



CLIO
CANNABIS

Awarding the Best in Cannabis Marketing

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.

Mediums / Categories

Advocacy

Entries in this medium focus on advocacy for legalization and/or further education about cannabis and/or the cannabis industry.

Brand Design

Entries in this medium are for the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand recognition.

- Apps
- Brand Identity
- Logo
- Packaging
- Printed Materials
- Retail Design
- Other

Digital / Mobile

Entries in this medium include all types of creative digital media advertising.

- Banners & Rich Media Advertising
- E-Commerce
- Virtual/Augmented Reality
- Website/Microsite
- Other

Experience/Activation

Entries in this medium connect a product, brand, or service to a target audience through an experience or event activation.

Film/Video

Entries in this medium include all moving image advertising. This includes, but is not limited to television, online/streaming, mobile, outdoor, or point-of-purchase advertising.

- 30 seconds and under
- 31 seconds to 60 seconds
- 61 seconds to 5 minutes
- 5 minutes and over

Film/Video Craft

Entries in this medium include technique and craft/skills used in the execution of film content.

- Animation
- Cinematography
- Copywriting
- Direction
- Editing
- Visual Effects
- Other

Partnerships & Collaborations

Entries in this medium include creative executions resulting from the joint efforts of two or more brands, individuals and/or organizations.

Print & Out of Home

Entries in this medium include all print advertising. This includes, but is not limited to newspapers, magazines, billboards, posters, point-of-purchase and transit advertising.

Print & Out of Home Craft

Entries in this medium include technique and craft/skills used in the execution of Print and Out of Home content.

- Art Direction
- Copywriting
- Illustration
- Photography
- Typography
- Other

Product/Service Innovation

Entries in this medium include new products and/or services that utilize advertising, marketing, and/or design in a unique, or especially creative manner. Note: Entries are strictly for cannabis industry product, service, or design innovations. Individual strains' taste, effect or experience will not be considered.

Public Relations

Entries in this medium include marketing efforts and brand communications that impact product, brand, or service perception, awareness, and/or garner media coverage.

Social Good

Entries in this medium include technique and craft/skills used in the execution of film content.

Social Media

Entries in this medium utilize social platforms to deliver content and/or messaging to consumers that can be shared with their social network.

- Multi-Platform
- Single-Platform
- Social Post
- Social Video
- Other

Rules / Information

Entry Fee

USD \$200

Eligibility

Entries first appearing in public between January 1, 2019 - October 31, 2020 are eligible for entry into the 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. Spec ads and director's cuts are NOT eligible. Clio retains the rights to disqualify entries which offend national, religious, cultural or racial groups.

Refund Policy

Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by the Clio Awards for entrant's failure to comply with the entry rules) will NOT be refunded.

Media Handling Fee

All entries with video uploads are subject to an additional \$35 media handling charge.

Campaign Fees

Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e.: Digital/Mobile Campaign - 3 ads, \$600)

www.cliocannabisawards.com

Entries Deadline

October 9, 2020

Contact Us

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

Press

Please visit [MusebyClio/cannabis](https://www.musebyclio.com/cannabis) to view our on-going coverage of creativity in cannabis marketing.

More Information

For more information, visit ClioCannabisAwards.com

[#ClioCannabis](https://twitter.com/ClioCannabis)

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