

CLIO CANNABIS

Best Submission Practices

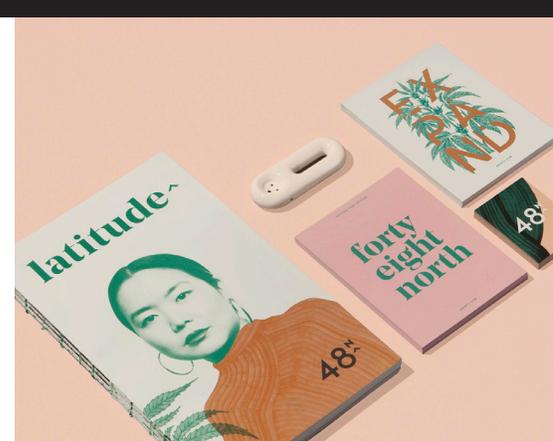
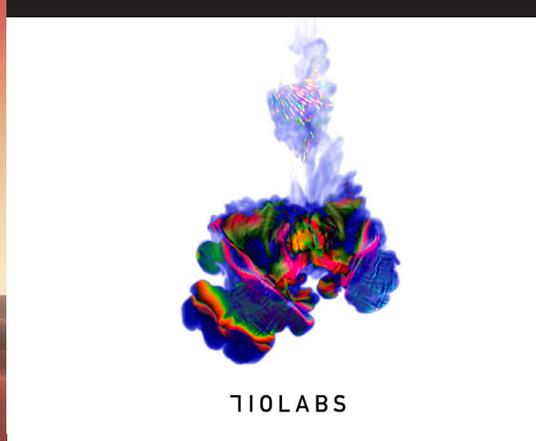


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VICELAND | Weed Week Interstitials | ViceLand | 2019 Clio Cannabis Gold Winner

Clio Mission

Clio's mission is to celebrate bold work that propels the advertising industry forward, inspire a competitive marketplace of ideas and foster meaningful connections within the creative community.

Judging Process

Each year, Clio appoints top creatives and marketers from around the world to serve on our distinct juries. Clio selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry's evolving marketplace.

The Clio judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across all programs is **creativity**, with the exception of the Creative Effectiveness medium—judging for this medium is weighted 50% on creativity and 50% on results.

Some of the questions jurors are asked to think about include:

- Is this work creative? Original? Inspiring?
- Is this work brave? Bold? Innovative?

Juries will review all of the entries submitted within their assigned medium types. They participate in preliminary rounds of judging individually followed by a final round of judging to determine the awards given to each piece – Gold, Silver, Bronze, and Shortlist.

During the judging process there is no minimum or maximum number of statues that need to be awarded. The jury reserves the right to award as many or as few entries as they see fit in a particular medium or category. This ensures that the submissions are not judged against each other, but simply by its own merit.

Grand Clio

The Grand Clio is Clio's highest honor. The Grand Clio is similar to "Best in Show" but it's more than just that. It represents work that is considered "head and shoulders" above all other entries in a particular medium for that year.

About Clio Cannabis

Expanding on Clio's enduring reputation for establishing best-in-class programs honoring creative ideas in a variety of specialized verticals, Clio Cannabis celebrates the creators at the forefront of cannabis marketing and communications. Launched in 2019, Clio Cannabis sets the bar for creative work in a rapidly growing industry, builds a greater understanding of a developing category, and elevates creative contributions from top talent and agencies.

Starting Your Submission

BASIC INFO

Entry Title: The entry title is a short name for your entry. Keep it concise, memorable, and descriptive. We suggest you not include the brand name, agency name, or medium type as these will be on your entry in other areas and don't need to be duplicated.

Please note that what you title your entry will be on the nameplate of the trophy should the entry be awarded.

Advertised Brand: The brand that is being advertised or marketed.

First Launch Date: The date that the work was first released to the market.

Country of Origin: The country in which the work was first released to the market.

Synopsis (Optional): Please state the main objective of the entry as concisely as possible. Focus on explaining how the idea is creative.

English Language Translation:

We strongly suggest that you dub your non-English language videos into English or provide subtitles. If this is not an option, please provide a text-based English translation here.

REQUIRED CREDITS

Entrant Company: The company submitting the entry.

Please note the entrant company will be on the nameplate of the trophy, should the entry be awarded.

Advertiser/Brand: The brand/company being advertised or marketed.

Additional company and personal credits are optional and can be added to the entry at any time.

MEDIA

Image: All entries require a JPG to be submitted. The JPG will be used as the thumbnail during judging, on our Winners Gallery and in all printed materials should the entry be awarded or shortlisted. The image represents the brand/product being advertised or marketed.

Additional media requirements vary by medium.

For media details please visit:

<https://www.cliocannabisawards.com/about.html>

Entry Tips

ENTER EARLY

Entering early offers you financial savings and gives the Clio Cannabis team more time to review your entry before it reaches the jurors. During the review process, we verify that all of the necessary information and assets are included and working properly and adhere to our media guidelines. Additionally, we offer entrants feedback on their submissions when appropriate. In some cases, we suggest minor adjustments to improve your submission, so the more time we have, the better!

INCLUDE A SYNOPSIS

Including a synopsis is *strongly* recommended not only by the Clio Cannabis team but also by our jurors, as they often use the provided copy when additional context is needed. This can include cultural background, insights on the creative process and/or specific notes on what makes the entry unique in the medium entered.

PRESENT STRATEGICALLY

While it's not required, presenting your entry utilizing a case study video is helpful to highlight the various aspects of your projects to our jurors. If you do not have the resources to create a case study video we recommend you create a PowerPoint presentation overview of your project and upload it as a PDF to your entry. Whether you use a case study video or PowerPoint presentation, we recommend you keep your entry presentation concise, highlighting the creative aspects of your campaign and if possible, focusing on the medium you are submitting into rather than a one-size fits all overview.

ENTRY INSPIRATION

Not sure what qualifies to be entered in a medium? To see what has won in previous years, you may look up medium-specific winners in our Clio Cannabis Winners Gallery.

Avoiding Common Entry Errors

The following are some of the most common entry errors and how to avoid making them:

Miscategorized entries: Utilize our About section of Clío Cannabis website to closely review the medium and category definitions. Check to see if any other categories better suit your entry.

Campaigns submitted as single entries: Familiarize yourself with the difference between a campaign and a single entry. A campaign is a collection of single marketing executions/ single entries that are submitted but then combined to be judged, together as one.

Links to videos instead of uploading the video directly to the submission; this also includes adding links to portfolios, Dropbox and/or Google Drive accounts: Be sure to upload all relevant media directly to your submission via our online entry system. When reviewing the entries, jurors are presented with this media first. Please avoid using URLs to sources that house more media such as Dropbox and Google Drive, as well as portfolio websites that include other pieces of work and individual credits.

Incorrect/Cut off URLs: Keep in mind that our entry system has a 128 character limit for all URL fields. Should your entire link not fit, please utilize websites such as bitly.com to shorten them.

Including agency credits, individual credits, agency logos and/or slates in submissions, particularly within the synopsis and uploaded media: Make sure your agency name is removed from all elements of the submission. All submissions remain anonymous during the judging process; this means no agency mention in or on any of the uploaded media (video, image, audio, URL or PDF) or in the synopsis. If the company name appeared in the marketing execution when it ran in public, this is fine to leave as is. Links that lead to personal or company accounts on sites such as Vimeo and YouTube must remain anonymous.

Providing media assets that are not eligible for a particular medium: Be sure to reference the medium section at <https://www.cliocannabisawards.com/about.html> for an understanding of what media is allowed for submission into each specific entry medium.

Avoiding Common Entry Errors (Cont.)

Misunderstanding and/or misusing the 'Other' category: Please note that the Other category is available for you should you find your piece does not fit within our existing categories. Work should not be entered into both Other and another existing category as it is reserved only for work that does not fit the listed categories. In the Other Category Description field provided, please describe how the piece fits into the medium but not the listed categories, and the lens for which you'd like the work to be judged. Note that the Other Category Description field has a character limit of 128 characters.

Invalid eligibility: Refer to our eligibility information. Entries first appearing in public between January 1, 2019 - October 31, 2020 are eligible for entry into the Inaugural Clio Cannabis Awards. Entries cannot be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations.

Entering spec pieces: All work entered into the Clio Cannabis Awards *must have been public-facing* within our eligibility period. Spec ads and director's cuts are NOT eligible.

Re-entering work that has already been submitted into Clio Cannabis: Entries previously entered into the Clio Cannabis Awards are not eligible to be re-submitted. All such ineligible entries will be withdrawn by the Clio Cannabis Awards and the entry fee will NOT be refunded. Entries can however be entered into Clio's other award programs (Clio Sports, Clio, Clio Music, Clio Entertainment, Clio Health) given they fit that program's eligibility period.

Contact the Client Relations team at support@clios.com for additional entry placement recommendations and assistance.

Avoiding Common Medium Missteps

Brand Design: This medium is for the visual craft that conveys the brand's message. Should you wish to have an innovative product judged, you can enter into the Product/Service Innovation Medium.

Film & Film/Video Craft: The jurors will be solely judging the content piece of film *exactly as it ran in public*. This means that case-study videos should not be the required film. Should you wish to have a particular craft in the film judged, you can enter into the Film/Video Craft Medium under the category of your choice. Please note that only one film should be entered in the video upload portion, not multiple.

Partnerships & Collaborations: Please make sure to clearly state the specific entities who have worked together in your campaign. You can do this in the synopsis and/or strategy portion of your entry.

Print & Out of Home Craft: The jurors will be solely judging the content piece *exactly as it ran in public*. This means that case boards including additional context should *not* be the required image. All additional information should live elsewhere in your entry, such as the synopsis and/or additional PDF. If this is not already the main image, it is suggested that you provide a clear in-environment photo of the out of home execution in the additional PDF.

Product/Service Innovation: This medium is for new products/services introduced to the market that possess particularly creative marketing executions. Should you wish to have the craft and design of a product judged, you can enter into the Brand Design Medium.

Social Media: Take a careful look at the categories under Social Media. Keep in mind, entering into Single Platform means that only one social media platform was utilized in the campaign. That being said, entering into Multi-Platform means that there were more than two social media platforms involved. It is also helpful to clearly call out which platforms are being used in your synopsis. Please also note that only one social post should be uploaded into the Social Post category and only *one* social video should be uploaded into the Social Video category.

Questions to Consider

When putting together your entry, ask yourself the following:

- Does the selected medium and category correspond with your piece and what you would like judged?
- Are you providing a synopsis that explains why your entry is creative and why it fits in this particular medium and category?
- Is your synopsis informative and succinct so that the jurors can easily digest the information?
- Have you provided all of the visuals available to you that would help the jurors understand your entry clearly?
- Could your piece fit into other mediums or other Clío programs as well?

Note: Your piece could be eligible for one of our industry-specific Clío programs, including but not limited to, Clío Sports, Clío, Clío Music, Clío Entertainment and/or Clío Health. For more information, head to the "How to Enter" section of Clíos.com.



Additional Entry Opportunities

Your work may be eligible for multiple mediums within Clio Cannabis.

Below are some great examples of pieces from the 2019 Clio Cannabis Awards that were awarded in a variety of mediums and categories:



Société de l'assurance automobile du Québec
"Drive high"

GOLD: Film/Video

GOLD: Social Good



MedMen
"The New Normal"

GOLD: Advocacy

GOLD: Film/Video



Weedmaps
"Weedmaps Museum of Weed"

BRONZE: Advocacy

BRONZE: Social Good



Up Cannabis
"Saving Grace Financial"

SHORTLIST: Digital/Mobile - Website/Microsite

SHORTLIST: Print & Out of Home

Useful Resources

About Clio Cannabis: Visit the About section at [ClioCannabisAwards.com/about.html](https://cliocannabisawards.com/about.html) to find out more about the program.

Clio Cannabis Winners Gallery: Check out our Winners Gallery on <https://cliocannabisawards.com/winners.html> to review previously awarded work within the medium/category you have chosen for your entry.

Frequently Asked Questions: Think you're the only one with questions? Think again! Check out the FAQ section of [Clios.com](https://clios.com) for quick answers to common inquiries.

Contact Us

For more information regarding all of our Clio Programs, personalized assistance and general inquiries, please contact our Client Relations team at **1.212.683.4300** or support@clios.com.



Sunday Scaries (CBD edible gummies brand) | Sunday Scaries | Ezra Productions (Dir: Ellen Houlihan) | 2019 Clio Cannabis Bronze Winner