

2017 COMPETITION INFORMATION

MOBIUS® Awards



■ STUDENT

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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:

Full-Time High/Secondary School Students
College/University Students
Specialty School Students

Recent High/Secondary School Graduates
Recent College/University Graduates
Recent Specialty School Graduates

Students may not enter work that was created for a (paying/non-paying) client, advertiser or similar.

A copy of the entrant's Student ID needs to be submitted at the time of entry.

ENTRY MEDIUMS

Brand Identity
Branded Content/Entertainment
Brochure/Book
Commercials/TVC
Digital – Mobile
Digital – Online

Direct
Eco/Green Package Design
Guerilla/Ambush Marketing
Immersive Marketing (VR, AR)
Integrated Campaign
Online Commercials
Outdoor/Out-of-Home

Package Design & Redesign
Point-of-Purchase/Ambient
Print
Public/Media Relations
Radio/Audio Advertising
Social Media Marketing

ACCEPTED WORK

The competition is open to the following:

- **Work created for school assignments**
- **Work created for internship projects**
Work from an internship is eligible as long as it was not used by the company for a client.
- **Work created for a personal portfolio**
- **Work created especially for creative competitions** (e.g., Mobius Awards, etc.)

ENTRY FEES

(All Fees in US Dollars)

SINGLE ENTRY / CAMPAIGN

STUDENT

All Media Types
(except Integrated and Package Design)

\$75 / \$105*

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

Integrated

\$105

Package Design

\$75 / \$105**

** 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 after 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.

STUDENT | PROCESS & GUIDELINES

- **TARGET AUDIENCE & PURPOSE/INTENT STATEMENT:** Judges can best evaluate your entry if you provide a 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 you and/or your fellow classmates 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 media types. A new entry must be created for each media type. 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 that their entries are officially accepted.
- **WITHDRAWING/CANCELLING AN ENTRY & REFUND POLICY:** An entry may be withdrawn (subject to a US\$20 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.

- **STUDENT ID:** Entrants are required to upload their most current school identification card at the time of entry.
- **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.

STUDENT | 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.
- **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.
- **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.

STUDENT | AWARDS

Mobius Awards presents the following Student awards:

In overall competition:

\$200 Cash Prize to the Best of Show Student winner (one winner)

Student Certificate Award – Awarded for Outstanding Creativity in Advertising

STUDENT | AWARD ENGRAVING

- **AWARDS:** All awards are printed and presented to the entrant name(s) as listed in the credits, NOT the name of the entrant contact (if different).
- **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.

STUDENT | MEDIA TYPES

SZ: 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.

360° Brand Design

Brand Experience (includes Trade Show booths, etc.)

Brand Film

Logo only

Promotional Product (giveaways, product samples, gift with purchase, etc.)

Sound Branding (jingles, trademarks, idents, etc.)

All Other Brand Identity

SB: 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.

Broadcast, Cable, Satellite Television

Film (theatrically released)

Online/Digital

Printed Content

User/Audience Generated Content

All Other Branded Content

SC: BROCHURE/BOOK

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

Physical Brochure/Book

Digital/Online Brochure/Book

SY: 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.

Broadcast, Cable, Satellite Television

Cinema/In-Flight

Online

All Other Platforms

SE: DIGITAL – MOBILE

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

Apps
Branded Games
Mobile Marketing
Mobile Phones
Tablets
All Other Mobile Devices

SF: DIGITAL – ONLINE

Digital – Online entries are advertising delivered via the internet.

Branded Games
Online Ads (banners, pop-ups, etc.)
Online Video (interactive, social, etc.)
Viral Marketing
Websites, Microsites, etc.
All Other Digital Online

SG: DIRECT

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

Broadcast
Digital Direct
Email Marketing
Physical Mail
All Other Direct (holiday cards, product sample kits, client gifts, invitations, etc.)

SH: GUERILLA / 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.

Guerilla/Ambush Marketing

SI: 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.

Augmented Reality (AR) Marketing
Virtual Reality (VR) Marketing – Desktop
Virtual Reality (VR) Marketing – Mobile

SJ: 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.

Integrated Campaign**Integrated Campaign – Digital/Online Only****SK: 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.

Digital Outdoor**Non-Digital Outdoor****All other Outdoor****SQ: PACKAGE DESIGN & REDESIGN**

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

Package Design**Eco/Green/Sustainable Package Design****Package Redesign****SL: POINT-OF-PURCHASE (POP) / AMBIENT**

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

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

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

Advertorials**Consumer Magazine****Newspaper****Magazine / Newspaper inserts** (foldouts, etc.)**Trade Magazine** (business-to-business publication)**All Other Print** (includes indoor posters)

STUDENT | MEDIA TYPES

continued

SO: PUBLIC / MEDIA RELATIONS

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

Public / Media Relations**SR: 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.

Terrestrial (FM, AM)

Satellite

Online (Music Streaming Services, Podcasts, etc.)

SS: SOCIAL MEDIA MARKETING

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

Social Media Marketing

STUDENT | CATEGORY

400. **Student Category**

STUDENT | SUBMISSION OPTIONS - OVERVIEW

	Submission options →	VIDEO FILE UPLOAD	IMAGE FILE UPLOAD	URL	AUDIO FILE UPLOAD	PHYSICAL ENTRY
SZ: BRAND IDENTITY						
Logo only		•	•	•	•	
Brand Film		•		•		
360° Brand Design		•	•	•	•	
Promotional Product		•	•	•	•	
Brand Experience		•	•	•	•	
Sound Branding		•		•	•	
All Other Brand Identity		•	•	•	•	
SB: BRANDED CONTENT/ENTERTAINMENT						
Broadcast, Cable, Satellite Television		•		•		
Film (theatrically released)		•		•		
Online/Digital		•		•		
User/Audience Generated Content		•		•		
Printed Content		•	•	•		
All Other Branded Content		•		•		
SC: BROCHURE/BOOK						
Physical Brochure/Book						•
Digital/Online Brochure/Book		•		•		
SY: COMMERCIALS/TVC						
Broadcast, Cable, Satellite TV, Streaming		•		•		
Cinema/In-Flight		•		•		
Online		•		•		
All Other Platforms		•		•		
SE: DIGITAL - MOBILE						
Apps		•		•		
Branded Games		•		•		
Mobile Marketing		•		•		
Mobile Phones		•		•		
Tablets		•		•		
All Other Mobile Devices		•		•		
SF: DIGITAL - ONLINE						
Branded Games		•		•		
Online Ads				•		
Online Videos		•		•		
Websites, microsites, etc.				•		
Viral Marketing		•		•		
All Other Digital		•		•		

STUDENT | SUBMISSION OPTIONS - OVERVIEW

continued

Submission options →

VIDEO
FILE
UPLOAD

IMAGE
FILE
UPLOAD

URL

AUDIO
FILE
UPLOAD

PHYSICAL
ENTRY

	VIDEO FILE UPLOAD	IMAGE FILE UPLOAD	URL	AUDIO FILE UPLOAD	PHYSICAL ENTRY
SG: DIRECT					
Broadcast	•		•		
Digital Direct	•		•		
Email Marketing	•		•		
Physical Mail	•	•	•		•
All Other Direct	•	•	•		
SH: GUERRILLA/AMBUSH MARKETING (AMBIENT)					
Guerilla/Ambush Marketing	•	•	•		
SI: IMMERSIVE MEDIA MARKETING					
Augmented Reality (AR) Marketing	•		•		
Virtual Reality Marketing (VR) – Desktop	•		•		
Virtual Reality Marketing (VR) – Mobile	•		•		
SJ: INTEGRATED CAMPAIGN					
Integrated Campaign	•		•		
Integrated Campaign – Digital/Online Only	•		•		
SK: OUTDOOR/OUT-OF-HOME					
Digital Outdoor	•	•	•		
Non-Digital Outdoor	•	•	•		
All Other Outdoor	•	•	•		
SL: POINT-OF-PURCHASE (POP)					
Counter/Cash Wrap/Register/Checkout Display	•	•	•		
Featured Displays	•	•	•		
Interactive Kiosk/Display	•	•	•		
Pop-Up Store	•	•	•		
Product Demonstrations	•	•	•		
Signage	•	•	•		
Window Display	•	•	•		
Vending Machine	•	•	•		
Vendor Shop	•	•	•		
All Other Point-of-Purchase	•	•	•		
SM: PRINT					
Advertorials		•			
Consumer Magazine		•			
Newspaper		•			
Magazine/Newspaper Inserts		•			
Trade Magazine		•			
All Other Print		•			

STUDENT | SUBMISSION OPTIONS - OVERVIEW

continued

	Submission options →	VIDEO FILE UPLOAD	IMAGE FILE UPLOAD	URL	AUDIO FILE UPLOAD	PHYSICAL ENTRY
SO: PUBLIC/MEDIA RELATIONS						
Public/Media Relations		•	•	•	•	•
SR: RADIO/AUDIO ADVERTISING						
Terrestrial					•	
Satellite					•	
Online					•	
SS: SOCIAL MEDIA MARKETING						
Social Media Marketing		•	•	•	•	

	Submission option →	IMAGE FILE UPLOAD + PHYSICAL ENTRY
SO: PACKAGE DESIGN		
Package Design		•
Package Redesign		•
Eco/Green/Sustainable Package Design		•

STUDENT | 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.

IMAGE FILE UPLOAD



PHYSICAL ENTRY

for

PACKAGE DESIGN

PACKAGE REDESIGN

ECO/GREEN/SUSTAINABLE

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:

*Mobius Awards, Ltd.
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