



**MOBIUS**<sup>®</sup>  
ADVERTISING  
AWARDS

2019

**ADVERTISING** COMPETITION

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2019

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**MOBIUSAWARDS.COM**

# Welcome



Welcome to Mobius Awards, now celebrating our 49th year.

Mobius Awards is an international competition that recognizes outstanding advertising, design and creativity. For decades, we have had a front-row view as advertising and package design have changed and have been the first to see trends emerge, including new advertising platforms.

This year, we are excited to introduce the **Mobius Awards Cannabis Advertising & Package Design** competition, which responds to a new, exciting area of advertising. Mobius Cannabis joins **Mobius Advertising**, **Mobius Package Design** and **Mobius Student**.

# Advertising – Entry Types

## 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

*Entries blend advertising and entertainment to fulfill a brand's marketing strategy. Includes fiction, non-fiction/reality, scripted and/or unscripted.*

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

## BROCHURE/BOOK

*Can be print or online magazines, catalogs, annual reports, product brochures, etc.*

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

## COMMERCIALS/TVC

*Entries are commercials run on broadcast, cable, satellite television or video streaming services, internet, theaters/cinema, and aircraft*

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

## DIGITAL – MOBILE UPDATED

*Advertising delivered to mobile phones, tablets or other mobile devices.*

- AP: **Apps**
- NM: **Mobile Marketing**
- DD: **All Other Digital Mobile**

# Advertising – Entry Types

## DIGITAL – ONLINE UPDATED

*Advertising delivered via the internet.*

- OL: **Online Ads** (banners, pop-ups, etc.)
- DV: **Online Video** (interactive, social, etc.)
- NV: **Viral Marketing**
- WF: **Websites** (microsites, landing pages, blogs, 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

*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

*Entries combine at least two (2) different entry types to convey a company's advertising/marketing/branding message.*

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

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

# Advertising – Entry Types

## LIFESTYLE CONTENT MARKETING NEW

*Advertising/Marketing of a product or service that embodies the interest, attitudes, and opinions of a group or a culture*

LM: **Lifestyle Content Marketing**

## OUTDOOR/OUT-OF-HOME

*Advertising/marketing/branding specifically intended to reach consumers outside their home such as Transit Ads, Billboards, Outdoor Posters, etc.*

DO: **Digital**

NO: **Non-Digital**

OT: **All Other Outdoor**

## POINT-OF-PURCHASE (POP) / AMBIENT

*In-store point of sale retail advertising; 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** (digital, 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/Ambient**

## PRINT UPDATED

*Advertising/branding printed in periodicals (magazines, newspapers, etc.) Actual publications, brochures or books should be entered in Brochure/Books*

CP: **Print – Business-to-Business** (B2B)

NP: **Print – Business-to-Consumer** (B2C)

MN: **Print - Inserts** (foldouts, product samples, supplemental, etc.)

OP: **All Other Print** (includes indoor posters)

## PUBLIC/MEDIA RELATIONS

*Communication that supports a beneficial relationship between a company (or non-profit) and its public.*

MR: **Public/Media Relations**

# Advertising – Entry Types

## RADIO/AUDIO ADVERTISING

*Entries can either be from terrestrial, satellite or internet radio. Entries can include commercials, podcasts, infomercials, jingles, sound branding, etc.*

R: **Terrestrial**

RS: **Satellite**

RA: **Online**

## SOCIAL MEDIA MARKETING

*Creating & sharing content via social networking. Includes cross-channeling between social media.*

SN: **Social Media Marketing**

## SPEC WORK

*Professionally created advertising for personal use only (without an established relationship with a paid client). **Entries are limited to: work created especially for competition or a personal portfolio**. Spec Work is only accepted in Category 143*

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. **Beauty, Cosmetics & Fragrance** <sup>NEW</sup>
105. **Branding:** Identity/Image, Self-Promotion, etc.
106. **Business/Commercial Products & Services**
107. **Celebrity Endorsements**
108. **Charitable/Non-Profit Organizations:**  
Awareness Messages, Fundraising, Recruitment
109. **E-Commerce:**  
Online Retail/Wholesale & Marketplaces, Services, etc.
110. **Eco-Friendly Advertising:**  
Causes minimal or no harm to the environment
111. **Ecology:** Ecological projects, services or programs
112. **Education:** Online, Schools, Educational Institutions
113. **Entertainment Media Promotion:** Movies, TV Programming, Books, Trailers & Promos, etc.
114. **Financial Services:** Banks, Credit Unions, Credit Cards, Investment, Insurance, etc.
115. **Food, Beverages - Products**
116. **Food, Beverages - Services:** Grocery/Food Stores, Restaurants, Fast Food, Delivery Service
117. **Gifts:** Flowers, Holiday, Special Occasion, etc. <sup>NEW</sup>
118. **Government/Political/Military:** Campaign Messages, Awareness Messages, Recruitment
119. **Health, Wellness & Fitness Products** <sup>NEW</sup>
120. **Health, Wellness & Fitness Services** <sup>NEW</sup>
121. **Healthcare Products:** Pharmaceuticals, Devices, Surgical Supplies, etc.
122. **Healthcare Services:** Hospitals, Insurance, Laboratory, Clinics, etc.
123. **Home Care & Maintenance Products:**  
Building Materials, Cleaning Supplies, Tools, Yard Products
124. **Home Goods & Furnishings:** Furniture, Lamps, Decor, Linens, Rugs, Appliances, etc. <sup>UPDATED</sup>
125. **Influencer Marketing** <sup>NEW</sup>
126. **Lifestyle Products**
127. **Lifestyle Services**
128. **Olympics/Paralympics**
129. **Personal Care Products**
130. **Personal Care Services**
131. **Product/Brand Launch**
132. **Product/Brand Re-launch**
133. **Product Placement**
134. **Public Relations:** Publicity, Crisis & Issue Management, Corporate Responsibility
135. **Public Service Announcement:** (PSA)
136. **Religion/Spirituality**
137. **Retail Stores**
138. **Services**
139. **Sports & Recreation**
140. **Technology Products:** Consumer Electronics, Tablets, Cameras, etc.
141. **Tourism, Leisure & Travel**
142. **Unique Use of Media:** Avant-garde use of a medium
143. **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 competition or a personal portfolio.**
144. **Miscellaneous:** We will reclassify entries in to the appropriate category when possible



# Advertising – Categories

## Craft/Technique Categories

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

# Advertising – Submission Options

	VIDEO FILE UPLOAD	IMAGE FILE UPLOAD	URL	AUDIO FILE UPLOAD	PHYSICAL ENTRY
BRAND IDENTITY	•	•	•	•	
BRANDED CONTENT/ENTERTAINMENT	•	•	•		
BROCHURE/BOOK - Physical					•
BROCHURE/BOOK - Digital/Online	•		•		
COMMERCIALS/TVC	•		•		
DIGITAL- MOBILE	•		•		
DIGITAL - ONLINE	•		•		
DIRECT	•	•	•		•
GUERILLA/AMBUSH MARKETING	•	•	•		
IMMERSIVE MEDIA MARKETING	•		•		
INTEGRATED CAMPAIGN	•		•		
LIFESTYLE CONTENT MARKETING	•	•	•	•	•
OUTDOOR/OUT-OF-HOME	•	•	•		
POINT-OF-PURCHASE (POP)	•	•	•		
PRINT		•	•		
PUBLIC/MEDIA RELATIONS	•	•	•	•	•
RADIO/AUDIO ADVERTISING	•		•	•	
SOCIAL MEDIA MARKETING	•	•	•	•	
SPEC ADVERTISING	•	•	•	•	•

# Advertising – Submission Specs

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## 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 720 x 540 for 4.3
  - > Do not include bars, slate or black at the beginning or end of the video.
- 

## IMAGE 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.
- 

## 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 15, 2020.
- 

## 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

### Lifestyle Content Marketing

**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 Specifications

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](mailto: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.

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# Advertising – Entry Fees

**ENTRY FEES**  
(All Fees in US Dollars)

Early Entry through:  
**June 24, 2019**

Regular Pricing:  
**June 25, 2019**  
through  
**August 25, 2019**

Late Pricing Begins:  
**August 26, 2019**

	SINGLE / CAMPAIGN*	SINGLE / CAMPAIGN*	SINGLE / CAMPAIGN*
<b>Brand Identity</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Branded Content/Entertainment</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Brochure/Book</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Commercials/TVC</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Digital – Mobile</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Digital – Online</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Direct</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Guerilla/Ambush Marketing</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Immersive Media Marketing</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Integrated Campaign</b>	\$895**	\$995**	\$1095**
<b>Lifestyle Content Marketing</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Outdoor/Out-of-Home</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Point-of-Purchase</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Print</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Public/Media Relations</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Radio/Audio Advertising</b>	\$335 / \$520	\$375 / \$575	\$410 / \$630
<b>Social Media Marketing</b>	\$500 / \$755	\$550 / \$805	\$605 / \$885
<b>Spec Work</b>	\$105 / \$135	\$125 / \$150	\$135 / \$165

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

\*\* Integrated Campaign = unlimited elements

# About Our Competitions



## **Mobius Awards – Advertising**

This is the broadest of the competitions, encompassing many of the traditional advertising categories including (but not limited to) Branding, Automotive, Pharmaceutical, Public Relations, and Food & Beverages. Here entrants also can submit web design and social media marketing as a response to the digital market.



## **Mobius Awards – Package Design**

In 2015, Package Design became its own competition. We have continued to respond to this most important advertising market with category additions that include eco-packaging and package redesign. This competition causes great excitement for it includes both an in-person judging session in California and international online judging.



## **Mobius Awards – Cannabis Advertising & Package Design**

This year we are excited to introduce the Mobius Awards Cannabis competition. It is open to advertising/marketing and package design for marijuana products and services including hemp, industrial hemp, THC, CBD. The potentially controversial subjects of such advertising provide greater-than-ever challenges for marketers. Mobius Awards Cannabis seeks to recognize the leaders of this new market.



## **Mobius Awards – Student**

In 2006, Mobius Awards began accepting student work from High School to Graduate Students. School assignments, internships or personal portfolio work are eligible. Entries are accepted in all of the entry types included in the Mobius Advertising competition. The competition allows students to have their work judged by international industry professionals. The winning works become part of Mobius Awards presentations done throughout the world.



## **US International Film & Video Festival**

US International Film & Video Festival has been in operation since 1967. The Festival offers five mini-competitions in one by recognizing outstanding Corporate, Education, Entertainment, Documentary, and Student productions. The competition runs December through March every year. Find more information at <http://filmfestawards.com>.