



MOBIUS[®]
STUDENT
AWARDS

2020

STUDENT COMPETITION

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STUDENT COMPETITION

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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**.

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.)

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.).

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 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

Student – 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.*

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 UPDATED

*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/Video (internet, social media, cinema, etc.) UPDATED

Online/Digital

Printed Content

User/Audience Generated Content (Interactive)

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

Student – Entry Types

SE: DIGITAL – MOBILE

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

Apps

Mobile Marketing

All Other Digital Mobile

SF: DIGITAL – ONLINE

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 (B2B, B2C).

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 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.

Augmented Reality (AR) Marketing

Virtual Reality (VR) Marketing

Extended Reality NEW

Mixed Reality NEW

Student – Entry Types

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

ST: LIFESTYLE CONTENT MARKETING

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

Student – Entry Types

SM: **PRINT**

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)

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 & PROMOTION** UPDATED

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

Facebook NEW

Instagram NEW

LinkedIn NEW

Snapchat NEW

TikTok NEW

Twitter NEW

YouTube NEW

All Other Social Media NEW

Student – 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.

500. Student Category

Craft/Technique Categories NEW


- | | |
|---|---|
| 501. 360° Video | 513. Overall Production |
| 502. Animation, CGI, Motion Graphics | 514. Photography |
| 503. Art Direction | 515. Production Design |
| 504. Cinematography | 516. Set Design |
| 505. Copywriting/Editorial | 517. Sound Design (Editing, Effects) |
| 506. Direction | 518. Talent/Casting (Human, animal or other) |
| 507. Editing | 519. Typography |
| 508. Graphic Design | 520. Use of Humor |
| 509. Illustration | 521. User Interface (UI) |
| 510. Live or Real-Time Experience/Commercial | 522. User Experience (UX) |
| 511. Music (Adaptations or Original) | 523. Visual Effects (VFX) |
| 512. Use of Music (Adaptations or Original) | |

Craft/Technique Categories – Package Design NEW

- | | |
|--|--|
| 524. Active, Intelligent, and Smart Packaging | 530. Label Design |
| 525. Art Direction | 531. Overall Production |
| 526. Concept | 532. Photography |
| 527. Copywriting | 533. Post-Consumer Recycled Materials |
| 528. Graphic Design | 534. Typography |
| 529. Illustration | 535. Innovative Use of Packaging |

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 & PROMOTION	•	•	•	•	

	 + 	 (OPTIONAL)*
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.

* **Video File Upload (optional):** Submit supplemental information as a video showing product in use, 360° views, or 3D rendering, etc.

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

VIDEO FILE UPLOAD

Supplemental
Information
(optional)

for
Package Design
Package Redesign
Eco/Green/Sustainable
Spec Work

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.

VIDEO FILE UPLOAD SPECS – Supplemental Information (optional)

- > File Format = MP4
- > Video Codec = H.264
- > Video Bitrate = 2500 kilobits/sec
- > Size = 720 x 405 for 16:9, OR
- > Size = 720 x 540 for 4.3
- > Do not include bars, slate or black at the beginning or end of the video.

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:

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Attn: Entry Department
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Additional Instructions for non-US entrants

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

FOR ONLINE & IN-PERSON JUDGING >> Supplemental Information (OPTIONAL)



- Submit supplemental information as a video, showing the product in use, 360° views, or 3D rendering, etc.
- Supplemental information will be available to judges for both online judging and the physical judging event.

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.



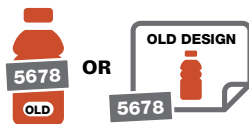
Multiple images provide our online judges with a “360” view of the entry.

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. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other*	1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other* 9. NEW 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

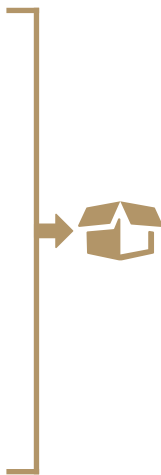
OLD Design Physical Sample OR Printout



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.

FOR ONLINE & IN-PERSON JUDGING >> Supplemental Information (OPTIONAL)



- Submit supplemental information as a video, showing the product in use, 360° views, or 3D rendering, etc.
- Supplemental information will be available to judges for both online judging and the physical judging event.

Student Advertising & Package Design – 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**~~
October 1, 2020

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

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>.