



MOBIUS[®]
STUDENT
AWARDS

2019

STUDENT COMPETITION

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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**.

Who Can Enter

The Mobius Awards Student 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.

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.)

Student – Entry Types

SZ: **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**

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

Broadcast, Cable, Streaming, Satellite Television

Film (theatrically released)

Online/Digital

Printed Content

User/Audience Generated Content

All Other Branded Content

SC: **BROCHURE/BOOK**

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

Physical

Digital/Online

SY: **COMMERCIALS / TVC**

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

Broadcast, Cable, Streaming, Satellite Television

Cinema/In-Flight

Online

All Other Platforms

SE: **DIGITAL – MOBILE** UPDATED

Entries are advertising delivered digitally to mobile phones, tablets or other mobile devices.

Apps

Mobile Marketing

All Other Digital Mobile

Student – Entry Types

SF: **DIGITAL – ONLINE** UPDATED

Entries are advertising delivered via the internet

Online Ads (banners, pop-ups, etc.)

Online Video (interactive, social, etc.)

Viral Marketing

Websites (microsite, landing pages, blogs, 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 (postcards, flyers, etc.)

All Other Direct (holiday cards, product sample kits, client gifts, invitations, etc.)

SH: **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 components to enhance an experience.

Augmented Reality (AR) Marketing

Virtual Reality (VR) Marketing – Desktop

Virtual Reality (VR) Marketing – Mobile

SJ: **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.

Integrated Campaign

Integrated Campaign – Digital/Online Only

Student – Entry Types

ST: **LIFESTYLE CONTENT MARKETING** NEW

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

Lifestyle Content Marketing

SK: **OUTDOOR / OUT-OF-HOME**

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

Digital

Non-Digital

All Other Outdoor

SQ: **PACKAGE DESIGN & REDESIGN**

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**

Entries are in-store point of sale retail advertising; 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** UPDATED

Advertising/branding printed in periodicals (magazines, newspapers, etc. Brochures or Books should be entered in Brochure / Books.)

Print: Business-to-Business (B2B)

Print: Business-to-Consumer (B2C)

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

All Other Print (includes indoor posters)

Student – Entry Types

SO: **PUBLIC/MEDIA RELATIONS**

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

Public/Media Relations

SR: **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**

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

Social Media Marketing

Student – Category

500. **Student Category**

Student – 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	•	•	•		•
GUERRILLA/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	•	•	•	•	

	IMAGE FILE UPLOAD + PHYSICAL ENTRY
PACKAGE DESIGN	•

All 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.

Student – Submission 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 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

Additional Instructions for non-US entrants

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

Student Package Design – Submission Requirements

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 samples + uploaded images** 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

Additional Instructions for non-US entrants

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

Student Package Design – What to Submit & Send for Entry

FOR ONLINE JUDGING >> Uploaded Images



Front view



Back view



Other*

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

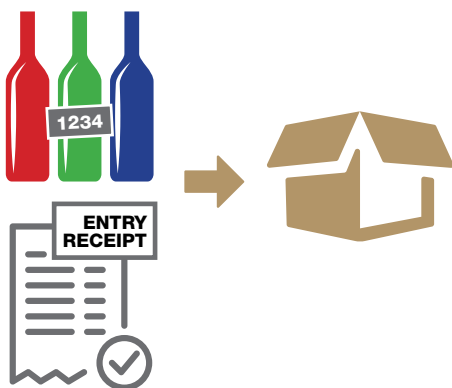


Multiple images provide our online judges with a "360" view of the entry.

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. } 5. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } 8. }	1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } 8. } 9. }

* 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.

Student Package Redesign – What to Submit & Send for Entry

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.



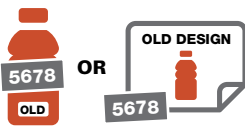
Multiple images provide our online judges with a “360” view of the entry.

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. Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. Other* 7. Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. Other* 7. Other* 8. Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 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 >> PACKAGE REDESIGN >> Physical Samples

OLD Design
Physical Sample
OR Printout



NEW Design
Physical Sample



Entry Receipt



- 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:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

Student Advertising & Package Design – 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

All Student Entry Types
Single Entry

\$75

\$75

\$75

All Student Entry Types
Campaign* or Product Range**

\$75

\$75

\$75

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

** PRODUCT RANGE (Package Design) = unlimited items

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>.