



BROCHURE / BOOK UPDATED

Catalogue, annual reports, product brochures

BB - Brochure/Book – Physical

BD - Brochure/Book – Digital NEW

DIRECT UPDATED

Advertising that elicits a direct response/call to action

DM - Physical Mail

EM - Email Marketing

BD - Broadcast (*Direct Response TV, Radio – Infomercials*)

OD - All Other Direct

INTEGRATED CAMPAIGNS

Campaigns must include at least two (2) different medium types

MX - Integrated Campaigns

LOGO/TRADEMARK NEW

Brand Identity

LO - Logo only

LC - Brand Identity/Logo in use (*invitations, holiday cards, announcements, stationery, bags/boxes, vehicle wraps, etc.*)

NEW MEDIA UPDATED

Emerging, innovative media

AP - Apps (*iOS, Android, Windows Mobile, webOS, etc.*) NEW

NV - Viral Marketing (*including videos*) NEW

GN - Guerilla Marketing NEW

NM - Mobile Marketing (*smartphones, tablets, mobile devices, etc.*)

SN - Social Media

ON - All Other New Media

ONLINE

Internet Advertising

WF - Website: Flash (*includes microsites*)

WB - Website: Non-Flash (*includes microsites*)

OL - Banners, Pop-up, Floating ad, etc.

OM - All Other Online

OUTDOOR/OUT-OF-HOME UPDATED

Billboards, Transit, Street, Kiosks, Wallscape, etc.

DO - Digital (*DOOH*)

NO - Non-Digital

OT - All other Outdoor

PACKAGE DESIGN

Art, science, technology of product packaging

PD - Package Design

SP - Sustainable Package Design

PR - Package Redesign

POP (POINT OF PURCHASE)

In-store point of sale advertising

SA - Product displays, counter/floor stands, banners, etc.

PHOTOGRAPHY

Photography as used in Advertising; entries accepted in category #19 only

PT - Photography

PRINT

Printed Advertising

CP - Consumer Magazine

TP - Trade Magazine (business-to-business)

NP - Newspaper

PS - Poster (one-sheet, etc.)

OP - All Other Print

RADIO

RUN TIME may not exceed 10 minutes in length

R - Radio

TELEVISION

RUN TIME may not exceed 10 minutes in length

T - Television

TC - Cinema/In-Flight

SPEC. ADVERTISING

Professionally created advertising that was either never released (intentionally or otherwise); entries accepted in category #28 only

XA – Spec. Advertising – Professional

STUDENT

Currently enrolled or recently graduated students; entries accepted in category 29 only

ST – Student entry

High School or College students may enter work done for a class project, an internship or just for the purpose of entering this competition as long as they are part-time or full-time students. Work from an internship is eligible as long as it was not used by the agency for a client. An exception is work done for a student newspaper, radio station, television station or club.

The entry can be the work of one student or of a group of students. If done by a group, all credits must be included with the entry. Those who recently graduated (within the past year) may also enter the student competition if the entry was created while the entrant was a student, and it meets all the other entry requirements.

All Mobius Awards Rules & Regulations, Entry Material Specifications, Categories, Media Types, Fees, Payment and Shipping instructions apply to Student Entrants. In addition, Student entrants must have an advisor or faculty member verify in writing that the work is original. This verification must be submitted along with a copy of the entrant's (or entrants') valid student ID upon request of the competition's executive director.