

2017 COMPETITION INFORMATION

MOBIUS® Awards



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■ PACKAGE DESIGN

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Mobius Awards is an international competition recognizing outstanding advertising, digital, design and creativity from professionals and students.

Headquartered in Los Angeles, the competition began in 1971 and annually attracts entrants from around the world.

IMPORTANT DATES



October 1, 2017

Entry Deadline



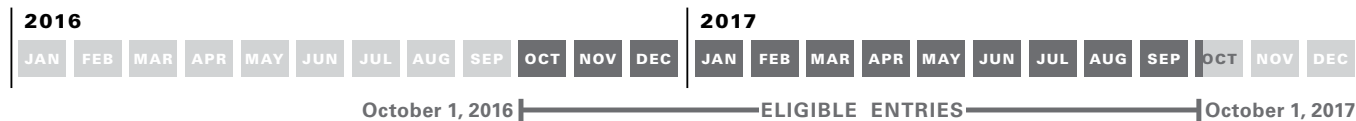
January 2018

Judging Results Announced

ENTRY ELIGIBILITY DATES

Entries must have been Created, Produced, Published, Marketed, Screened, Aired or Reintroduced during this time period:

October 1, 2016 – October 1, 2017



WHO CAN ENTER

The competition is open to the following (including, but not limited to):

| | | |
|----------------------------|----------------------------------|-------------------------------|
| Ad Agencies | Graphic Designers | Production Companies |
| Advertisers | Individual Creatives | Public Relations Firms |
| Branding Companies | Industry Professionals | Retail Planners |
| Design Firms | Marketing Managers | Special FX Companies |
| Digital Agencies | Mobile App Developers | Visual Merchandisers |
| Direct Marketers | Package Designers | VR Developers |
| Healthcare Agencies | Post Production Companies | Web Designers |

ENTRY MEDIUMS

| | | |
|--------------------------------------|-------------------------------------|--------------------------------------|
| Brand Identity | Eco/Green Package Design | Package Design & Redesign |
| Branded Content/Entertainment | Guerilla/Ambush Marketing | Point-of-Purchase/Ambient |
| Brochure/Book | Immersive Marketing (VR, AR) | Print |
| Commercials/TVC | Integrated Campaign | Public/Media Relations |
| Digital – Mobile | Online Commercials | Radio/Audio Advertising |
| Digital – Online Direct | Outdoor/Out-of-Home | Social Media Marketing |
| | | Spec Work |

ENTRY TYPES & ACCEPTED WORK

The competition is open to the following Business-to-Consumer & Business-to-Business advertising and Spec Work* (including, but not limited to):

| | | |
|--------------------------------|----------------------------------|---------------------------------------|
| 360° Video | In-Store displays | Political Ads |
| Billboards, Transit Ads | Logos, Brand Identity | Product Labels |
| Branded Games | Media Relations Campaigns | Product Placement |
| Catalogues | Mobile Apps | Retail Store Design |
| Commercials | Motion Picture Trailers | Theatre Lobby Ads/Displays |
| Data Inspired Creative | Native Ads | Trade Show Collateral/Displays |
| Direct Marketing | Newspaper/Magazine Ads | TV Promos |
| Email Marketing | Online Videos | User Generated Content |
| Interactive Ads | Out-of-Home | Virtual Reality |
| In-Flight | Package Design | Websites |
| | Package Redesign | |

* *Spec Work is professionally created advertising or package design for personal use only (without an established relationship with a paid client). Winners are awarded a Spec Work Certificate, and are not eligible to win a Mobius Award or a Best of Show (Grand Prix) award. Entries are limited to:*

- *Work created especially for creative competitions*
- *Work created for a personal portfolio*

ENTRY FEES

(All Fees in US Dollars)

SINGLE ENTRY / CAMPAIGN *

| ADVERTISING | |
|-------------------------------|------------------|
| Brand Identity | \$495 / \$750 |
| Branded Content/Entertainment | \$595 / \$820 |
| Brochure/Book | \$495 / \$750 |
| Commercials/TVC | \$595 / \$820 |
| Digital – Mobile | \$495 / \$750 |
| Digital – Online | \$495 / \$750 |
| Direct | \$495 / \$750 |
| Guerilla/Ambush Marketing | \$495 / \$750 |
| Immersive Media Marketing | \$595 / \$820 |
| Integrated Campaign | \$1200 |
| Outdoor/Out-of-Home | \$495 / \$750 |
| Point-of-Purchase | \$495 / \$750 |
| Print | \$495 / \$750 |
| Public/Media Relations | \$495 / \$750 |
| Radio/Audio Advertising | \$350 / \$550 |
| Social Media Marketing | \$495 / \$750 |
| Spec Work | \$250 / \$275 |
| PACKAGE DESIGN | |
| Package Design (all types) | \$475 / \$875 ** |
| Spec Work - Package Design | \$250 / \$275 ** |

* CAMPAIGN entry = up to **6** elements

** PRODUCT RANGE = unlimited items

OTHER FEES

| | |
|--|-------------------------|
| Bank Transfer Fee | \$35 per bank transfer |
| Credit Card Network Charge | 4.9% of total amount |
| Late Fee for entries finalized <u>after</u> OCTOBER 1, 2017 | 15% of total entry fees |

PAYMENT METHODS

CREDIT CARD

Visa, MasterCard,
American Express

(A 4.9% Credit
Card Network
Charge will be
added to
your invoice.)

or

CHECK or MONEY ORDER

by US Bank Draft in US Dollars
Include a copy of your
entry receipt.

Payable to:

Mobius Awards, Ltd.

713 South Pacific Coast Highway, Suite A,
Redondo Beach, California 90277-4233
USA

or

BANK TRANSFER

Bank details will be emailed to the
entrant after their entries have been
finalized.

An additional Bank Transfer Fee of
US\$35 will be applied for each bank
transfer.

HOW TO ENTER

1. Create Entry Account

Create a new General Entrant account at <http://entry.mobiusawards.com>.

NOTE: Previous entrants need to create a new account every year.

2. Entrant Contact Information

The entrant contact name will not appear on any Awards.

3. Create New Entry(s)

- **Title**
Enter the following: Title, Purpose/Intent, Product/Service, Advertiser.
- **Media Type**
Select a Media Type.
- **Category**
Select a Category from either "General" or "Craft/Technique."
- **Single/Campaign/Product Range**
Select applicable option.
- **Entry Submission**
Choose desired method of submission.
 - + **Supplemental Upload:** Information that further explains an entry may be uploaded/submitted (depending on the original submission of the entry).
- **Credits**
Credits are entered here and will be used on our website for winning entries.
- **Entry Cart**
Completed entries are in the "Entry Cart." To create a new entry, repeat the steps above.
- **Duplicate Entry**
Entries may be easily entered into additional relevant categories by using the "Duplicate" function. Entry fees apply to each additional category.
- **Edit Entry**
Entries may be edited up until finalization.
- **Delete Entry**
Entries may be deleted before finalization. Deleted entries are moved to the "Deleted Entries" section and may be undeleted and finalized at any time.

4. Finalize & Payment

Finalize and pay for all completed entries in the Entry Cart at the same time.

Print the Entry Receipt for your records after you have finalized.

5. Confirmation of Entry Finalization

Upon finalization, entrants will receive an entry confirmation email. If you do not receive this email, please contact KristenSzabo@mobiusawards.com.

6. Shipment of Entry(s)

Review the Submission Options & Overview pages to determine whether you need to ship your entry to the Mobius Awards office.

7. Acceptances of Entries into Competition

Entrants will be notified via email that their entries are officially accepted into the 2017 Mobius Awards after their entries have been processed, usually within 24 hours. Review the entry acceptance email and report any corrections to KristenSzabo@mobiusawards.com.

ADVERTISING

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ADVERTISING | PROCESS & GUIDELINES

- **TARGET AUDIENCE & PURPOSE/INTENT STATEMENT:** Judges can best evaluate your entry when you provide a detailed description of its audience (age, gender, etc.) and the marketing objectives. Include special details such as choice of words or graphics that reflect cultural subtleties. This information is **required** and does have direct bearing on the judging of the entry. Please keep the purpose/intent statement length to 100 words.
- **CREDITS:** Credits for winning entries will be posted on our website. Submit full credits at the time of entry. We want your company, team, and client to be recognized for their award-winning work!
- **SUPPLEMENTAL INFORMATION:** Additional information may be uploaded in the entry system to explain/support an entry.
- **LANGUAGE:** Entries must be submitted in English or have an English translation.
- **MULTIPLE ENTRIES:** Entries may be made in multiple relevant categories and/or media type. A new entry must be created for each category and/or media type and can be entered in additional relevant categories by using the "Duplicate" function. Entry fees will be charged for each entry.
- **USE OF ENTRIES:** Entrants allow entries to be viewed for judging and permit winning entries to be aired to public audiences and/or shown on television for promotion and publicity purposes of the Mobius Awards. The entrant assumes any and all broadcast, union, talent, or rights fees, if applicable.
- **ACCEPTANCE OF ENTRIES:** Entrants are notified via email when their entries have been officially accepted, usually within 24 hours of entry finalization.
- **ENTRY FEES:** All Entry Fees must be paid-in-full before judging results are released.
- **WITHDRAWING/CANCELLING AN ENTRY & REFUND POLICY:** An entry may be withdrawn (subject to a US\$100 processing fee) within 24 hours of finalization by sending a withdrawal request to KristenSzabo@mobiusawards.com. Refunds will NOT be issued for entries withdrawn after 24 hours of finalization.
- **LIABILITY:** Every reasonable care will be used to protect entries from damage or loss, but Mobius Awards Ltd., and its management or judging committees cannot assume liability for either.
- **PHYSICAL ENTRIES:** Physical entries should be received in our office within 7 days of finalization. Do not ship entries before entry finalization, and do not ship perishable items. We recommend shipping via air courier (UPS, FedEx, etc.).

Mobius Awards, Ltd.
Attn: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277 USA
(310) 540-0959
KristenSzabo@mobiusawards.com

Additional Instructions for non-US entrants:

Please include the following statements in your Customs Declaration:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

- **NOTE:** Not all Media Types require a physical entry to be sent in. Please refer to the Submission Options (Overview).
- **RETURN OF PHYSICAL ENTRIES:** Physical entries will not be returned unless specifically requested at the time of entry. The entrant is responsible for all return shipping charges.

ADVERTISING | JUDGING

- **JUDGES:** The jury consists of an international panel of industry professionals.
- **SCORING:** Entries are scored on a point system based on Creativity (60%) & Effectiveness (40%). The Purpose/Intent and Target Audience information that is provided by the entrant will be given to the judges to assist them in scoring. The judging outcome can result in multiple 1st Place Mobius, 2nd Place Certificate winners or no winners in any category or media type.
- **PROCESS:** Judging is completed online and with an in-person judging event of physical entries which may include Package Design, Brochures/Books, Direct and Public/Media Relations.
- **JUDGING EVENT:** The in-person judging of physical entries will be held in December 2017, in Los Angeles.
- **BEST OF SHOW (GRAND PRIX):** First Place Mobius Award statuette winners are eligible for Best of Show awards. Nominees receive a complimentary Best of Show nominee certificate.
- **JUDGING RESULTS:** Results are sent by email to each entrant in early **January 2018**. Judging results will not be released until all competition/entry fees have been paid in full.

ADVERTISING | AWARDS

Mobius Awards presents the following awards:

In overall competition:

Best of Show (Grand Prix)

Best of Show winners are selected from the Best of Show nominees.
Best of Show awards are selected by a second panel of judges.

Best of Show (Grand Prix) Nominee

Best of Show nominees are selected from First Place Mobius Awards winners.

First Place Mobius Statuette

Second Place Certificate for Outstanding Creativity

Spec Advertising Certificate

The judging outcome can result in multiple 1st Place Mobius, 2nd Place Certificate winners or no winners at in any category or media type.



ADVERTISING | AWARD ENGRAVING

- **AWARDS:** All awards are engraved/printed and presented to the entrant company name as listed in the credits, NOT the name of the entrant contact.
- **DUPLICATE AWARDS:** Duplicates can be personalized in an individual's name as long as the person was credited to the entry. Duplicate awards for any year may be purchased at any time.

ADVERTISING | MEDIA TYPES

BRAND IDENTITY

Brand Identity entries signify a corporate image through the use of visual and/or audio design that identify a brand. Includes digital, social, mobile, live events.

- LE: **360° Brand Design**
 LX: **Brand Experience** (includes Trade Show booths, etc.)
 LC: **Brand Film/Video**
 LO: **Logo only**
 LP: **Promotional Product** (giveaways, product samples, gift with purchase, etc.)
 LS: **Sound Branding** (jingles, trademarks, idents, etc.)
 OB: **All Other Brand Identity**

BRANDED CONTENT/ENTERTAINMENT

Branded Content/Entertainment entries blend advertising and entertainment to fulfill a brand's marketing strategy. Includes fiction, non-fiction/reality, scripted and/or unscripted.

- BC: **Broadcast, Cable, Satellite Television**
 BF: **Film** (theatrically released)
 BO: **Online/Digital**
 BP: **Printed Content**
 BU: **User/Audience Generated Content**
 BX: **All Other Branded Content**

BROCHURE/BOOK

Brochure/Book entries (physical or digital/online) can be catalogs, annual reports, product brochures, etc.

- BB: **Physical Brochure/Book**
 BD: **Digital/Online Brochure/Book**

COMMERCIALS/TVC

Broadcast, Cable, Satellite Television entries are commercials run on broadcast, cable, satellite television or video streaming services (Netflix, Hulu, Amazon Video, etc.).

Cinema/In-Flight entries are commercials run in theaters/cinema or on aircraft.

Online entries are commercials run on the internet.

All Other Platforms entries are commercials run on other platforms.

- T: **Broadcast, Cable, Satellite Television, Streaming**
 TC: **Cinema/In-Flight**
 TO: **Online**
 TX: **All Other Platforms**

DIGITAL – MOBILE

Digital – Mobile entries are advertising delivered electronically to mobile phones, tablets or other mobile devices.

- AP: **Apps**
GM: **Branded Games**
NM: **Mobile Marketing**
DP: **Mobile Phones**
DT: **Tablets**
DD: **All Other Mobile Devices**

DIGITAL – ONLINE

Digital – Online entries are advertising delivered via the internet.

- DG: **Branded Games**
OL: **Online Ads** (banners, pop-ups, etc.)
DV: **Online Video** (interactive, social, etc.)
NV: **Viral Marketing**
WF: **Websites, Microsites, etc.**
ON: **All Other Digital Online**

DIRECT

Advertising that elicits a direct response and/or call to action. Includes business-to-business and consumer.

- DB: **Broadcast**
EM: **Digital Direct**
DE: **Email Marketing**
DM: **Physical Mail** (postcards, flyers, etc.)
OD: **All Other Direct** (holiday cards, product sample kits, client gifts, invitations, etc.)

GUERRILLA/AMBUSH MARKETING

Guerilla/Ambush Marketing entries use unconventional means of reaching the public or attempt to tie a product to an event when the customer is unaware of the marketing effort to obtain maximum exposure.

- GN: **Guerilla/Ambush Marketing**

IMMERSIVE MEDIA MARKETING

Technology used to create a simulated environment and/or a real-world environment in which elements are added by computer generated elements to enhance an experience.

- AR: **Augmented Reality (AR) Marketing**
 VD: **Virtual Reality (VR) Marketing – Desktop**
 VR: **Virtual Reality (VR) Marketing – Mobile**

INTEGRATED CAMPAIGN

Integrated Campaigns combine at least two (2) different media types to convey a company's advertising/marketing/branding message.

Digital only Integrated Campaigns combine at least two (2) different digital media types to convey a company's advertising/marketing/branding message.

- MX: **Integrated Campaign**
 DX: **Integrated Campaign – Digital/Online Only**

OUTDOOR/OUT-OF-HOME

Outdoor/Out-of-Home entries are advertising/marketing/branding specifically intended to reach consumers outside their home such as Transit Ads, Billboards, Outdoor Posters, Installations, etc.

- DO: **Digital Outdoor**
 NO: **Non-Digital Outdoor**
 OT: **All Other Outdoor**

POINT-OF-PURCHASE (POP) / AMBIENT

POP entries are in-store point of sale retail advertising that includes, temporary, semi-permanent, permanent.

- PC: **Counter/Cash wrap/Register/Checkout Displays**
 PI: **Featured Displays** (bulk outs, end caps, aisles, shelf, etc.)
 PK: **Interactive Kiosk/Display**
 PU: **Pop-Up Shop/Store**
 SD: **Product Demonstrations** (video, live)
 PQ: **Signage** (posters, banners, floor decals, shelf, etc.)
 PV: **Vending Machine**
 PP: **Vendor Shop** (leased/allotted space for a specific retailer/brand within a retail store)
 PW: **Window Displays**
 PO: **All Other Point-of-Purchase**

PRINT

Print advertising entries are advertising/branding printed and in periodicals (magazines, newspapers, journals, etc.).

- AV: **Advertorials**
CP: **Consumer Magazine**
NP: **Newspaper**
MN: **Magazine/Newspaper inserts** (foldouts, product samples, etc.)
TP: **Trade Magazine** (business-to-business publication)
OP: **All Other Print** (includes indoor posters)

PUBLIC/MEDIA RELATIONS

Public/Media Relations is communication that supports a beneficial relationship between a company (including non-profits) and its public.

- MR: **Public/Media Relations**

RADIO/AUDIO ADVERTISING

Radio/Audio advertising entries can either be from terrestrial, satellite or internet radio. Entries can include commercials, infomercials, jingles, sound branding, etc.

- R: **Terrestrial** (FM, AM)
RS: **Satellite**
RA: **Online** (Music Streaming Services, Podcasts, etc.)

SOCIAL MEDIA MARKETING

Social Media Marketing is creating & sharing content via social networking. Includes cross-channeling between social media.

- SN: **Social Media Marketing**

SPEC WORK

Spec Work is professionally created advertising for personal use only (without an established relationship with a paid client). Entries are limited to: Work created especially for creative competitions or a personal portfolio.

- XA: **Spec Work – Professional**

ADVERTISING | CATEGORIES

100. **Animal/Pet Products:** Food, Pharmaceutical, Carriers, etc. UPDATED
101. **Animal/Pet Services:** Veterinary, Grooming, Board & Care, Training, etc. UPDATED
102. **Apparel, Footwear & Accessories**
103. **Automotive:** Cars, Motorcycles, Trucks, Snowmobiles, etc.
104. **Branding:** Identity/Image, Self-Promotion, etc.
105. **Business/Commercial Products & Services**
106. **Celebrity Endorsements**
107. **Charitable/Non-Profit Organizations:** Awareness Messages, Fundraising, Recruitment
108. **Technology Products:** Consumer Electronics, Tablets, Assistive Technology, Cameras, Drones, etc.
109. **E-Commerce:** Online Retail/Wholesale & Marketplaces, Services, etc.
110. **Eco-Friendly Advertising Concept:** Causes minimal or no harm to the environment
111. **Ecology:** Ecological projects, services or programs
112. **Education:** Online, Schools, Colleges, Universities, Trade Schools, Vocational Institutes, Recruiting, Sports, Scholarships
113. **Entertainment Media Promotion:** DVD's, Videos, Music, Concerts, Events, Publications, Books, TV Programming, Movies, Trailers & Promos, etc.
114. **Financial Services:** Banks, Credit Unions, Credit Cards, Investment, Insurance, etc. NEW
115. **Food, Beverages – Products:** All Food & Beverages Products
116. **Food, Beverages – Services:** Grocery/Food Stores, Restaurants, Fast Food, Delivery Service
117. **Government/Political/Military:** Awareness Messages, Recruitment, Fundraising, Campaign Messages
118. **Health & Wellness Products:** Pharmaceuticals, Devices, Surgical Supplies, etc. UPDATED
119. **Health & Wellness Services:** Hospitals, Insurance, Laboratory, Clinics, Government, etc. UPDATED
120. **Home Care & Maintenance Products:** Building Materials, Cleaning Supplies, Tools, Hardware, Yard & Garden Products, Remodeling, DIY
121. **Home Furnishings:** Furniture, Lamps, Decorative Accessories, Rugs, etc.
122. **Lifestyle Products:** Fitness Equipment, Luggage, sunglasses, etc. NEW
123. **Lifestyle Services:** Cleaning, Interior Design, Landscaping, etc. NEW
124. **Local Cable/Broadcast Conceived & Produced Advertising**
125. **Low Budget:** \$10,000 and under
126. **Miscellaneous:** We will reclassify entries in to the appropriate category when possible
127. **Olympics/Paralympics**
128. **Personal Care & Fragrance Products**
129. **Personal Care Services:** Hair Salon, Nail Salon, Spas, etc. NEW
130. **Product/Brand Launch**
131. **Product/Brand Re-launch**
132. **Product Placement**
133. **Public Relations:** Special Event, Crisis & Issue Management, Corporate Responsibility, Sponsorship, Reputation Management, Publicity
134. **Public Service Announcement:** (PSA)
135. **Religion/Spirituality**
136. **Retail Stores**
137. **Services**
138. **Sports & Recreation**
139. **Tourism, Leisure & Travel**
140. **Unique Use of Media:** Avant-garde use of a medium
141. **Spec Work:** Spec Work is professionally created advertising for personal use only (without an established relationship with a paid client). Entries are limited to: Work created especially for creative competitions or a personal portfolio.

ADVERTISING | CRAFT/TECHNIQUE CATEGORIES

- 142. **3D Printing**
- 143. **360° Video**
- 144. **Animation, CGI, Motion Graphics**
- 145. **Art Direction**
- 146. **Cinematography**
- 147. **Copywriting/Editorial**
- 148. **Direction**
- 149. **Editing**
- 150. **Graphic Design**
- 151. **Illustration**
- 152. **Live or Real-Time Experience/Commercial**
- 153. **Music (Adaptations or Original)**
- 154. **Use of Music**
- 155. **Overall Production**
- 156. **Photography**
- 157. **Production Design**
- 158. **Set Design**
- 159. **Sound Design (Editing, Effects)**
- 160. **Talent/Casting (Human, animal or other)**
- 161. **Typography**
- 162. **Use of Humor**
- 163. **User Interface (UI)**
- 164. **User Experience (UX)**
- 165. **Visual Effects (VFX)**

ADVERTISING | SUBMISSION OPTIONS - OVERVIEW

| | Submission options → | VIDEO FILE UPLOAD | IMAGE FILE UPLOAD | URL | AUDIO FILE UPLOAD | PHYSICAL ENTRY |
|---|----------------------|-------------------------|-------------------------|-----|-------------------------|-------------------|
| BRAND IDENTITY | | | | | | |
| LO: Logo only | | • | • | • | • | |
| LC: Brand Film | | • | | • | | |
| LE: 360° Brand Design | | • | • | • | • | |
| LP: Promotional Product | | • | • | • | • | |
| LX: Brand Experience | | • | • | • | • | |
| LS: Sound Branding | | • | | • | • | |
| OB: All Other Brand Identity | | • | • | • | • | |
| BRANDED CONTENT/ENTERTAINMENT | | | | | | |
| BC: Broadcast, Cable, Satellite Television | | • | | • | | |
| BF: Film (theatrically released) | | • | | • | | |
| BO: Online/Digital | | • | | • | | |
| BU: User/Audience Generated Content | | • | | • | | |
| BP: Printed Content | | • | • | • | | |
| BX: All Other Branded Content | | • | | • | | |
| BROCHURE/BOOK | | | | | | |
| BB: Physical Brochure/Book | | | | | | • |
| BD: Digital/Online Brochure/Book | | • | | • | | |
| COMMERCIALS/TVC | | | | | | |
| T: Broadcast, Cable, Satellite TV, Streaming | | • | | • | | |
| TC: Cinema/In-Flight | | • | | • | | |
| TO: Online | | • | | • | | |
| TX: All Other Platforms | | • | | • | | |
| DIGITAL – MOBILE | | | | | | |
| AP: Apps | | • | | • | | |
| GM: Branded Games | | • | | • | | |
| NM: Mobile Marketing | | • | | • | | |
| DP: Mobile Phones | | • | | • | | |
| DT: Tablets | | • | | • | | |
| DD: All Other Mobile Devices | | • | | • | | |
| DIGITAL – ONLINE | | | | | | |
| DG: Branded Games | | • | | • | | |
| OL: Online Ads | | | | • | | |
| DV: Online Videos | | • | | • | | |
| WF: Websites, microsites, etc. | | | | • | | |
| NV: Viral Marketing | | • | | • | | |
| ON: All Other Digital | | • | | • | | |

ADVERTISING | SUBMISSION OPTIONS - OVERVIEW continued

| | VIDEO FILE UPLOAD | IMAGE FILE UPLOAD | URL | AUDIO FILE UPLOAD | PHYSICAL ENTRY |
|--|-------------------------|-------------------------|-----|-------------------------|-------------------|
| Submission options → | | | | | |
| DIRECT | | | | | |
| DB: Broadcast | • | | • | | |
| EM: Digital Direct | • | | • | | |
| DE: Email Marketing | • | | • | | |
| DM: Physical Mail | • | • | • | | • |
| OD: All Other Direct | • | • | • | | |
| GUERILLA/AMBUSH MARKETING (AMBIENT) | | | | | |
| GN: Guerilla/Ambush Marketing | • | • | • | | |
| IMMERSIVE MEDIA MARKETING | | | | | |
| AR: Augmented Reality (AR) Marketing | • | | • | | |
| VD: Virtual Reality Marketing (VR) – Desktop | • | | • | | |
| VR: Virtual Reality Marketing (VR) – Mobile | • | | • | | |
| INTEGRATED CAMPAIGN | | | | | |
| MX: Integrated Campaign | • | | • | | |
| DX: Integrated Campaign – Digital/Online Only | • | | • | | |
| OUTDOOR/OUT-OF-HOME | | | | | |
| DO: Digital Outdoor | • | • | • | | |
| NO: Non-Digital Outdoor | • | • | • | | |
| OT: All Other Outdoor | • | • | • | | |
| POINT-OF-PURCHASE (POP) | | | | | |
| PC: Counter/Cash Wrap/Register/Checkout Display | • | • | • | | |
| PI: Featured Displays | • | • | • | | |
| PK: Interactive Kiosk/Display | • | • | • | | |
| PU: Pop-Up Store | • | • | • | | |
| SD: Product Demonstrations | • | • | • | | |
| PQ: Signage | • | • | • | | |
| PW: Window Display | • | • | • | | |
| PV: Vending Machine | • | • | • | | |
| PP: Vendor Shop | • | • | • | | |
| PO: All Other Point-of-Purchase | • | • | • | | |
| PRINT | | | | | |
| AV: Advertorials | | • | | | |
| CP: Consumer Magazine | | • | | | |
| NP: Newspaper | | • | | | |
| MN: Magazine/Newspaper Inserts | | • | | | |
| TP: Trade Magazine | | • | | | |
| OP: All Other Print | | • | | | |

ADVERTISING | SUBMISSION OPTIONS - OVERVIEW continued

| | VIDEO FILE UPLOAD | IMAGE FILE UPLOAD | URL | AUDIO FILE UPLOAD | PHYSICAL ENTRY |
|-----------------------------------|-------------------------|-------------------------|-----|-------------------------|-------------------|
| PUBLIC/MEDIA RELATIONS | | | | | |
| MR: Public/Media Relations | • | • | • | • | • |
| RADIO/AUDIO ADVERTISING | | | | | |
| R: Terrestrial | | | | • | |
| RS: Satellite | | | | • | |
| RA: Online | | | | • | |
| SOCIAL MEDIA MARKETING | | | | | |
| SN: Social Media Marketing | • | • | • | • | |
| SPEC ADVERTISING | | | | | |
| XA: Spec Advertising | • | • | • | • | • |

ADVERTISING | SUBMISSION OPTIONS - SPECS

VIDEO FILE UPLOAD

Video File Upload Specs

- > File Format = MP4
- > Video Codec = H.264
- > Video Bitrate = 2500 kilobits/sec
- > Size = 720 x 405 for 16:9, OR
- > Size = 720 x 540 for 4:3
- > Do not include bars, slate or black at the beginning or end of the video.

IMAGE FILE UPLOAD

Image File Upload Specs

- > Format = JPEG
- > Image Resolution = 300 dpi
- > Color Space = RGB
- > Image Dimensions = As Source
- > File Size = 20 MB max

URL

URL Specs

- > Submit a "live" URL with any usernames and passwords, if applicable.
- > **We do not accept URLs that link to downloadable files.**
- > **The URL must remain "live" through January 31, 2018.**

AUDIO FILE UPLOAD

Audio File Upload Specs

- > Format = MP3
- > Bit rate = 128 kbps or higher
- > Sample rate = 44.1 kHz
- > Do not include tones or slates at the beginning or end of the entry.

PHYSICAL ENTRY

DIRECT MAIL

BROCHURE/BOOK

PUBLIC/MEDIA RELATIONS

NOTE: Actual samples are required for entry so that the judges are able to have a fully "tactile" experience and effectively score your entry(s).

Physical Entry Specs

- > Submit one (1) of the **actual entry**, not printed images.
- > Label entry(s) with the entry number.
- > For publicity purposes, submit a CD or USB Flash Drive with up to 10 high-resolution (300 dpi) JPEGs of the entry.

Shipping Instructions

- > Do not ship entries before entry finalization.
- > Do not ship perishable items.
- > We recommend shipping via courier (UPS, FedEx, etc.).
- > Entries should be shipped to the Mobius Awards office:

*Mobius Awards, Ltd.
Attn: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277 USA
(310) 540-0959
KristenSzabo@mobiusawards.com*

Additional Instructions for non-US entrants

Please include the following statements in your Customs Declaration:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

PACKAGE DESIGN

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PACKAGE DESIGN | PROCESS & GUIDELINES

- **TARGET AUDIENCE & PURPOSE/INTENT STATEMENT:** Judges can best evaluate your entry when you provide a detailed description of its audience (age, gender, etc.) and the marketing objectives. Include special details such as choice of words or graphics that reflect cultural subtleties. This information is **required** and does have direct bearing on the judging of the entry. Please keep the purpose/intent statement length to 100 words.
- **CREDITS:** Credits for winning entries will be posted on our website. Submit full credits at the time of entry. We want your company, team, and client to be recognized for their award-winning work!
- **SUPPLEMENTAL INFORMATION:** Additional information may be uploaded in the entry system to explain/support an entry.
- **LANGUAGE:** Entries must be submitted in English or have an English translation.
- **MULTIPLE ENTRIES:** Entries may be made in multiple relevant categories and/or media types. *A new entry must be created for each category and/or media type and can be entered in additional relevant categories by using the "Duplicate" function. Entry fees will be charged for each entry.*
- **USE OF ENTRIES:** Entrants allow entries to be viewed for judging and permit winning entries to be aired to public audiences and/or shown on television for promotion and publicity purposes of the Mobius Awards. The entrant assumes any and all broadcast, union, talent, or rights fees, if applicable.
- **ACCEPTANCE OF ENTRIES:** Entrants are notified via email when their entries have been officially accepted, usually within 24 hours of entry finalization.
- **ENTRY FEES:** All Entry Fees must be paid-in-full before judging results are released.
- **WITHDRAWING/CANCELLING AN ENTRY & REFUND POLICY:** An entry may be withdrawn (subject to a US\$100 processing fee) within 24 hours of finalization by sending a withdrawal request to KristenSzabo@mobiusawards.com. Refunds will NOT be issued for entries withdrawn after 24 hours of finalization.
- **LIABILITY:** Every reasonable care will be used to protect entries from damage or loss, but Mobius Awards Ltd., and its management or judging committees cannot assume liability for either.
- **REQUIRED SAMPLES & ENTRY MATERIALS:** Judging for Package Design is conducted online and in an in-person event. We require that entrants submit **BOTH physical & digital samples** of their entry. The physical samples sent to our office should be the same samples submitted in the digital images. Do not include additional images of samples of packages that were not sent to our office.
- **PHYSICAL ENTRIES:** Physical entries should be received in our office within 7 days of finalization. Do not ship entries before entry finalization, and do not ship perishable items. We recommend shipping via air courier (UPS, FedEx, etc.).

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- **RETURN OF PHYSICAL ENTRIES:** Physical entries will not be returned unless specifically requested at the time of entry. The entrant is responsible for all return shipping charges.

PACKAGE DESIGN | JUDGING

- **JUDGES:** The jury consists of an international panel of industry professionals.
- **SCORING:** Entries are scored on a point system based on Creativity (60%) & Effectiveness (40%). The Purpose/ Intent and Target Audience information that is provided by the entrant will be given to the judges to assist them in scoring. The judging outcome can result in multiple 1st Place Mobius, 2nd Place Certificate winners or no winners at in any category or media type.
- **PROCESS:** Judging is completed online and with an in-person judging event of physical entries. We require that entrants submit **BOTH physical & digital samples** of their entry. The physical samples sent to our office should be the same samples submitted in the digital images. Do not include additional images of samples of packages that were not sent to our office.
- **JUDGING EVENT:** The in-person judging of physical entries will be held in December 2017, in Los Angeles.
- **BEST OF SHOW (GRAND PRIX):** First Place Mobius Award statuette winners are eligible for Best of Show awards. Nominees receive a complimentary Best of Show nominee certificate.
- **JUDGING RESULTS:** Results are sent by email to each entrant in early **January 2018**. Judging results will not be released until all competition/entry fees have been paid in full.

PACKAGE DESIGN | AWARDS

Mobius Awards presents the following awards:

In overall competition:

Best of Show (Grand Prix)

Best of Show winners are selected from the Best of Show nominees.
Best of Show awards are selected by a second panel of judges.

Best of Show (Grand Prix) Nominee

Best of Show nominees are selected from First Place Mobius Awards winners.

First Place Mobius Statuette

Second Place Certificate for Outstanding Creativity

Spec Advertising Certificate

The judging outcome can result in multiple 1st Place Mobius, 2nd Place Certificate winners or no winners at in any category or media type.



PACKAGE DESIGN | AWARD ENGRAVING

- **AWARDS:** All awards are engraved/printed and presented to the entrant company name as listed in the credits, NOT the name of the entrant contact.
- **DUPLICATE AWARDS:** Duplicates can be personalized in an individual's name as long as the person was credited to the entry. Duplicate awards for any year may be purchased at any time.

PACKAGE DESIGN | MEDIA TYPES

PACKAGE DESIGN & REDESIGN

Package Design entries demonstrate the art, science and technology of product packaging.

PD: **Package Design**

SP: **Eco/Green/Sustainable Package Design**

PR: **Package Redesign**

CD: **Spec Work**

*Spec Work is professionally created packaging for personal use only
(without an established relationship with a paid client).*

*Entries are limited to: Work created especially for creative competitions
or a personal portfolio.*

(Entries are accepted in Category 217 only)

PACKAGE DESIGN | CATEGORIES

- 200. **Animal/Pet Products:** Food, Pharmaceutical, Carriers, etc.
- 201. **Brand Launch**
- 202. **Brand Re-launch**
- 203. **Branded, Private Label Retailer** (includes products as well as consumer packaging: bag, boxes, wrapping, etc.)
- 204. **Business/Commercial**
- 205. **Entertainment & Recreation**
- 206. **Fashion & Accessories**
- 207. **Food & Beverages**
- 208. **Gifts**
- 209. **Health & Wellness Products:** Pharmaceuticals, Devices, Surgical Supplies, etc. **UPDATED**
- 210. **Home Goods**
- 211. **Limited Edition, Exclusive, Special Event, Holiday**
- 212. **Luxury Goods**
- 213. **Personal Care & Fragrance**
- 214. **Point-of-Sale/Ambient:** Counter Packaging, Floor Displays and End of Aisle, etc.
- 215. **Technology Products:** Consumer Electronics, Tablets, Assistive Technology, Cameras, Drones, etc.
- 216. **Miscellaneous** (We will reclassify entries in to the appropriate category when possible.)
- 217. **Spec Work:** Spec Work is professionally created packaging for personal use only (without an established relationship with a paid client). **Entries are limited to: Work created especially for creative competitions or a personal portfolio.**

PACKAGE DESIGN | CRAFT/TECHNIQUE CATEGORIES

- 218. **Art Direction**
- 219. **Copywriting**
- 220. **Graphic Design**
- 221. **Illustration**
- 222. **Label Design**
- 223. **Logo** (as used on the package)
- 224. **Photography**
- 225. **Smart Packaging**
- 226. **Typography**
- 227. **Innovative Use of Packaging**

PACKAGE DESIGN | SUBMISSION OPTIONS - OVERVIEW

Submission option →



| PACKAGE DESIGN | |
|---|---|
| PD: Package Design | • |
| PR: Package Redesign | • |
| SP: Eco/Green/Sustainable Package Design | • |
| CD: Spec Work | • |

IMAGE FILE UPLOAD



PHYSICAL ENTRY

for

PACKAGE DESIGN

PACKAGE REDESIGN

ECO/GREEN/SUSTAINABLE

SPEC WORK

IMPORTANT NOTE:

Judging is completed online AND with an in-person judging event of physical entries.

We require that entrants submit **BOTH physical & digital samples** of their entry.

The physical samples sent to our office should be the same samples submitted in the digital images. Do not include additional images of samples of packages that were not sent to our office.

IMAGE FILE UPLOAD SPECS

- > Submit up to 5 images for a single entry.
- > Submit up to 9 images for a product range.
- > Images should show the package(s) from several different perspectives (front, back, side, overall, etc.).
- > Format = JPEG
- > Image Resolution = 300 dpi
- > Color Space = RGB
- > Image Dimensions = As Source
- > File Size = 20 MB max

Additional Instructions for Package Redesign

- + Submit at least 2 images of the "Old Design."
- + Submit up to 9 images of the "New Design" package or product range
- + Uploaded images for the "Old Design" and "New Design" should include those words as part of the graphic.

**PHYSICAL ENTRY SPECS**

- > Submit the actual package(s), not printed images.
- > Label items with the entry number.
- > Package(s) may be empty if necessary.

Additional Instructions for Package Redesign

- + Submit physical packages for both the "Old Design" package(s) and the "New Design". Label the packages "New Design" or "Old Design."
- + If a physical package for the "Old Design" is unavailable, we will accept images. These images must be printed out and enclosed in the shipment of the New Design packages.

SHIPPING INSTRUCTIONS

- > Do not ship entries before entry finalization.
- > Do not ship perishable items.
- > We recommend shipping via courier (UPS, FedEx, etc.).
- > Entries should be shipped to the Mobius Awards office:

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