



 **MOBIUS**[®]
AWARDS

2020

OVERVIEW
FOR ALL COMPETITIONS

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2020

OVERVIEW FOR ALL COMPETITIONS

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MOBIUSAWARDS.COM



Welcome to the 2020 Mobius Awards competitions!

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**.

Competition awards include First-Place Mobius Statuette, Second-Place Certificate for Outstanding Creativity, Spec Advertising Certificate, Student Certificate. Best of Show (Grand Prix Nominee) and Best of Show (Grand Prix) Statuette 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 agencies, production companies and design firms 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. 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

In 1971, Mobius Awards was founded in Chicago as *The U.S. Television & Radio Commercials Festival*. The name changed to *The Mobius Awards* in 1986, still only recognizing Television and Radio. Print advertising and Package Design were introduced in 1990. Next came a Student division, and new in 2019, Mobius Awards Cannabis.



What's New in Competition for 2020

- Updated Entry Types including Immersive Media Marketing, Social Media Marketing & Promotion, and Branded Content/Entertainment
- New Categories that include Affirmation Messages, Children's Products & Services, Environmental Issues, Social Issues, Food Service Packaging, and Student Craft/Production Techniques
- No increased Fees
- Updated Rules & Regulations
- Extended Entry Period

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	Graphic Designers	Production Companies
Advertisers	In-House Firms	Public Relations Firms
Branding Companies	Individual Creatives	Retail Planners
Design Firms	Industry Professionals	Special FX Companies
Digital Agencies	Marketing Managers	Students
Direct Marketers	Package Designers	Visual Merchandisers
Healthcare Agencies	Package Manufacturers	VR Developers
	Post-Production Companies	Web Designers

What Industries Should Enter

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

Arts & Entertainment	Financial & Insurance	Pharmaceutical
Automotive	Food & Beverages	Restaurants
Cannabis/Hemp	Health & Fitness	Retail/Wholesale
Communications/Media	Healthcare	Sports
Consumer Packaged Goods	Home & Garden	Technology
Consumer Services	Hospitality	Transportation
Education	Manufacturing	Travel & Leisure
Fashion	Personal Care	

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 & Eligibility – All Competitions



Eligibility:

Entries must have been Created, Produced, Published, Marketed, Screened, Aired or Reintroduced during this time period:
October 1, 2019 – October 1, 2020



Call for Entry:

May 2020



Early Entry pricing ends:

June 24, 2020



Regular Entry pricing begins:

June 25, 2020



Regular Entry pricing ends:

August 25, 2020
September 30, 2020



Late Entry pricing begins:

August 26, 2020
October 1, 2020



Entry Deadline:

October 1, 2020



Judging Results Released:

January 2021

Rules & Regulations – All Competitions UPDATED

- **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. The “Duplicate” function in the Entry Cart will allow entrants to copy an entry into additional categories. The “Duplicate” function does not apply for additional Entry Types. A new entry needs to be created. Additional entry fees will be applied for each additional category & entry type.
- **ACCEPTANCE OF ENTRIES:** Entrants are notified via email that their entry was received, 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 and any customs fees.
- **WITHDRAWING/CANCELLING AN ENTRY & REFUND POLICY:** If you wish to cancel or withdraw an entry, contact KristenSzabo@mobiusawards.com. Entry fees or any other fees for cancelled or withdrawn entries are non-refundable.
- **USE OF ENTRIES:** Entrants allow entries to be viewed for judging and permit winning entries to be used for any and all promotion and publicity purposes of the Mobius Awards. The entrant assumes any and all broadcast, internet, social media, foreign exhibition, union, talent, music or other rights fees, as may be 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 First-Place Mobius Statuette, Second-Place Certificate winners or no winners in any category or media type. It also means that no Best of Show Statuette 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 2020, 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 2021**. 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 previous 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.

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>.