

2018 COMPETITION INFORMATION

MOBIUS® Awards



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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, 2018

Entry Deadline



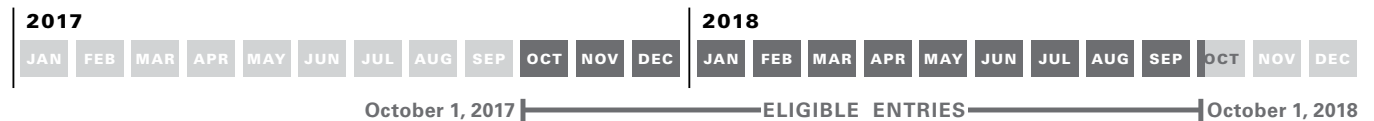
January 2019

Judging Results Announced

ENTRY ELIGIBILITY DATES

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

October 1, 2017 – October 1, 2018



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	Direct	Package Design & Redesign
Branded Content/Entertainment	Eco/Green Package Design	Point-of-Purchase/Ambient
Brochure/Book	Guerilla/Ambush Marketing	Print
Commercials/TVC	Immersive Marketing (VR, AR)	Public/Media Relations
Digital – Mobile	Integrated Campaign	Radio/Audio Advertising
Digital – Online	Online Commercials	Social Media Marketing
	Outdoor/Out-of-Home	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	Logos, Brand Identity	Product Labels
Billboards, Transit Ads	Media Relations Campaigns	Product Placement
Branded Games	Mobile Apps	Retail Store Design
Catalogues	Motion Picture Trailers	Theatre Lobby Ads/Displays
Commercials	Native Ads	Trade Show Collateral/Displays
Data Inspired Creative	Newspaper/Magazine Ads	TV Promos
Direct Marketing	Online Videos	User Generated Content
Email Marketing	Out-of-Home	Virtual Reality
Interactive Ads	Package Design	Websites
In-Flight	Package Redesign	
In-Store displays	Political Ads	

* *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)

ADVERTISING

	SINGLE ENTRY / CAMPAIGN *
Brand Identity	\$550 / \$805
Branded Content/Entertainment	\$650 / \$875
Brochure/Book	\$550 / \$805
Commercials/TVC	\$650 / \$875
Digital – Mobile	\$550 / \$805
Digital – Online	\$550 / \$805
Direct	\$550 / \$805
Guerilla/Ambush Marketing	\$550 / \$805
Immersive Media Marketing	\$650 / \$875
Integrated Campaign	\$1300
Outdoor/Out-of-Home	\$550 / \$805
Point-of-Purchase	\$550 / \$805
Print	\$550 / \$805
Public/Media Relations	\$550 / \$805
Radio/Audio Advertising	\$375 / \$575
Social Media Marketing	\$550 / \$805
Spec Work	\$250 / \$275

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

PACKAGE DESIGN

	SINGLE PRODUCT / PRODUCT RANGE **
Package Design (all types)	\$550 / \$985
Spec Work - Package Design	\$250 / \$275

** PRODUCT RANGE = unlimited items

OTHER FEES

Bank Transfer Fee	\$40 per bank transfer
Credit Card Network Charge	5% of total amount
Late Fee for entries finalized <u>after</u> OCTOBER 1, 2018	15% of total entry fees

PAYMENT METHODS

CREDIT CARD

Visa, MasterCard,
American Express

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.

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. Acceptance of Entries into Competition

Entrants will be notified via email that their entries are officially accepted into the 2018 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.

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ADVERTISING | ENTRY 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; such as a short case video.
- **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 \$200 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 2018, 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 2019**. 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 components 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.
101. **Animal/Pet Services:** Veterinary, Grooming, Board & Care, Training, etc.
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.
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.
119. **Health & Wellness Services:** Hospitals, Insurance, Laboratory, Clinics, Government, etc.
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.
123. **Lifestyle Services:** Cleaning, Interior Design, Landscaping, etc.
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.
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	•	•	•		
GUERRILLA/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, 2019.**

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 | ENTRY 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; such as a short case video.
- **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 \$200 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.).

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:
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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 | SINGLE PRODUCT VS. PRODUCT RANGE

A **SINGLE ENTRY** is:

- 1 (one) package
- A product that is one SKU/item number

A **PRODUCT RANGE** is:

- 2 or more SKUS/item numbers within a product line or collection

Examples:

SINGLE ENTRY	PRODUCT RANGE
Brand X Organic Shampoo - Citrus	Brand X Organic Hair Care Line includes Shampoo (Citrus, Lavender, etc.), Conditioner (Citrus, Lavender), Hair Gel, Hairspray, etc.
David's Gourmet Sugarless Gum - Peppermint	David's Gourmet Sugarless Gum – Peppermint, Cinnamon, Wintergreen, etc.
Franklin Beer – Pale Ale - single can or bottle	Franklin Beer Pale Ale multi-packs, six-pack, 12 pack, 24 pack, etc.

PACKAGE DESIGN | IMAGE UPLOAD & PHYSICAL SAMPLE REQUIREMENTS

Package Design entries are judged in 2 ways:

1. **Online Judging** of uploaded images, and
2. **In-Person Judging Event** of physical samples

We require that entrants submit **BOTH physical samples + uploaded images** of their entry. The physical samples sent to our office should be the **same** samples submitted in digital images. Do not include images of samples of packages that were not sent to our office.

FOR ONLINE JUDGING >> Uploaded Images



Front view



Back view



Other*

Other images include: various angles, detailed a close-up's, group shots, etc.



Multiple images provide our online judges with a "360" view of the entry.

Single Product	Product Range of 2	Product Range of 3	Product Range of 4	Product Range of 5
5 images	6 images	7 images	8 images	9 images
1. Front view 2. Back view 3. Other* 4. Other* 5. Other*	1. Front view 2. Back view 3. Other* 4. Other* 5. Other* 6. Other*	1. Front view 2. Back view 3. Other* 4. Other* 5. Other* 6. Other* 7. Other*	1. Front view 2. Back view 3. Other* 4. Other* 5. Other* 6. Other* 7. Other* 8. Other*	1. Front view 2. Back view 3. Other* 4. Other* 5. Other* 6. Other* 7. Other* 8. Other* 9. Other*

* Other images include: various angles, detailed close-up's, group shots, etc. Multiple images provide our online judges with a "360" view of the entry.

FOR IN-PERSON JUDGING >> Physical Samples



- Label physical samples with 4-digit entry number
- include printed entry receipt
- Ship to Mobius Awards office immediately upon finalizing entry:
Mobius Awards, Ltd.
Attn: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277 USA
(310) 540-0959
- INTERNATIONAL ENTRANTS:
Please include the following statements in your Customs Declaration:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

PACKAGE REDESIGN | IMAGE UPLOAD & PHYSICAL SAMPLE REQUIREMENTS

Package Design entries are judged in 2 ways:

1. **Online Judging** of uploaded images, and
2. **In-Person Judging Event** of physical samples

We require that entrants submit **BOTH physical samples + uploaded images** of their entry. The physical samples sent to our office should be the **same** samples submitted in digital images. Do not include images of samples of packages that were not sent to our office.

FOR ONLINE JUDGING >> PACKAGE REDESIGN >> Uploaded Images



OLD Design
NOTE: Our judges will not be seeing the filename; the "Old Design" caption should be on the image/graphic.



NEW Design Front View



NEW Design Back View



NEW Design Other*



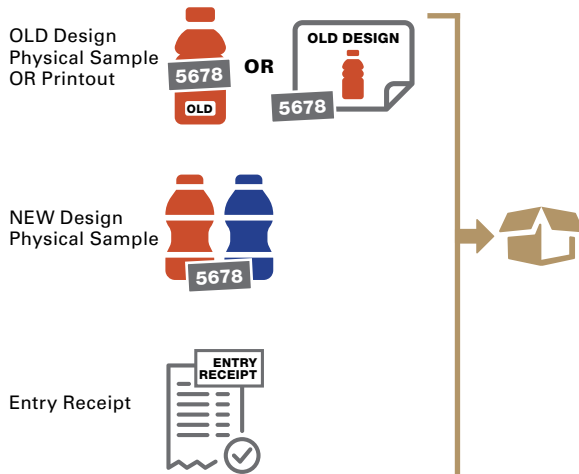
Other images include: various angles, detailed a close-up's, group shots, etc.

Multiple images provide our online judges with a "360" view of the entry.

Single Product	Product Range of 2	Product Range of 3	Product Range of 4	Product Range of 5
5 images	6 images	7 images	8 images	9 images
1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other* 9. NEW Other*

* Other images include: various angles, detailed close-up's, group shots, etc. Multiple images provide our online judges with a "360" view of the entry.

FOR IN-PERSON JUDGING >> PACKAGE REDESIGN >> Physical Samples



- Label OLD Design physical sample with "Old Design" and entry number
- Label NEW Design physical samples with entry number
- Include printed entry receipt
- Ship to Mobius Awards office immediately upon finalizing entry:
Mobius Awards, Ltd.
Attn: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277 USA
(310) 540-0959
- INTERNATIONAL ENTRANTS:
Please include the following statements in your Customs Declaration:
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PACKAGE DESIGN | SUBMISSION OPTIONS - OVERVIEW

	Submission option →	IMAGE FILE UPLOAD + PHYSICAL ENTRY
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

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

**PHYSICAL SAMPLE 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.

Attn: Entry Department

713 South Pacific Coast Highway, Suite A

Redondo Beach, California 90277 USA

(310) 540-0959

KristenSzabo@mobiusawards.com

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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 2018, 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 2019**. 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 & Services:** 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.
- 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**