



MOBIUS® Awards

2011 COMPETITION • ENTRY MATERIAL SPECIFICATIONS

choose ONE (1) of the following options →

	Video File Upload	Image File Upload	URL	Audio File Upload	PDF File Upload	Physical Entry
BROCHURE/BOOK						
Brochure/Book – Physical						•
Brochure/Book – Digital	•		•			
DIRECT						
Direct – Physical Mail	•	•	•			•
Direct – Email Marketing	•	•	•			
Direct – Broadcast	•	•	•			
Direct – All Other Direct	•	•	•			
INTEGRATED CAMPAIGNS						
Integrated Campaigns	•		•			
LOGO/TRADEMARK						
Logo/Trademark – Logo only	•	•	•			
Logo/Trademark – Brand ID/Logo in use	•	•	•			
NEW MEDIA						
New Media – Apps	•	•	•			
New Media – Viral Marketing	•	•	•			
New Media – Guerilla Marketing	•	•	•			
New Media – Mobile Marketing	•	•	•			
New Media – Social Media	•	•	•			
New Media – All Other New Media	•	•	•			
ONLINE						
Online – Website Flash			•			
Online – Website Non-Flash			•			
Online – Banners, Pop-ups, Floating Ad			•			
Online – All Other Online			•			
OUTDOOR / OUT-OF-HOME						
Outdoor/Out of Home – Digital	•	•	•			
Outdoor/Out of Home – Non-Digital	•	•	•			
Outdoor/Out of Home – All Other Outdoor	•	•	•			
PACKAGE DESIGN						
Package Design – Package Design						•
Package Design – Sustainable Package Design						•
Package Design – Package Redesign						•
POP (POINT OF PURCHASE)						
Point of Purchase	•	•	•			
PHOTOGRAPHY						
Photography					•	
PRINT						
Print – Consumer Magazine		•				
Print – Trade Magazine		•				
Print – Newspaper		•				
Print – Poster		•				
Print – All Other Print		•				
RADIO						
Radio				•		
TELEVISION / CINEMA-FLIGHT						
Television	•					
Cinema/In-Flight	•					
STUDENT*						
Student	•	•	•	•		•
SPEC. ADVERTISING*						
Spec. Advertising	•	•	•	•		•

*Student and Spec. Advertising entries are to be submitted based on the MEDIA TYPE of the entry.