



FAQs - FREQUENTLY ASKED QUESTIONS

When is the entry deadline?

The entry deadline is October 1 every year.

How do I enter?

The entry process is completed online. Go to <http://entry.mobiusawards.com> and create an entry account and begin your entry. **NOTE:** You will need to create a new account even if you created one in previous years.

Who can enter?

The Mobius Awards is an international awards competition and is open for entry to any and all associated in the creation and/or execution of advertising whether it is related to consumers or business-to-business. Previous entrants have included ad agencies, design studios, production companies, visual FX companies, manufacturers, advertisers, etc. Student entries are accepted with a valid student ID.

What are the Categories?

The 2009 Categories are attached.

What Media Types are accepted?

The 2009 Media Types are attached.

How do I submit my entries?

Most entries are directly uploaded in the entry system. The Entry Submission Requirements for all Media Types are attached.

Do I finalize each entry individually?

Do not finalize each entry individually. Finalize all of your entries at once.

I have completed my entries, but I cannot finalize my entries in the entry system.

There are 2 possible reasons.

- 1) Step 2 Payment Set Up was not completed.
- 2) You did not upload your file(s) for your entry(s).
If you have successfully uploaded the file, there will be a check box next to your pending entry. If there is no box, then you need to "edit" your entry and upload the file(s) needed.

I finalized my entries last week. Can I make another entry(s) today?

Yes. You can create additional entries even after you have finalized. Log in under the same account and begin creating entries the same way you did before.

I am required to send in a few of my entries.

Where I do I send them?

Send your physical entries along with a copy of your "Mobius Awards Entry Invoice" to:

Mobius Awards
Attention: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277-4233 USA
+1 310-540-0959

What are the Entry Fees?

The 2009 Entry Fees are available attached.

How do I pay by bank transfer?

In Step 2, you must set up your payment method as "Bank Transfer". You will be charged a \$35 Bank Transfer fee. Once you have finalized your entry, please contact KristenGluckman@mobiusawards.com for the bank details. You must fax or email a copy of the completed transfer paperwork to our office.

NOTE: Please make your payment in one bank transfer. You will be charged \$35 for each bank transfer you make.

What other important information do I need to know before I enter?

Be sure to review the Rules & Regulations!



CATEGORIES

PICK ONE CATEGORY PER ENTRY

AUTOMOTIVE

1. Cars, Trucks, Motorcycles, etc.
2. Dealerships
3. Gasoline / Petrol, Oil, Additives, Tires, etc
4. Service

BUSINESS / COMMERCIAL PRODUCTS

5. Computers, Printers, PDAs, Software
6. Industrial, Heavy Equipment
7. Office Supplies, Equipment, Furniture
8. Other

CHILDREN'S PRODUCTS

9. Children's Products

CLOTHING, FOOTWEAR

10. Men's
11. Women's
12. Children's
13. Men's, Women's and/or Children's

CONSUMER ELECTRONICS

14. Cameras, Camcorders
15. Cell/Mobile Telephones, Smart Phones, PDAs, etc. *(Product only)*
16. Home Entertainment *(TV's, DVR, Portable Music Players, etc.)*
17. Personal Computers, Printers, Software
18. Video Game Equipment & Games

E-COMMERCE

19. Automotive
20. Business / Commercial Products
21. Children's Products
22. Clothing, Footwear
23. Consumer Electronics
24. Department Stores
25. Environmental **NEW CATEGORY**
26. Healthcare
27. Home & Garden Care, DIY, Home Furnishings
28. Mass Market, Warehouse, Discount Retail Stores
29. Personal Articles & Gift Items
30. Personal Care Products
31. Pet Products
32. Pharmaceutical / Medical
33. Recreation / Entertainment
34. Services

ENVIRONMENTAL **NEW**

35. Awareness Messages *(Public Service Announcements)* **NEW CATEGORY**
36. Environmental Issues & Concerns **NEW CATEGORY**
37. Eco-Friendly Products **NEW CATEGORY**
38. Eco-Friendly Services **NEW CATEGORY**
39. Green Initiatives **NEW CATEGORY**

FOOD, BEVERAGES

40. Beverages *(All Products)*
41. Food *(All Products)*
42. Restaurants, Fast Food
43. Supermarkets, Grocery Stores, Convenience Stores

HEALTHCARE

44. Senior Communities, Assisted Living Facilities
45. Health Insurance
46. Hospitals / Surgery Centers / Medical Offices / Rehabilitation Facilities
47. Dental

HOME CARE & MAINTENANCE PRODUCTS

48. Building Materials
49. Home Décor, Furnishings, Appliances
50. Household Products & Supplies *(cleaning, laundry, etc.)*
51. Tools, Hardware
52. Yard, Garden Care Products

PERSONAL ARTICLES & GIFT ITEMS

53. Flowers, Food
54. Greeting Cards, Stationery
55. Jewelry, Watches, Pens
56. Luggage, Umbrellas, Travel Accessories

PERSONAL CARE PRODUCTS

57. Men's
58. Women's
59. Children's
60. Men's, Women's and/or Children's

PET PRODUCTS

61. Pet Products

PHARMACEUTICAL / MEDICAL

62. Non-Prescription Pharmaceuticals
63. Prescription Pharmaceuticals
64. Medical Supplies – Consumer
65. Medical/Surgical Supplies – Professional
66. Services – Professional & Consumer

RECREATION / ENTERTAINMENT

67. Bars, Nightclubs
68. DVD's, Videos
69. Entertainment Events *(festivals, concerts, sporting events, etc.)*
70. Fitness Centers, Equipment, Sporting Goods
71. Hobbies, Games, Crafts, Toys
72. Motion Pictures *(Trailers, One-Sheets, etc.)*
73. Museums, Theme / Amusement Parks, Zoos, Casinos, Art Galleries
74. Music *(CDs, Music Downloads, etc.)*
75. Newspapers, Magazines, Publications, Books
76. Television Programming *(Promos, Print, etc.)*
77. Tourism, Hotels, Resorts, Spas

RETAIL STORES

78. Automotive
79. Business / Commercial Products
80. Children's Products
81. Clothing, Footwear
82. Consumer Electronics
83. Department Stores
84. Environmental **NEW CATEGORY**
85. Home & Garden Care, DIY, Home Furnishings
86. Mass Market, Warehouse, Discount Retail Stores
87. Personal Articles & Gift Items
88. Personal Care Products
89. Pharmaceutical / Medical
90. Pet Products
91. Recreation / Entertainment

SERVICES

92. Financial
93. Freight & Package Forwarders, Air Couriers
94. Insurance
95. Internet Service Providers, DSL, FiOS, etc.
96. Professional Services: *Advertising/Marketing, Web Hosting, Repairs, etc.*
97. Public Utilities *(Electric, Water, etc.)*
98. Real Estate
99. Rental Auto, Truck, Furniture, etc.
100. Other Services **NEW CATEGORY**
101. Telephones, Cell/Mobile Phones, *(services only)*
102. Travel, Transportation

MISCELLANEOUS

103. Announcements, Invitations, Holiday Greetings
104. Branding, Corporate Identity, Self Promotion
105. Charitable / Non-Profit Organizations
106. Education *(school, college, university)*
107. Environmental Issues & Concerns
108. Fundraising
109. Infomercial *(maximum 30 minutes)*
110. Local Station Conceived & Produced Commercial
111. Lottery
112. Low Budget TV Commercial *(under \$10,000 production cost)*
113. Political, Government, Military
114. Public Service Announcements (PSA)
115. Religion / Spirituality **NEW CATEGORY**
116. Station / Network Promos & ID's
117. Tobacco Products
118. Other
(Entry will be reclassified and entered into a specific category when possible)

TECHNIQUE CATEGORIES

119. Animation – Computer
120. Animation – Non-Computer
121. Animation – Computer & Non-Computer
122. Art Direction
123. Cinematography
124. Copywriting
125. Direction
126. Editing
127. Humor
128. Illustration
129. Live Commercial / Live Performance
130. Music – Adaptations
131. Music – Original
132. Overall Production
133. Photography
134. Set Design
135. Sound Design
136. Sound Editing / Sound Effects
137. Special FX
138. Talent

SPECIALTY CATEGORIES

139. Eco-Friendly Concept **NEW CATEGORY**
140. Spec. Advertising - Professional
141. Unique Use of Media



MEDIA TYPES

PICK ONE PER ENTRY

TELEVISION



- T** – Television
- TC** – Cinema/In-Flight

RADIO



- R** – Radio

PRINT



- CP** – Consumer Magazine
- TP** – Trade Magazine (business-to-business)
- NP** – Newspaper
- PS** – Poster (one-sheet, etc.)
- LO** – Logo / Trademark / Corporate Identity
- OP** – All Other Print

OUTDOOR



NEW

- BL** – Billboard
- TA** – Transit Ad
- DG** – Digital Displays
- OT** – All other Outdoor (guerilla, etc.)

PACKAGE DESIGN



NEW

- PD** – Package Design
- SP** – Sustainable Package Design
- PR** – Package Redesign

POP (POINT OF PURCHASE)



- SA** – In-store, Kiosks, Theater displays, etc.

BROCHURE / BOOK



- BB** – Brochure / Book (Catalog, Annual Report, etc.)

DIRECT



UPDATED

- DM** – Mail, Email Marketing, Video, Direct Response

ONLINE



- WF** – Website: Flash
- WB** – Website: Non-Flash
- OL** – Banners, Pop-up, Floating Ad, etc.
- OM** – All other Online

NEW MEDIA



NEW

NEW

- NV** – Virals (guerilla, etc.)
- NM** – Mobile Messaging/Marketing
- SN** – Social Networking
- BN** – Blogs
- ON** – All other New Media

MIXED MEDIA CAMPAIGNS / INTEGRATED



- MX** – Mixed Media / Integrated Campaigns



FEES & PAYMENT

ALL FEES ARE TO BE PAID IN U.S. DOLLARS

ALL MEDIA (except Mixed Media/Integrated Campaigns)	
Single entry	\$260
2 – 3 item entry Campaign	\$360
4 – 6 item entry Campaign	\$460
7 – 10 item entry Campaign	\$560

(Plus any applicable
Encoding & Uploading Fees)

MIXED MEDIA / INTEGRATED CAMPAIGNS	
2 – 3 item entry Campaign	\$390
4 – 6 item entry Campaign	\$490
7 – 10 item entry Campaign	\$590

(**Encoding & Uploading Fees** do NOT apply to Mixed Media Campaign entries)

STUDENT ENTRY*	
Single Entry	\$15
2 – 10 item entry Campaign	\$15

(*with valid Student ID)

Encoding & Uploading Fees*

(for TV & Cinema/In-Flight entries submitted on BetaSP only)

\$30 per single entry
\$60 per campaign entry

*NOTE: Encoding & Uploading Fees are applicable to Television & Cinema/ In-Flight entries **submitted on BetaSP** only.

Entries that are **uploaded directly to BEAM.TV** will be charged a separate fee by BEAM.TV upon successful file upload(s).

Miscellaneous Fees

Late Fee	\$25 per single and campaign entry
Bank Transfer Fee	\$35 per bank transfer
Return Fee (see Rules & Regulations)	\$80 per entry

METHODS OF PAYMENT

ALL FEES ARE TO BE PAID IN U.S. DOLLARS

CHECK or MONEY ORDER

Payable to:
Mobius Awards, Ltd.
713 South Pacific Coast Hwy, Suite A
Redondo Beach, CA 90277-4233, USA
Check or Money Order must accompany your entries.

CREDIT CARD

VISA or MasterCard

BANK TRANSFER

Please **contact** the Mobius Awards Office for complete **bank details** after your entry has been finalized.
A \$35 fee will automatically be added to your entry fee total.



RULES & REGULATIONS

- > **ELIGIBILITY – Date of Production/First Use:** The competition is open to consumer and business-to-business advertising created, produced, published, marketed, screened or aired from **October 1, 2008, through October 1, 2009**. Previously created, produced, published, marketed, screened or aired advertising that has been reintroduced is also eligible.
- > **DEADLINE:** The entry deadline is **October 1, 2009**. Late entries accepted. Entry packages postmarked **after** October 1, 2009 will be charged a \$25 Late Fee per single and campaign entry.
- > **RUN TIME:** TV, Cinema/In-flight and Radio commercials **may not exceed 10 minutes** in length unless they are entered in Category 109 Infomercial. Infomercials may not exceed 30 minutes in length.
- > **SPEC WORK:** Spec work in any media type may be submitted by professionals and may only be entered in Category 140. Spec work winners will receive a *“Certificate for Outstanding Creativity.”*
- > **LANGUAGE:** Entries must be submitted in English, have English subtitles or be accompanied by an English script.
- > **CAMPAIGN ENTRIES:** Campaign entries may not exceed 10 ads / commercials / items per campaign.
- > **MIXED MEDIA/INTEGRATED CAMPAIGNS:** Mixed Media/ Integrated Campaigns must include a combination of at least two (2) different media types and may not exceed ten (10) elements/ads. For example, Billboard and Transit ads are considered 2 different kinds of media types even though they are both classified as Outdoor.
- > **PACKAGE DESIGN, PACKAGE REDESIGN & SUSTAINABLE PACKAGE DESIGN PRODUCT RANGE:** Two or more products in a product range are considered “campaign entries” and not a single entry.
- > **MULTIPLE ENTRIES:** Entries may be made in multiple categories and media types. Each category/media type is a separate entry and requires a separate entry form, entry fee and entry materials.
- > **DUPLICATION OF COMMERCIALS:** Entrants allow commercials to be duplicated for judging purposes and permit winning commercials to be aired to public audiences and/or shown on television for promotion and publicity purposes with the entrant assuming any broadcast, union or talent fees, if applicable.
- > **RETURN OF ENTRIES:** Entries will not be returned unless specifically requested at the time of entry and accompanied by an \$80 return fee per single entry and/or campaign.
- > **BANK TRANSFERS:** Mobius Awards Ltd accepts Bank Transfers for entry fee payment. A \$35 Bank Transfer Fee will be added to the entry fee total for each bank transfer received. Entrants must contact the Mobius Award office after their entry has been completed in order to receive bank details.
- > **STUDENT ENTRY:** Students may enter work done for a class project, an internship, as spec work or for a client as long as the student is not a paid employee in the advertising industry. All Mobius Awards Rules & Regulations, Entry Material Requirements, Categories, Media Types, Payment and Shipping instructions apply to Student Entrants. A photocopy of a valid ID must be included in the entry package. Winning Student entries will be awarded a *“Student Award Certificate.”*
- > **LIABILITY:** Every reasonable care will be used to protect entries from damage or loss, but Mobius Awards Ltd., its management or judging committees cannot assume liability for either
- > **CONFIRMATION OF ENTRY:** An acknowledgement of entry letter and an acknowledgement email of entry will be sent to each entrant once their entry materials **and** payment have reached The Mobius office and the entry has been processed.
- > **AWARD PRESENTATION:** Winners of First Place Mobius Statuettes, Second Place Certificates for Outstanding Creativity and Student Award winners will be presented their awards in **February 2010** in Los Angeles, California.
- > **AWARDS:** All awards will be issued in the name of the entrant’s organization. First Place Mobius statuettes and Second Place Certificates not picked up at the Award Presentations will be sent to the entrant at the entrant’s expense.
- > **DUPLICATES:** Personalized duplicates in individual’s names may be purchased once the judging results have been released. Duplicates will be shipped after the Award Presentations in **February 2010**.
- > **JUDGING RESULTS:** Judging Results will be mailed and emailed to each entrant **between December 18 and December 23, 2009**. Judging Results will not be released until all of the entrant’s fees have been paid in full.