



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

2020

**ADVERTISING COMPETITION**

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2020

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**MOBIUSAWARDS.COM**

# Welcome



Welcome to Mobius Awards, now celebrating our 50th year. Mobius Awards is an international competition that recognizes outstanding advertising, design and creativity.

Since the founding of Mobius in 1971, we have reacted to frontline trends, including new advertising and design platforms.

Last year, we introduced the **Mobius Awards Cannabis Advertising & Package Design** competition. Mobius Cannabis joins **Mobius Advertising, Mobius Package Design** and **Mobius Student**.

# Preparing for Entry

- **Title**  
The official title of the entry. The title will be used on any awards and credits.
- **Target Audience & Purpose/Intent**  
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.
- **Product/Service Promoted**  
Description of the product or service promoted for the entry.
- **Advertiser/Brand**  
The Company and or Brand promoted in the entry.
- **Entry Type**  
Entry Types identify the kind of advertising being submitted (Commercials, Print, Outdoor, etc.).  
Entry Types for **Advertising** begin with **ADV** (as displayed in the entry system)  
*Note: Entries may be entered in more than one Entry Type. A new entry must be created for each entry type. Additional entry fees will be applied.*
- **Category**  
The category describes the Subject or Craft/Production Technique for the entry.  
*Note: Entries may be entered in multiple Categories. The “Duplicate” function in the Entry Cart will allow entrants to copy an entry into additional categories. Additional entry fees will be applied for each additional category.*
- **Assets & Supplemental Information**  
Uploaded assets are required for all entries. Submission options are based on Entry Type  
**Supplemental Information**  
Additional information is encouraged and may be uploaded in the entry system to explain/support an entry such as a short case video.
- **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! Awards will be presented to the Entrant Company in the credits.

**Questions?** Contact Kristen Szabo, [KristenSzabo@mobiusawards.com](mailto:KristenSzabo@mobiusawards.com)

# Advertising – Entry Types

*Entries may be entered in more than one Entry Type (except Spec Work).  
A new entry must be created for each entry type. Additional entry fees will be applied.*

## 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/exhibits, 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 UPDATED

*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/Video** (internet, social media, cinema, etc.) UPDATED
- BO: **Online/Digital**
- BP: **Printed Content**
- BU: **User/Audience Generated Content** (Interactive)
- 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 in-flight*

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

## DIGITAL – MOBILE

*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

*Advertising delivered via the internet.*

- OL: **Online Ads** (banners, pop-ups, etc.)
- DV: **Online Video** (interactive, social, apps, 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. (B2B, B2C)*

- DB: **Broadcast**
- EM: **Digital Direct**
- DE: **Email Marketing**
- DM: **Physical Mail** (postcards, flyers, brochures, 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 UPDATED

*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**
- VR: **Virtual Reality (VR) Marketing**
- RM: **Extended Reality** NEW
- RX: **Mixed Reality** NEW

## 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

*Advertising/Marketing of a brand, 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 – Digital & Non-Digital** (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

*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 & PROMOTION <sup>UPDATED</sup>

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

- SN: **Facebook** <sup>NEW</sup>
- GR: **Instagram** <sup>NEW</sup>
- LN: **LinkedIn** <sup>NEW</sup>
- CH: **Snapchat** <sup>NEW</sup>
- TK: **TikTok** <sup>NEW</sup>
- TW: **Twitter** <sup>NEW</sup>
- YT: **YouTube** <sup>NEW</sup>
- XX: **All Other Social** <sup>NEW</sup>

## 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 150

- XA: **Spec Work – Professional**



# Advertising – Categories

Entries may be entered in multiple Categories (including Craft/Production Techniques). The “Duplicate” function in the Entry Cart will allow entrants to copy an entry into additional categories. Additional entry fees will be applied for each additional category.

100. **Advocacy** <sup>NEW</sup>
101. **Affirmation Messages:** “Feel good” messages that promote kindness, goodwill, empathy, etc. <sup>NEW</sup>
102. **Animal/Pet Products:** Food, Pharmaceutical, Carriers, etc.
103. **Animal/Pet Services:** Veterinary, Grooming, Board & Care, Training, etc.
104. **Apparel, Footwear & Accessories**
105. **Automotive:** Cars, Motorcycles, Trucks, Snowmobiles, etc.
106. **Beauty, Cosmetics & Fragrance**
107. **Branding:** Identity/Image, Self-Promotion, etc.
108. **Business/Commercial Products & Services**
109. **Celebrity Endorsements**
110. **Charitable/Non-Profit Organizations:** Awareness Messages, Fundraising, Recruitment
111. **Children’s Products** <sup>NEW</sup>
112. **Children’s Services** <sup>NEW</sup>
113. **E-Commerce:** Online Retail/Wholesale & Marketplaces, Virtual Reality, Services, etc. <sup>UPDATED</sup>
114. **Eco-Friendly & Sustainable Advertising:** Causes minimal or no harm to the environment
115. **Ecology:** Ecological projects, services or programs
116. **Education:** Online, Schools, Educational Institutions, Fund Raising
117. **Entertainment Media Promotion:** Movies, TV Programming, Books, Trailers & Promos, etc.
118. **Environmental Issues** <sup>NEW</sup>
119. **Financial Services:** Banks, Credit Unions, Credit Cards, Investment, Insurance, etc.
120. **Food, Beverages - Products**
121. **Food, Beverages - Services:** Grocery/Food Stores, Restaurants, Fast Food, Delivery Service
122. **Gifts:** Flowers, Holiday, Special Occasion, etc.
123. **Government/Political/Military:** Political Campaign Messages, Awareness Messages, Recruitment
124. **Health, Wellness & Fitness Products**
125. **Health, Wellness & Fitness Services**
126. **Healthcare Products:** Pharmaceuticals, Devices, Surgical Supplies, etc.
127. **Healthcare Services:** Hospitals, Insurance, Laboratory, Clinics, etc.
128. **Home Care & Maintenance Products/DIY:** Building Materials, Cleaning Supplies, Tools, Yard Products
129. **Home Goods & Furnishings:** Furniture, Lamps, Decor, Linens, Rugs, Appliances, etc.
130. **Influencer Marketing**
131. **Lifestyle Products**
132. **Lifestyle Services**
133. **Olympics/Paralympics Promotion**
134. **Personal Care Products**
135. **Personal Care Services**
136. **Product/Brand Launch**
137. **Product/Brand Re-launch**
138. **Product Placement**
139. **Public Health Issues** <sup>NEW</sup>
140. **Public Relations:** Publicity, Crisis & Issue Management, Corporate Responsibility
141. **Public Service Announcement:** (PSA, Public Information Films)
142. **Religion/Spirituality**
143. **Retail Stores**
144. **Services**
145. **Social Issues** <sup>NEW</sup>
146. **Sports & Recreation**
147. **Technology Products:** Consumer Electronics, Tablets, Cameras, etc.
148. **Tourism, Leisure & Travel**
149. **Unique Use of Media:** Avant-garde use of a medium
150. **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.**
151. **Miscellaneous:** We will reclassify entries into the appropriate category when possible

# Advertising – Categories

Entries may be entered in multiple Categories (including Craft/Production Techniques). The “Duplicate” function in the Entry Cart will allow entrants to copy an entry into additional categories. Additional entry fees will be applied for each additional category.

## Craft/Technique Categories

- 152. **360° Video**
- 153. **Animation, CGI, Motion Graphics**
- 154. **Art Direction**
- 155. **Cinematography**
- 156. **Copywriting/Editorial**
- 157. **Direction**
- 158. **Editing**
- 159. **Graphic Design**
- 160. **Illustration**
- 161. **Live or Real-Time Experience/Commercial**
- 162. **Music** (Adaptations or Original)
- 163. **Use of Music** (Adaptations or Original)
- 164. **Overall Production**
- 165. **Photography**
- 166. **Production Design**
- 167. **Set Design**
- 168. **Sound Design** (Editing, Effects)
- 169. **Talent/Casting** (Human, animal or other)
- 170. **Typography**
- 171. **Use of Humor**
- 172. **User Interface** (UI)
- 173. **User Experience** (UX)
- 174. **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	•	•	•		•
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 & PROMOTION	•	•	•	•	
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, 2020**

Regular Pricing:  
**June 25, 2020**  
through  
**August 25, 2020**  
**September 30, 2020**

Late Pricing Begins:  
**August 26, 2020**  
through  
**October 1, 2020**

	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

**Entry fees or any other fees for cancelled or withdrawn entries are non-refundable.**

# 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**

In 2019 we introduced Mobius Awards Cannabis. 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>.