrect URL, user name or password, will be disqualified and will not be judged. Entry Fees for disqualified entries will not be refunded.

25% Entry Discount Through 7th June

Entries must be finalized and paid by 7th June to take advantage of the Entry Discount. Any entries at the discounted rate that require media or credit changes after 7th June will be re-invoiced at the full entry fee.

No upload Fees. No late fees.

AMBIENT & ACTIVATION
Per Entry: **USD $596.25**

AUDIO & RADIO
Single Entry: **USD $371.25**
Campaign Entry: **USD $431.25**

BILLBOARD
Single Entry: **USD $558.75**
Campaign Entry: **USD $656.25**

BRANDED CONTENT
Single Entry: **USD $900**
Series Entry: **USD $1125**

BRANDED ENTERTAINMENT
Single Entry: **USD $900**
Series Entry: **USD $1125**

CREATIVE STRATEGY
Per Entry: **USD $596.25**

CREATIVE USE OF DATA
Per Entry: **USD $596.25**

CREATIVITY IN B2B
Per Entry: **USD $596.25**

CREATIVITY IN PR
Per Entry: **USD $596.25**

DESIGN
Single Entry: **USD $450**
Campaign Entry: **USD $525**

DIGITAL
Per Entry: **USD $596.25**

DIRECT
Per Entry: **USD $656.25**

EVOLUTION
Per Entry: **USD $900**

HEALTH & WELLNESS
Single Entry: **USD $596.25**
Campaign Entry: **USD $750**

HEALTH & WELLNESS-CRAFT
Single Entry: **USD $596.25**
Campaign Entry: **USD $750**

INTEGRATION
Per Entry: **USD $825**

MUSIC & SOUND
Per Entry: **USD $371.25**

MUSIC VIDEO
Per Entry: **USD $371.25**

NON-TRADITIONAL
Per Entry: **USD $656.25**

ONLINE FILM
Single Entry: **USD $618.75**
Campaign Entry: **USD $750**

PACKAGE DESIGN
Per Entry: **USD $356.25**

PHARMA & MEDICAL
Single Entry: **USD $596.25**
Campaign Entry: **USD $750**

PHARMA & MEDICAL-CRAFT
Single Entry: **USD $596.25**
Campaign Entry: **USD $750**

POSTER
Single Entry: **USD $558.75**
Campaign Entry: **USD $656.25**

PRINT
Single Entry: **USD $558.75**
Campaign Entry: **USD $656.25**

PRODUCTION & POST-PRODUCTION
Single Entry: **USD $431.25**
Campaign Entry: **USD $525**

TRANSFORMATIVE BUSINESS IMPACT
Per Entry: **USD $862.50**

TV & CINEMA
Single Entry: **USD $618.75**
Campaign Entry: **USD $750**

USE OF SOCIAL MEDIA & INFLUENCERS
Per Entry: **USD $596.25**

Entry Fees From 8ᵗʰ June 2024 Until Final Deadline

No upload Fees. No late fees.

AMBIENT & ACTIVATION
Per Entry: **USD $795**

AUDIO & RADIO
Single Entry: **USD $495**
Campaign Entry: **USD $575**

BILLBOARD
Single Entry: **USD $745**
Campaign Entry: **USD $875**

BRANDED CONTENT
Single Entry: **USD $1200**
Series Entry: **USD $1500**

BRANDED ENTERTAINMENT
Single Entry: **USD $1200**
Series Entry: **USD $1500**

CREATIVE STRATEGY
Per Entry: **USD $795**

CREATIVE USE OF DATA
Per Entry: **USD $795**

CREATIVITY IN B2B
Per Entry: **USD $795**

CREATIVITY IN PR
Per Entry: **USD $795**

DESIGN
Single Entry: **USD $600**
Campaign Entry: **USD $700**

DIGITAL
Per Entry: **USD $795**

DIRECT
Per Entry: **USD $875**

EVOLUTION
Per Entry: **USD $1200**

HEALTH & WELLNESS
Single Entry: **USD $795**
Campaign Entry: **USD $1000**

HEALTH & WELLNESS-CRAFT
Single Entry: **USD $795**
Campaign Entry: **USD $1000**

INTEGRATION
Per Entry: **USD $1100**

MUSIC & SOUND
Per Entry: **USD $495**

MUSIC VIDEO
Per Entry: **USD $495**

NON-TRADITIONAL
Per Entry: **USD $875**

ONLINE FILM
Single Entry: **USD $825**
Campaign Entry: **USD $1000**

PACKAGE DESIGN
Per Entry: **USD $475**

PHARMA & MEDICAL
Single Entry: **USD $795**
Campaign Entry: **USD $1000**

PHARMA & MEDICAL-CRAFT
Single Entry: **USD $795**
Campaign Entry: **USD $1000**

POSTER
Single Entry: **USD $745**
Campaign Entry: **USD $875**

PRINT
Single Entry: **USD $745**
Campaign Entry: **USD $875**

PRODUCTION & POST-PRODUCTION
Single Entry: **USD $575**
Campaign Entry: **USD $700**

TRANSFORMATIVE BUSINESS IMPACT
Per Entry: **USD $1150**

TV & CINEMA
Single Entry: **USD $825**
Campaign Entry: **USD $1000**

USE OF SOCIAL MEDIA & INFLUENCERS
Per Entry: **USD $795**

Entering LIA - Best Practices

Why You Should Enter

- Our 13 month eligibility means that although we may be the last global awards show of the calendar year, this provides a platform to showcase newly released work ahead of the other festival dates for the upcoming year.
- Winning at LIA gives you the credentials and recognition that propels careers forward.
- Winning at LIA boosts creative confidence and morale giving rising stars something to celebrate. It ignites motivation to continue producing excellent, creative work and solutions.
- Winning isn't just about shiny statues, it also allows companies to retain talent and clients, as well as, gain new business.

Entry Tips

Enter Early Offers you financial savings with an early-bird discount.

Choosing Categories When choosing categories and sub-categories, be sure to read the competition description. Keep in mind that different juries view work through different lenses and consider different factors when judging.

Clone Your Entries Duplicate your credits and media into different Categories and Sub-Categories seamlessly. When using the clone feature, any edits made to credits, media and/or descriptions / written briefs in one entry will automatically change all the linked entries. Each linked entry created incurs its own entry fee.

Campaign or Single When you have a campaign with multiple executions, you can choose to submit the work as a campaign, as a single or both. If some elements are much stronger than others, entrants should consider entering them individually as singles rather than as one whole unit.

Creative Credits When inputting your credits, be sure to include all companies (with cities where applicable). The creative credits that you input at the time of entry are what is used to calculate points for 'Of The Year' awards. Credits can not be edited once your entry is finalized.

Description of Project / Written Brief This is your opportunity to provide everything the jury needs to know about your work. Any cultural reference, nuance, background information, history or brief that the jury should know in order to properly judge and award your work. We highly suggest you curate this write up to the category and sub-category that you are submitting into.

Physical Entry Material Physical Material is only accepted in the categories of Design and Package Design. We encourage you to send physical material for you work as this ensures it can be judged to its fullest potential.

Be Inspired To see last years winners: [View them here!](#)

For More Information Entry Support, Submission Questions, General Queries: +1.516.931.1050
or info@liaawards.com

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