



 **MOBIUS**[®]
AWARDS

2019

OVERVIEW
FOR ALL COMPETITIONS

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2019

OVERVIEW FOR ALL COMPETITIONS

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MOBIUSAWARDS.COM



Welcome to the 2019 Mobius Awards competitions!

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 frontline 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**.

Competition awards include First-Place Mobius statuette, Certificate for Outstanding Creativity, Spec Advertising Certificate, Student Certificate. Best of Show (Grand Prix Nominee) and Best of Show (Grand Prix) are selected from Mobius Awards First-Place winners.

The Mobius Awards gold statuette is easily recognized by its Mobius strip shape, a symbol of an ongoing and never-ending exchange of thoughts and ideas. The statuette is proudly displayed in the offices of some of the best agencies, production companies and design firms in the world. In the past 10 years, more than 600 statuettes have been awarded. We are thrilled that the statuette has made many appearances in television and film productions seem around the world.

Winners are selected by an international jury. Each entry is judged on its individual merits, including effectiveness and creativity. The judging outcome can result in multiple First Place Mobius and/or Second Place Certificate winners or no winners in any category or media type. It also means that no Best of Show is awarded in a medium if no winner in that group stands out from other winners.

Mobius Awards headquarters have been in Los Angeles, California, since 2001 under the leadership of Lee W. Gluckman Jr., Chairman.

Our History

Mobius Awards dates to 1971, when it was founded in Chicago as The U.S. Television & Radio Commercials Festival. At first, the festival accepted Television and Radio advertising only. In 1986, the name changed to The Mobius Awards, still only recognizing Television and Radio. Then Print advertising and Package Design were introduced in 1990. Next came a Student division, and now in 2019, we are introducing Mobius Awards Cannabis.

Why Enter

Winning in Mobius Awards gives your creative work lifetime recognition in your industry. Your company gains worldwide exposure to a panel of judges and through social media and Mobius presentations internationally.

Clients are drawn to companies that demonstrate the confidence required to compete. Great talent yearns to be part of an award-winning team.

Entering gives you the opportunity to see where you stand among your competitors. Entering also inspires you to assess your company's work more closely as you chose what to enter.

You gain good old-fashioned 'bragging rights' when you win.



Who Should Enter

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

Ad Agencies

Advertisers

Branding Companies

Design Firms

Digital Agencies

Direct Marketers

Healthcare Agencies

Graphic Designers

In-House Firms

Individual Creatives

Industry Professionals

Marketing Managers

Package Designers

Package Manufacturers

Post Production Companies

Production Companies

Public Relations Firms

Retail Planners

Special FX Companies

Students

Visual Merchandisers

VR Developers

Web Designers

What Industries Should Enter

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

Arts & Entertainment

Automotive

Cannabis/Hemp

Communications/Media

Consumer Packaged Goods

Consumer Services

Education

Fashion

Financial & Insurance

Food & Beverages

Health & Fitness

Healthcare

Home & Garden

Hospitality

Manufacturing

Personal Care

Pharmaceutical

Restaurants

Retail/Wholesale

Sports

Technology

Transportation

Travel & Leisure

What Types of Entries Are Accepted

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

Brand Identity	Guerilla/Ambush Marketing	Print
Branded Content/Entertainment	Immersive Media marketing	Public/Media Relations
Brochure/Book	Integrated Campaigns	Radio/Audio Advertising
Commercials/TVC	Lifestyle Marketing	Social Media Marketing
Digital – Mobile	Outdoor/Out-of-Home	Spec Work
Digital – Online	Package Design	Student Work
Direct	Point-of-Purchase/Ambient	

Important Dates – All Competitions



Eligibility:

Entries must have been Created, Produced, Published, Marketed, Screened, Aired or Reintroduced during this time period:
October 1, 2018 – October 1, 2019



Call for Entry:

April 2019



Early Entry pricing ends:

June 24, 2019



Late Entry pricing begins:

August 26, 2019



Entry Deadline:

October 1, 2019



Judging Results Released:

January 2020

Rules & Regulations – All Competitions

- **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 entry type. A new entry must be created for each category and/or entry type and can be entered in additional relevant categories by using the “Duplicate” function. Entry fees will be charged for each entry.
- **ACCEPTANCE OF ENTRIES:** Entrants are notified via email when their entries have been officially accepted, usually within 24 hours of entry finalization.
- **REQUIRED PHYSICAL ENTRIES:** *Physical samples are **required** for Package Design, and Brochure/Book only.* Judging for these is conducted online and at an in-person event that requires entrants to 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.
- **PHYSICAL ENTRIES SHIPPING:** 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.

Rules & Regulations – All Competitions

- **RETURN OF PHYSICAL ENTRIES:** Physical entries will not be returned unless specifically requested by the entrant at the time of entry. The entrant is responsible for all return shipping charges.
- **WITHDRAWING/CANCELLING AN ENTRY & REFUND POLICY:** An entry may be withdrawn subject to a US \$200 processing fee (\$40 for Students) 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.
- **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.
- **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.

Judging – All Competitions

- **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. It also means that no Best of Show is awarded in a medium if no winner in that group stands out from other winners.
- **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 2019, 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 2020. Judging results will not be released until all competition/entry fees have been paid in full.

Awards: Statuettes & Certificates – All Competitions

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 winners.

First Place Mobius Statuette

Second Place Certificate for Outstanding Creativity

Spec Advertising Certificate

Student Certificate

- **Engraving:** 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.



Payment Options – All Competitions

Entry Fees are to be paid in US Dollars. We accept the following as payment for entry fees:

- Credit Card
- Check or Money Order
- Bank Transfer

Credit Card

We accept online payments at finalization via VISA, MasterCard, and American Express credit cards. A 5% processing fee of the total amount will be charged on all credit card transactions.

Check or Money Order

Checks or Money Orders are accepted as a Bank Check (Draft) in US Dollars as long as it has been drawn from a US bank. Please send in your Check or Money Order to the Mobius Awards office with a copy of your entry receipt.

Payable to:

Mobius Awards, Ltd.
713 South Pacific Coast Highway, Suite A,
Redondo Beach, California 90277-4233 USA

Bank Transfer

If you choose to pay your entry fees by Bank Transfer, a \$40 Bank Transfer fee will be added to your total. After finalization, you will receive an email from our office with an invoice and the bank details. This is not an automated email. If you finalized outside our business hours there will be a delay in receiving the email. Once you have made the Bank Transfer, the completed paperwork should be emailed to KristenSzabo@mobiusawards.com.

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>.