



how to enter:

MIXED MEDIA / INTEGRATED CAMPAIGNS



MX – Mixed Media / Integrated Campaigns

NOTE:

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.

There are 2 ways to enter Mixed Media / Integrated Campaign entries: **“Showcase” DVD OR URL**

Showcase DVD

- Submit a **“showcase” DVD-Video** (no longer than 15 minutes) PAL or NTSC.
- Video should showcase the different elements of the Mixed Media / Integrated campaign.
- Label your entry with the entry number and send it to the Mobius Awards office. Include a copy of your Entry Invoice (you will be prompted to print 2 copies once you have finalized all of your entries).
- Questions? E-mail mobiusinfo@mobiusawards.com

..... **OR**

Submit URL

- Submit a **“live” URL** for each entry. Include usernames and passwords, if needed.
- IMPORTANT: The URL(s) must be “live” at the time of entry and remain “live” through January 11, 2010.**
- URL should point to a “landing page” that showcases (or links to) the different elements of the Mixed Media / Integrated campaign.
- To ensure that your entries are judged accurately, verify and double-check all URLs submitted (i.e., all links working, etc.).
- Questions? E-mail mobiusinfo@mobiusawards.com