



LIA®

CONNECTING THE MOST CREATIVE IDEAS
WITH THE MOST CREATIVE PEOPLE



ENTRY KIT

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www.liaawards.com



LIA®

CONNECTING THE MOST CREATIVE IDEAS
WITH THE MOST CREATIVE PEOPLE

LONDON INTERNATIONAL
AWARDS

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ABOUT LIA

In 1986, Barbara Levy, President, founded LIA, formerly known as London International Advertising Awards. Since its inception, LIA has been a worldwide Award for creative excellence in all forms of media. In 2004, the word “Advertising” was removed from the annual competition’s name to reflect the fact that it awards more than just “advertising” in an ever-changing industry.



BARBARA LEVY
President / Founder
LIA

LIA, the first truly international Award of its kind, has continually evolved as the landscape of the industry has changed. It has grown from honoring three media types, TV & Cinema, Print and Radio to the current landscape honoring 19 unique media.

LIA believes that Creativity doesn't happen in isolation. It depends on making connections: between thoughts and between people. Each year, LIA assembles the best creative minds in the business to judge all of its entries in Las Vegas.

Fueled by a passion to make a difference, Barbara started an educational initiative funded by LIA. Creative LIAisons, a mentoring program for young talent between the ages of 21 and 30 from around the world, is her way to support and give back to the industry. Her vision is not to be an ‘aloof award’, or ‘ego award’, but to be about bringing people together. LIA is the only award in the business which focuses on the bigger picture, the global community and – uniquely - helping the next generation make connections with the industry leaders and with their peers by inviting them for a series of master-classes concurrent with a week of LIA judging.

LIA Connects the World's Most Creative Ideas with the World's Most Creative People.

JUDGING VENUE



KEY DATES

Initial Entry Deadline: 9th June 2017

Judging: 29th September - 7th October 2017

Shortlist Announced: As Each Judging Session Concludes

Winners & Finalists Announced: 1st November 2017

THE JURIES & HOW WE JUDGE

Approximately 130 creatives from Agencies, Design Houses, Production Companies, Technology Companies and Influencers worldwide are invited to judge on-site in Las Vegas on the fourteen LIA panels. The Juries are comprised of the most talented, recognized and awarded individuals from within their respective fields.

Jury members are required to attend from the commencement of judging through statue discussions. Every member on each Jury panel, including the Jury President, judges all entries (they are not permitted to judge their own work) in their respective media without bias as to origin of work by country, company or individual. These panels decide on the Gold, Silver, and Bronze Statue Winners, as well as the Finalists.

Each Jury has the discretion to award a Grand LIA. A Grand LIA can only be awarded to a piece of work that has achieved at least one Gold statue in its respective media.

‘OF THE YEAR’ AWARDS

Of the winning works selected, there is the potential to be awarded the following ‘Of The Year’ Awards: Network, Agency, Independent Agency, Design Company, Production Company, Post-Production Company, Music & Sound Company, Radio & Audio Company, Health & Pharma Company of the Year and Influencer of the Year.

To qualify for any of these awards, it is based on a point system of Statue wins and Finalist status. To receive this honor a company must have a large body of winning work.





DAVID GUERRERO

Creative Chairman
BBDO Guerrero

Ambient | Billboard | Poster | Print



FRED RAILLARD

Co-Founder / Creative CEO / CCO
FRED & FARID

Branded Entertainment



BOBBY C. MARTIN JR.

Founding Partner

OCD | The Original Champions of Design

**Design | Package Design |
Verbal Identity**



PER PEDERSEN

Chairman of Global Creative Council
Grey Global

Digital



JEREMY PERROTT

Global Chief Creative Officer
McCann Health

Health & Pharma



THAM KHAI MENG

Worldwide Co-Chairman & CCO
Ogilvy & Mather

Integration



ABI LELAND
Company Director
Leland Music
Music & Sound



MARK TUTSSEL
Global CCO, Leo Burnett Worldwide
Creative Chairman,
Publicis Communications
Non-Traditional



MICHAEL RITCHIE
Managing Director / Executive Producer
Revolver/Will O'Rourke
Production & Post-Production and
Music Video



LARISSA KIRSCHNER
V.P. / Creative Director / Writer
Publicis New York
Radio & Audio



PHIL RANTA
Chief Operating Officer
Studio71
The Influencers



AMBER FINLAY
Senior Director,
Global Brand Communications
Converse
The NEW



TOYGAR BAZARKAYA
Chief Creative Officer of the Americas
Havas Worldwide
TV/Cinema/Online Film

WHO CAN ENTER?

All companies and/or individuals involved in the creative process are eligible to enter. As a piece of work is a collaborative effort, potentially created by more than one company, LIA allows multiple Entrants. Our rules for multiple Entrants are as follows:

- If an Agency has more than one office working on a particular piece of work and both offices wish to be listed as the Entrant and not just the Agency, each office is responsible to enter and pay separately. (If the Entry goes on to attain Shortlist Status or above, all offices will be listed as Entrants and receive due publicity and awards.)
- As almost all Entries have several types of companies collaborate (i.e. Production, Design, Digital), LIA allows each of those companies to enter and pay a separate entry fee. (If the Entry goes on to attain Shortlist Status or above, all offices will be listed as Entrants and receive due publicity and awards.)

ELIGIBILITY

Work submitted must be broadcast, published or released in a commercial environment with client approval between 1st July 2016 and 31st July 2017.

- All work submitted including work into the Craft Categories (i.e. Art Direction, Illustration, etc.) must be in the exact form it was broadcast, published or released with all the logos, trademarks and copy marks intact, regardless of category or medium. Work must not be altered for submission purposes.
- Any work created solely for the purpose of entering this competition is not eligible.
- In the case of a query by the Jury, the entrant will be required to provide documentary evidence to prove eligibility of entry.

NOTE: LIA will not allow media to be changed once judging commences.

CREATIVE CREDITS

- All relevant creative credits must be input prior to finalizing entries. If a credit field does not apply, it must be left blank (do not populate with dashes, N/A, etc).
- 'Of The Year' Awards are calculated based on what is populated in the Company credit fields. Company City should be input when relevant. The fields that are used to calculate the Of The Year Awards include but are not exclusive to Advertising Agency, Production Company, Design Company, Post-Production Company etc. The Entrant field is not recognized.
- Credits should be checked carefully prior to finalizing as these credits will appear on our website, in press releases and all publicity material.

CREATIVE CREDITS CONT.

- Once an Entry is finalized, changes to the credits will incur a USD \$25.00 fee per entry.
- If no credits are input and an entrant wishes to add creative credits after Winners are announced there will be a USD \$50.00 fee.

AWARDS

- **Network of the Year** is awarded to the Network that obtains the highest score based on the winning entries credited to the companies within their Network.
- **Agency of the Year** is awarded to the Agency that obtains the highest score based on all winning entries that they have been credited for; irrespective of whether they have been entered by the agency or another party.
- **Independent Agency of the Year** is awarded to the Independently owned Agency that obtains the highest score based on all winning entries that they have been credited for; irrespective of whether they have been entered by the agency or another party.
- **Production Company of the Year** is awarded to the Production Company that obtains the highest score based on all winning entries that they have been credited for; irrespective of whether they have been entered by the Production Company or another party.
- **Post-Production Company of the Year** is awarded to the Post-Production Company that obtains the highest score based on all winning entries that they have been credited for; irrespective of whether they have been entered by the Post-Production Company or another party.
- **Design and Package Design Company of the Year** is awarded to the Company that obtains the highest score based on all winning entries that they have been credited for; regardless of whom the original entering company is.
- **Radio & Audio Company of the Year** is awarded to the Company that obtains the highest score based on all winning entries that they have been credited for; regardless of whom the original entering company is.
- **Music & Sound Company of the Year** is awarded to the Company that obtains the highest score based on all winning entries that they have been credited for; regardless of whom the original entering company is.
- **Health & Pharma Company of the Year** is awarded to the Company that obtains the highest score based on all winning entries that they have been credited for; regardless of whom the original entering company is.
- **Influencer of the Year** is awarded to the Individual that obtains the highest score based on all winning entries that they have been credited for; regardless of whom the original entering company is.

AMBIENT

Entries in this category include executions other than billboards and posters that appear in public places. This may include, but is not limited to: stickers, receipts, street furniture, shopping carts, trolleys and/or rubbish bins.

Categories

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages – Alcoholic

Beverages – Non-Alcoholic

Business-to-Business

Confections/Snacks

Corporate Image Includes Self-Promotion, Non-product based Company Image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Direct Marketing – Business-to-Business Must be sent in an addressed envelope or small parcel. Required to be sent via the postal service. Promotional Pieces must be entered into the Design competition under Direct Mail - Business-to-Business

Direct Marketing – Consumer Must be sent in an addressed envelope or small parcel. Required to be sent via the postal service. Promotional Pieces must be entered into the Design competition under Direct Mail - Consumer

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theatres, Zoos, Museums, Movies, TV Programs, Lotteries, Festivals, Sports, etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.

Travel Includes Airlines, Hotels, Cruise Lines, etc.

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

Web Services Includes Google, eBay, Expedia, Amazon, etc.

AMBIENT MEDIA REQUIREMENTS:

Ambient Entries can be entered as MOV, MP4 or JPEG

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

BILLBOARD

Entries in this medium should be large format – placement must be outdoors

Innovation Category

Innovative Use of Billboard Must be entered as a Video Case Study

Craft – Single Categories (one piece of work only)

Art Direction

Use of Copywriting

Use of Illustration

Use of Photography

Use of Typography

Single Categories (one piece of work only)

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages – Alcoholic

Beverages – Non-Alcoholic

Business-to-Business

Confections/Snacks

Corporate Image Includes Self-Promotion, Non-product based Company image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theatres, Zoos, Museums, Movies, TV Programs, Lotteries, Festivals, Sports etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.

Travel Includes Airlines, Hotels, Cruise Lines, etc.



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Single Categories cont.

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

Web Services Includes Google, eBay, Expedia, Amazon, etc.

Campaign Categories (minimum 2 – maximum 6 executions)

Art Direction Campaign

Business-to-Business Campaign

Consumer Campaign

Public Service/Social Welfare Campaign

Use of Copywriting Campaign

Use of Illustration Campaign

Use of Photography Campaign

BILLBOARD MEDIA REQUIREMENTS:

Includes Static and Interactive/Digital Billboards. No Physical Material Required.

Billboard entries can be entered as JPEG, MOV or MP4

Static Billboards require JPEG uploads. Campaigns require a separate JPEG of each element.

Interactive/Digital Billboard entries require MOV or MP4 uploads.

Campaign entries that have all elements represented on one Case Study are only required to have one upload

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

BRANDED ENTERTAINMENT

We are defining Branded Entertainment as an entertainment-based vehicle that is funded by and complementary to a brand's marketing strategy. Branded Entertainment encompasses any piece of content (scripted or unscripted, comedy or drama, series or a single) that is made with a brand's personality, positioning and marketing objectives in mind. Its primary intention is delivering an entertaining and engaging experience to consumers.

Single Categories

Augmented Reality Entrant needs to provide a case study which explains the concept and thoroughly conveys the actual AR experience in detail as the user would experience

Branded IP

Documentary Feature Film

Documentary Short Film

Documentary Television Program

Entertainment Audio Music, Radio, Audio or Sound

Experiential/Live Events

Games

Music Videos

Online Episode/Special

Scripted Feature Film

Scripted Short Film

Scripted Television Movie

Social Awareness Includes Public Service and Charity Events

Television Program – Single Reality/Unscripted/Alternative Show

Television Program – Single Scripted Show

Television Program – Taped or Live Event

Virtual Reality Entrant needs to provide a case study which explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience

Series/Campaign Categories (minimum 3 episodes)

Online Series

Television Program – Reality/Unscripted/Alternative Series

Television Program – Scripted Series

Trans-Media Storytelling Telling a story and adding depth to a story by leveraging multiple forms of media, such as film, experiential, digital, social games, and print. This category does not represent one unconventional use of one media or use of a new media or integrated campaigns where surrounding pieces act as a traffic driver to one main piece of content.

BRANDED ENTERTAINMENT MEDIA REQUIREMENTS:

Branded Entertainment entries can be entered as MOV, MP4 or MP3

Only One (1) Upload Allowed Per Entry

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 5 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- The Case Study must NOT use any extraneous music, as Jurors will not know if the music is part of the actual execution of the entry. Entries using extraneous music that is not part of the actual execution of the entry will be disqualified. Entry Fees for disqualified entries will not be refunded.

Specs for MP3 uploads:

Minimum of 64kbps (mono) up to a maximum of 196kbps

File type: MP3 (stereo) with a compression ratio of 22:1

File size: 3 MB maximum

Optional Media:

- You may provide a URL that will direct the Jury to the work in its entirety. The jury will only view the URL if they choose to see the complete work after viewing the Case Study.
- All Judging URLs must be live from the date of entry through 31st December 2017.

DESIGN

Craft – Single Categories (one piece of work only)

Art Direction

Motion Graphics – Animation

Motion Graphics – Typography

Use of Copywriting

Use of Illustration

Use of Photography

Use of Typography

Single Categories (one piece of work only)

Annual Reports

Brand Identity Includes Local, Regional and Global

Branded Content The creation of original content by a brand. The purpose is to deliver marketing messages by engaging consumers via a platform(s) rather than traditional advertising methods.

Brochures/Catalogues – Business-to-Business

Brochures/Catalogues – Consumer

Calendars

Client Promotion Promotes the Client only

Corporate Identity Includes Business Cards, Invitations, Stationery, etc.

Digital Installations

Direct Marketing – Business-to-Business Promotional Pieces. Any piece sent in an addressed envelope or small parcel must be entered into the Print competition under Direct Marketing – Business-to-Business.

Direct Marketing – Consumer Promotional Pieces. Any piece sent in an addressed envelope or small parcel must be entered into the Print competition under Direct Marketing – Consumer.

Eco-Design Design that takes special consideration for the environmental impact of the product

Editorial Design Includes Magazine Covers and Book Covers

Experiential Design Design of products, processes, services, events and environments, with a focus on the positive brand perception created by the quality of the consumer experience.

Innovative Use of Design Must be entered as a Video Case Study.

Installations/Displays Can be Permanent or Temporary design that is executed in public places while communicating a brand and/or enhances a space, environment or building such as exhibitions, pop-up stores, shop windows, etc.

Logos

Non-Profit

Point-of-Sale Displays that usually appear indoors and are used to directly promote or sell products or services. Does not include Posters or Print ads.

Single Categories cont.

Posters

Product Design Products that are already in the marketplace.

Product Development Products that are still in the prototype stage and/or have not reached the marketplace.

Retail Space Design for retail spaces including pop-up stores, shop windows, etc.

Self-Promotion Promotes the Entrant only

Set Design Design of sets used for film, TV, theaters, and set design to support events.

Signage

Spatial Design Includes Public spaces, bus stops, airports, parks and office space

Craft Campaign Categories (minimum 2 – maximum 6 Components)

Art Direction Campaign

Motion Graphics – Animation Campaign

Motion Graphics – Typography Campaign

Use of Copywriting Campaign

Use of Illustration Campaign

Use of Photography Campaign

Use of Typography Campaign

Campaign Categories (minimum 2 – maximum 6 Components)

Brochures/Catalogues – Business-to-Business Campaign

Brochures/Catalogues – Consumer Campaign

Direct Marketing – Business-to-Business Campaign Promotional Pieces

Direct Marketing – Consumer Campaign Promotional Pieces

Poster Campaign

DESIGN MEDIA REQUIREMENTS:

Design entries can be entered as MOV, MP4, JPEG or Physical Material

Case Studies are required in the categories of:

- Branded Content
- Experiential Design
- Innovative Use of Design
- Product Development

MOV or MP4 uploads are required in the categories of:

- Digital Installations
- Installations/Displays
- Motion Graphics – Animation
- Motion Graphics – Typography

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,
50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Physical Material:

- If entering in more than one category, you must supply a piece for each category entered.
- You **MUST** upload a JPEG(s) of the work.
- Do not affix or wrap forms around the entry material. All forms should be sent flat in an envelope.
- Note: If an entrant specifically requests an entry be returned, LIA will make every effort to comply. LIA indemnifies itself of any loss or damage to the original entry. The entrant assumes all costs for packing and shipping for the return of the work. These requests must be made upon entry.
- Entries sent in poster format must be on a mounted board. No board should be more than 600mm x 400mm (24 in x 16 in) in size, with a border of 25mm (1 in). The overall size of the board is inclusive of the border.
- Campaigns require a separate mounted board of each execution.

DIGITAL

Includes all Apps, Digital Adverts, Banners, Games, Mobile, Social Media, AR, VR, Wearables and Websites

Innovation Categories

Branded Content

Innovative Use of Digital

Single Categories

Apparel Includes Footwear, Handbags, Accessories, etc.

Apps

Automotive Includes Automotive Products

Banking/Financial/Insurance

Banners

Beverages – Alcoholic

Beverages – Non-Alcoholic

Business-to-Business

Confections/Snacks

Corporate Image Includes Non-product based Company image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

E-Commerce “Click to Purchase”, must be able to purchase online

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theaters, Zoos, Museums, Movies, TV Programs, Lotteries, Music Festivals, Sports, etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Games

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

Microsites

Mobile Advertising

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.



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Single Categories cont.

Self-Promotion Promotes the Entrant Only

Travel Includes Airlines, Hotels, Cruise Lines, etc.

UI – User Interface & Navigation The user’s interactive journey

Use of Social Media

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

UX – User Experience Designs focused on the behavioral or emotional response

Viral

Virtual Reality

Web Services Includes Google, eBay, Expedia, Amazon, etc.

Weird Wonderful Work

Craft Categories

Animation/Motion Graphics May include animation, holograms, motion graphics, etc.

Art Direction

Copywriting

Illustration

Image Design May include artwork, image manipulation, photography etc.

Music/Sound Design May include music, brand partnerships, sonic branding, etc.

Typography

Visual Design

DIGITAL MEDIA REQUIREMENTS:

Digital Entries can be submitted on a URL or as a MOV or MP4

You must provide the URL for the actual work entered

No Physical Material Required

Case Studies are required in the categories of:

Branded Content

Innovative Use of Digital

URL:

- All Judging URLs must be live from the date of entry through 31st December 2017.
- The Judging URL can bring the user to a landing page that hosts all elements that you wish the jury to view. The landing page can include the concept, translation and/or explanation along with the work to be judged.
- We recommend you also submit the live URL if it still exists.
- You must submit all required user names and/or passwords.
- Entries that are unable to be viewed (due to an incorrect URL, user name or password) will be disqualified and will not be judged. Entry Fees for disqualified entries will not be refunded.

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The case study can be uploaded as a MOV or MP4 or embedded in a URL.
- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

HEALTH & PHARMA

Health & Pharma encompasses all media types – Ambient/Experiential, Craft, Design, Digital, Direct, Mobile, Outdoor, Packaging, PR, Print, Production & Post-Production, Radio & Audio and TV/Cinema/Online Film

Health & Wellness Categories

Corporate Communication

Education and Services

Environmental Health

Fitness Includes personal trainers, gyms, exercise centers

Health Institutions/Insurance Includes clinics, hospitals, outpatient care, rehab facilities, memory centers etc.

Homeopathic and Natural Remedies Includes herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks

Innovation

OTC – Over-the-Counter Includes non-prescription drugs and applications

Social Responsibility/Awareness Includes fundraising

Pharmaceutical Categories

Business-to-Business

Corporate Communication

Devices and Diagnostics Includes any instrument, apparatus, implant or other related product used to diagnose, prevent or treat medical conditions

Education and Awareness

Innovation

Pharmaceuticals and Vaccines – Branded

Pharmaceuticals and Vaccines – Unbranded

Physicians and Healthcare Providers – Professional Services

Veterinary

Craft Categories

Animation

Art Direction

Cinematography

Direction

Editing

Production Design

Use of Copywriting

Use of Illustration

Use of Music

Craft Categories cont.

Use of Photography

Use of Typography

Visual Effects

HEALTH & PHARMA MEDIA REQUIREMENTS

Health & Pharma entries can be entered as MOV, MP4, JPEG, MP3 or on a URL

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Slates, clocks or bars must NOT appear on the video. Entries that contain the entrant name or branding of entering company will not be accepted.

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Specs for MP3 uploads:

Minimum of 64kbps (mono) up to a maximum of 196kbps

File type: MP3 (stereo) with a compression ratio of 22:1

File size: 3 MB maximum

URL:

- All Judging URLs must be live from the date of entry through 31st December 2017.
- The Judging URL can bring the user to a landing page that hosts all elements that you wish the jury to view. The landing page can include the concept, translation and/or explanation along with the work to be judged.
- You must submit all required user names and/or passwords.
- Entries that are unable to be viewed (due to an incorrect URL, user name or password) will be disqualified and will not be judged. Entry Fees for disqualified entries will not be refunded.

INTEGRATION

Definition of Integration:

An idea is only integrated if it impacts society and integrates itself into culture. It evolves based on the interaction of the people and the different touch points. Integration is Innovation, Influence and Impact.

Categories

Integration Does not need to have more than one platform.

Multi-platform Campaign A multi-channel idea. Individual entries in this category must have at least two different channels/platforms of communication.

INTEGRATION MEDIA REQUIREMENTS:

Integration entries require a Case Study uploaded as a MOV or MP4

Only One (1) Upload Allowed Per Entry

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.

MUSIC & SOUND

Innovation Category

Experiential Use of Music & Sound Music and/or sound design created to enhance an experiential environment for a brand, including live events, permanent experiences, museums, and themed attractions. Should be entered as a case study and must include the actual piece of work (case study should not exceed 3 minutes). If a case study is not available, a detailed written description to explain the application of music and/or sound design within the environment must be supplied.

Single Categories (one piece of work only)

Music Adaptation – Instrumental The re-imagining/re-arrangement of a prior existing composition so that the music will work creatively with the submitted film. An adaptation is not a pre-existing track or stock music. Must provide name of original artist and original song title.

Music Adaptation – Song The re-imagining/re-arrangement of a prior existing composition with lyrics so that the song will work creatively with the submitted film. An adaptation is not a pre-existing track or stock music. Must provide name of original artist and original song title.

Music Original – Score Music with very little or no lyrics, composed expressly to work creatively with the submitted film. It is not a pre-existing track or stock music.

Music Original – Song Music with lyrics, composed expressly to work creatively with the submitted film. It is not a pre-existing track or stock music.

Sound Design The use of non-literal and conceptual sounds that heighten the visuals taking the film to another level. These sounds can be generated in any number of ways including conventional recordings, synthesis and electronic manipulation of sounds. It is not music in any traditional sense.

Sound Editing The use and manipulation of shoot sound, foley and sound effects to recreate the real world, helping aid the storytelling of the film.

Use of Licensed Music The syncing of an existing piece of music to a film, without the re-recording that occurs with “Music Adaptations”. Must provide name of Artist and Song Title.



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MUSIC & SOUND MEDIA REQUIREMENTS

Music & Sound entries must be uploaded as MOV or MP4

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Slates, clocks or bars must NOT appear on the video. Entries that contain the entrant name or branding of entering company will not be accepted.

MUSIC VIDEO

Single Categories (one piece of work only)

Animation
Best Music Video
Choreography
Cinematography
Direction
Editing
Visual Effects

MUSIC VIDEO MEDIA REQUIREMENTS:

Music Video entries must be uploaded as MOV or MP4 files.

Music Videos must be submitted in their entirety in the original format that they were broadcast or released.

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:
Standard Definition Source Material minimum: 720 x 480
High Definition Source Material: 1920 x 1080
Frame Rate: Original Frame Rate
(23.98, 24, 25, 29.97,
50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality
Data Rate: Minimum 5,000kbps / Maximum 10,000kbps
Sound: AAC 48KHz
File size: 1 GB maximum

Slates, clocks or bars must NOT appear on the video. Entries that contain the entrant name or branding of entering company will not be accepted.

NON-TRADITIONAL

Innovation Categories

Branded Content

Experiential

Guerrilla Marketing

Interactive Installations

Live Events – Beyond Advertising Best Use of Event

Single Categories

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages – Alcoholic

Beverages – Non-Alcoholic

Business-to-Business

Confections/Snacks

Corporate Image Includes Self-Promotion, Non-product based Company image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Direct Marketing

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theaters, Zoos, Museums, Movies, TV Programs, Lotteries, Festivals, Sports etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.

Travel Includes Airlines, Hotels, Cruise Lines, etc.

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

Web Services Includes Google, eBay, Expedia, Amazon, etc.

NON-TRADITIONAL MEDIA REQUIREMENTS:

Non-Traditional entries can be entered as MOV, MP4 or JPEG

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

PACKAGE DESIGN

Craft – Single Categories (one piece of work only)

Art Direction

Graphic Design

Use of Copywriting

Use of Illustration

Use of Photography

Use of Typography

Single Categories (one piece of work only)

Apparel Includes Footwear, Sportswear, Handbags, Accessories, etc.

Automotive Products

Beers

Beverages – Non-Alcoholic Includes Coffee, Tea, Carbonated Drinks, Juice, Water, etc.

Computer Software/Electronics Includes Gaming Systems, CD Players, etc.

Confections/Snacks

Cosmetics Includes Beauty Aids, Nail Care Products, Perfumes, etc.

Dairy Products Includes Milk, Yogurt, Ice Cream, etc.

Eco Packaging Packaging that takes special consideration for the environmental impact of the product

Entertainment Includes DVDs, CDs, Record Sleeves, etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, etc.

Gift Items

Home Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Liquors Includes Spirits and Liqueurs

Pet Products

Pharmaceuticals Includes Condoms, Prescription Drugs, etc.

Promotional Packaging Includes Shopping Bags, Gift Boxes, Promotional Items, etc.

Recreation Equipment/Games Includes Cameras, Sports Equipment, Board Games, etc.

Retailer Packaging Any product promoting a retail label/brand

Special Editions

Structural Packaging Primary and/or Secondary structural packaging design for mass-produced consumer products. Judging will be based on overall creative solutions considering materials, structure and packaging concept. The package design should not only protect the product, but also enhance the consumer's purchase and product usability experience. The package should become an integral part of the overall product/brand experience.

Tobacco Products

Toiletries Includes Shampoo, Toothpaste, Deodorant, Sun Block/Tanning Products, etc.

Wines Includes Champagne

Craft – Product Line Categories (minimum 2 Components)

Art Direction Product Line

Graphic Design Product Line

Use of Copywriting Product Line

Use of Illustration Product Line

Use of Photography Product Line

Use of Typography Product Line

Product Line Category (minimum 2 Components)

Product Line

PACKAGE DESIGN MEDIA REQUIREMENTS:

Package Design entries can be entered as Physical Material, JPEG, MOV or MP4

Physical Material:

- You must supply one (1) sample of the actual packaging. If entering a Product Line, you must supply one (1) piece of the actual packaging for each item in the line.
- If you must empty the contents for Shipping/Customs purposes, be sure to upload at least one JPEG of the packaging as it appeared in the marketplace.
- If entering in more than one category, you must supply a piece for each category entered.
- Do not affix or wrap forms around the entry material. All forms should be sent flat in an envelope.
- In addition, you must upload a JPEG(s) for each entry. When entering a Product Line, you must upload a JPEG of the entire line, plus several JPEGs that best represent your entry.

Note: If an entrant specifically requests an entry be returned, LIA will make every effort to comply. LIA indemnifies itself of any loss or damage to the original entry. The entrant assumes all costs for packing and shipping for the return of the work. These requests must be made upon entry.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,
50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

POSTER

Entries in this medium can be indoor or outdoor and can be placed on walls, bus shelters or transportation. Includes Static Posters and Interactive/Digital Posters

Innovation Category

Innovative Use of Poster Must be entered as a Video Case Study

Craft – Single Categories (one piece of work only)

Art Direction

Use of Copywriting

Use of Illustration

Use of Photography

Use of Typography

Single Categories (one piece of work only)

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages – Alcoholic

Beverages – Non-Alcoholic

Business-to-Business

Confections/Snacks

Corporate Image Includes Self-Promotion, Non-product based Company Image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theaters, Zoos, Museums, Movies, TV Programs, Lotteries, Festivals, Sports etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.



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Single Categories cont.

Travel Includes Airlines, Hotels, Cruise Lines, etc.

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

Web Services Includes Google, eBay, Expedia, Amazon, etc.

Campaign Categories (minimum 2 – maximum 6 executions)

Art Direction Campaign

Business-to-Business Campaign

Consumer Campaign

Public Service/Social Welfare Campaign

Use of Copywriting Campaign

Use of Illustration Campaign

Use of Photography Campaign

Use of Typography Campaign

POSTER MEDIA REQUIREMENTS:

Poster entries can be entered as JPEG, MOV or MP4

No Physical Material Required

Static Posters require JPEG uploads. Campaigns require a separate JPEG of each element.

Interactive/Digital Posters require MOV or MP4 uploads.

Campaign entries that have all elements represented on one Case Study are only required to have one upload.

Innovative Use of Poster entries require a Case Study.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

PRINT

Entries in this medium must appear in Magazines, Newspapers, Publications, and/or Direct Mail Pieces

Craft – Single Categories

Art Direction

Use of Copywriting

Use of Illustration

Use of Photography

Use of Typography

Single Categories (one piece of work only)

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages – Alcoholic

Beverages – Non-Alcoholic

Business-to-Business

Confections/Snacks

Corporate Image Includes Self-Promotion, Non-product based Company Image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Direct Marketing – Business-to-Business Must be sent in an addressed envelope or small parcel. Required to be sent via the postal service. Promotional Pieces must be entered into the Design competition under Direct Mail – Business-to-Business.

Direct Marketing – Consumer Must be sent in an addressed envelope or small parcel. Required to be sent via the postal service. Promotional Pieces must be entered into the Design competition under Direct Mail – Consumer.

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theaters, Zoos, Museums, Movies, TV Programs, Lotteries, Festivals, Sports, etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Single Categories cont.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.

Travel Includes Airlines, Hotels, Cruise Lines, etc.

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

Web Services Includes Google, eBay, Expedia, Amazon, etc.

Campaign Categories (minimum 2 – maximum 6 executions)

Art Direction Campaign

Business-to-Business Campaign

Consumer Campaign

Public Service/Social Welfare Campaign

Use of Copywriting Campaign

Use of Illustration Campaign

Use of Photography Campaign

Use of Typography Campaign

PRINT MEDIA REQUIREMENTS:

Print entries can be entered as JPEG, MOV or MP4

Print entries do not require physical material, however it will be accepted in the following categories:

Direct Marketing – Business-to-Business

Direct Marketing – Consumer

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Physical Material:

You must supply one (1) piece of the actual mailing.

Do not affix or wrap forms around the entry material. All forms should be sent flat in an envelope.

In addition, you must upload JPEGs that best represent the execution.

Note: If an entrant specifically requests an entry be returned, LIA will make every effort to comply. LIA indemnifies itself of any loss or damage to the original entry. The entrant assumes all costs for packing and shipping for the return of the work. These requests must be made upon entry.

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.
- In addition, you must upload JPEG(s) that best represent the execution.

PRODUCTION & POST-PRODUCTION

Single Categories (one piece of work only)

Cel Animation Traditional animation or hand-drawn animation

CGI Animation

Cinematography

Direction

Editing

New Director A New Director is one that has directed no more than 6 different shoots

Performance/Casting Includes Animal casting

Production Design

Virtual Reality Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

Visual Effects

Campaign Categories (minimum 2 – maximum 6 executions)

Cel Animation Campaign Must be for the same Product and Client. Traditional animation or hand-drawn animation

CGI Animation Campaign Must be for the same Product and Client

Direction Campaign Must be for the same Product and Client by the same Production Company

New Director Body of Work Campaign A New Director is one that has directed no more than 6 different shoots



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PRODUCTION & POST-PRODUCTION MEDIA REQUIREMENTS:

Production & Post-Production entries must be uploaded as MOV or MP4

Campaign entries must be uploaded as separate MOV or MP4 files (one for each spot in the campaign).

Entries that are not broadcast or aired in English will only be accepted if they are dubbed or subtitled in English.

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Slates, clocks or bars must NOT appear on the video. Entries that contain the entrant name or branding of entering company will not be accepted.

RADIO & AUDIO

Innovation Category

Innovative Use of Radio & Audio Must be entered as a Video Case Study

Craft & Production – Single Categories (one piece of work only)

Adapted Music

Direction Recognizes the script treatment and overall execution of the idea. This might take into account creative casting, strong acting performances, ability to paint realistic mental pictures, tone and pacing.

Original Music

Script Writing Must include the actual script

Sound Design

Use of Music

Single Categories (one piece of work only)

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages Includes Soft Drinks, Beer, Wine, Juice, etc.

Conceived & Produced by Station

Confections/Snacks

Corporate Image Includes Self-Promotion, Non-product based Company Image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theaters, Zoos, Museums, Movies, TV Programs, Lotteries, Music Festivals, Sports, etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes House and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Humor

Idents

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.



CONNECTING THE MOST CREATIVE IDEAS
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Single Categories cont.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.

Travel Includes Airlines, Hotels, Cruise Lines, etc.

Utilities Includes Gas Companies, Mobile Phone Companies, Electric Companies, Phone Directories, etc.

Campaign Categories (minimum 2 – maximum 6 executions)

Campaign

Public Service/Social Welfare Campaign

RADIO & AUDIO MEDIA REQUIREMENTS:

Radio & Audio entries can be entered as MP3, MOV or MP4

Innovative Use of Radio entries require a Case Study

No Physical Material Required

Campaign Entries:

- Must be uploaded as separate MP3, MOV or MP4 files (one for each spot in the campaign).
- Campaigns that have all elements represented on one Case Study are only required to have one upload.

Specs for MP3 uploads:

Minimum of 64kbps (mono) up to a maximum of 196kbps

File type: MP3 (stereo) with a compression ratio of 22:1

File size: 3 MB maximum

Non-English entries:

Entries not broadcast or aired in English must be entered in their original language. In addition, we will require a second MP3 upload of the work dubbed in English with the original music and/or sound effects. If you cannot provide this, a written translation will be accepted.

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.

THE INFLUENCERS

Based on Creativity and Engagement. The Influencers competition is an award to validate the online branded entertainment created by social media influencers. Influencers and social media channels have millions of fans and are idolized globally. However, they are yet to receive meaningful recognition for their work in the form of an esteemed award ceremony. LIA has started this competition as a way of recognizing these influencers and their importance in this ever-changing industry.

Categories

Beauty & Lifestyle This award celebrates the team who created an exceptional branded integration through a beauty and lifestyle themed video/post. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

Comedy This award celebrates the team who created an exceptional branded integration through a comedic video/post. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

Creative This award celebrates the team who created a branded integration through an exceptionally creative video/post. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

Dance This award celebrates the team who created an exceptional branded integration through a dance video/post. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

Gaming & Technology This award celebrates the team who created an exceptional branded integration through a gaming & technology themed video/post. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

PSA Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, NGOs, etc.

Self-Promotion Promotes the Influencer as a Brand

Social Media Page Will be awarded for the most engaging social media presence on an online platform exemplifying outstanding creativity, success and engagement.

Social Media Post Will be awarded for the most engaging singular social media post on an online platform exemplifying outstanding creativity, success and engagement.

Unboxing This award celebrates the team who created an exceptional branded integration through an “unboxing” video/post. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

Vlog This award celebrates the team who created an exceptional branded integration through vlogging. This video/post exemplifies outstanding creativity, success and engagement on a social media platform.

Craft Categories

Best Cinematography This award recognizes the most outstanding cinematography for a social influencer's branded video, created for online distribution through a social media platform.

Best Directing This award recognizes the most outstanding directing for a social influencer's branded video, created for online distribution through a social media platform.

Best Editing This award recognizes the most outstanding visual editing for a social influencer's branded video, created for online distribution through a social media platform.

Best Music (Original Score) This award recognizes the most outstanding original score for a social influencer's branded video, created for online distribution through a social media platform.

Best Music (Original Song) This award recognizes the most outstanding original song for a social influencer's branded video, created for online distribution through a social media platform.

Best Production Design This award recognizes the most outstanding production design for a social influencer's branded video, created for online distribution through a social media platform.

Best Sound Design This award recognizes the most outstanding sound design for a social influencer's branded video, created for online distribution through a social media platform.

Best Visual Effects This award recognizes the most outstanding visual effects for a social influencer's branded video, created for online distribution through a social media platform.

Best Writing This award recognizes the most outstanding writing for a social influencer's branded video, created for online distribution through a social media platform.

THE INFLUENCERS MEDIA REQUIREMENTS

The Influencers can be submitted on a URL or as a MOV or MP4

You must provide the URL for the actual work entered

No Physical Material Required

URL:

- All Judging URLs must be live from the date of entry through 31st December 2017.
- The Judging URL can bring the user to a landing page that hosts all elements that you wish the jury to view. The landing page can include the concept, translation and/or explanation along with the work to be judged.
- We recommend you also submit the live URL if it still exists.
- You must submit all required user names and/or passwords.
- Entries that are unable to be viewed (due to an incorrect URL, user name or password) will be disqualified and will not be judged. Entry Fees for disqualified entries will not be refunded.

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,
50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The case study can be uploaded as a MOV or MP4 or embedded in a URL.
- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.

THE NEW

Categories

Augmented Reality Digital Experiences that combine live action imagery (either through a camera or direct sight) with CG imagery (such as an overlay or a manipulated camera feed) in either a practical, useful or creative fashion. This could be in any medium, such as a mobile device, computer device or live experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual AR experience in detail as the user would experience.

Brand Action Brand actions are activities that may inform advertising but are distinct from it. Programs such as Small Business Saturday, real work stunts like Red Bull Stratos, PR stunts like McWhopper, and one-offs such as REI OptOutside are examples.

Creative Technology Technology deployed in creative ways. The technology can be used to facilitate the telling of the story, or be the story itself. The jury is looking for clever and innovative uses of technology, whether they be new ways of using old technology, or new technology used in a unique, innovative, groundbreaking fashion.

Creative Use of Data This category celebrates the most innovative uses and incorporation of data into creative executions.

Experiential Live experiences that allow people to interact and engage with a product, service or brand.

Influencer Advertising Ideas created by individuals, or groups of individuals, who have large online followings, paid for or supported by brands.

Media Creativity Ideas / content developed by media agencies and properties rather than traditional creative.

Media Innovation Using traditional media deployments in nontraditional ways or creating new media opportunities that benefit brands and consumers.

Native Advertising Material in a publication [usually online] which resembles the publication's editorial and is created internally but is paid for by an advertiser and intended to promote the advertiser's brand.

Product Innovation

Self-Promotion Ideas deployed to promote the person or agency under their own aegis. This category can be entered by Companies, Individuals, Students and Recent Graduates (25 years old & under).

Technology Development Use of a new technology that enhances the way a consumer would interact with either a product or a service.

Virtual Reality Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive experience. This could be in the form of a single person experience or group experience. Entrant needs to provide a case study that explains the concept and thoroughly conveys the actual VR experience in detail as the user would experience.

THE NEW MEDIA REQUIREMENTS:

The NEW entries require a Case Study uploaded as a MOV or MP4

Only One (1) Upload Allowed Per Entry

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Case Studies:

- The presentation should clearly demonstrate the concept and show the key elements through which the core idea has been expressed.
- Must not exceed 3 minutes.
- Narration must be in English or have English subtitles.
- Juries prefer concise and to-the-point Case Studies.
- It is mandatory that the Case Studies use Royalty-Free music.
- Any entrant that requires LIA to change media because of music rights will be charged a USD \$500.00 fee.

TV/CINEMA/ONLINE FILM

Innovation Categories

Branded Content

Innovative Use of TV/Cinema/Online Film Must be entered as a Video Case Study

Single Categories (one piece of work only)

Apparel Includes Footwear, Handbags, Accessories, etc.

Automotive Includes Automotive Products

Banking/Financial/Insurance

Beverages – Alcoholic

Beverages – Non-Alcoholic

Confections/Snacks

Copywriting

Corporate Image Includes Self-Promotion, Non-product based Company Image, Event Sponsorship, etc.

Cosmetics/Toiletries/Pharmaceuticals

Electronic Equipment Includes Televisions, Mobile Phones, Computers, Cameras, Gaming Consoles, etc.

Entertainment Includes Theaters, Zoos, Museums, Film Festivals, TV Programs, Lotteries, Music Festivals, Sports etc.

Foods Includes Packaged Food, Frozen Food, Baby Food, Dairy etc. (Does Not include Retail Food Outlets)

Health Care Services Includes Hospitals, Clinics, Nursing Homes, etc.

Home Furnishings/Appliances Includes Home and Garden Furniture, Appliances, etc.

Household Products Includes Detergents, Paint, Batteries, Light Bulbs, etc.

Humor

Idents

Media Promotion Includes Magazines, Newspapers, TV Stations, Radio Stations, etc.

Movie Trailers

NGO A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level.

Personal Items/Gift Items Includes Tobacco, Sunglasses, Watches, Jewelry, etc.

Pet Products

Public Service/Social Welfare Includes Charities, Political Organizations, Educational Institutions, Issue Advocacy, etc.

Recreational Includes CDs, DVDs, Toys, Games, Golf Clubs, Jet Skis, etc.

Retail Includes Restaurants, Stores, Gyms, Catering/Venues, Petrol/Gasoline Stations, Travel Agents, etc.

Social Media

Title Sequences

Travel Includes Airlines, Hotels, Cruise Lines, etc.



CONNECTING THE MOST CREATIVE IDEAS
WITH THE MOST CREATIVE PEOPLE

Single Categories cont.

Utilities Includes Gas Companies, Electric Companies, Mobile Phone Companies, Phone Directories, Telephone Companies, etc.

Web Services Includes Google, eBay, Expedia, Amazon, etc.

Campaign Categories (minimum 2 – maximum 6 executions)

Campaign

Ident Campaign

Public Service/Social Welfare Campaign

TV/CINEMA/ONLINE FILM MEDIA REQUIREMENTS:

TV/Cinema/Online Film entries must be uploaded as a MOV or MP4

Campaign entries must be uploaded as separate MOV or MP4 files (one for each spot in the campaign).

Entries that are not broadcast or aired in English will only be accepted if they are dubbed or subtitled in English.

No Physical Material Required

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Slates, clocks or bars must NOT appear on the video. Entries that contain the entrant name or branding of entering company will not be accepted.

VERBAL IDENTITY

The long-term verbal assets of the brand (i.e. Brand Name, Sub-Brand Name, Corporate Name).

Categories

Campaign Tagline/Endline The creation of a single line/phrase, that is consistently applied across all or most of the brand's/product's communications, and which is designed to sum up the communications so as to become a shorthand for the brand's positioning. This can be just for this singular campaign but used across multiple executions.

Naming The creation of a new brand or product name that suggests the soul and positioning of a new product or brand in an evocative and memorable way.

Tone of Voice The development of a character-rich and relevant voice for a product or brand in its written and/or spoken communications. Described more as a 'flavor' of a brand. If you called the brand as a friend – would you know who you are speaking to.

Use of Copywriting The innovative and appropriate use of written and spoken language to convey an idea about the brand or product. This is more of a singular execution. Copy on one piece of communication. Should work with tone of voice but a bit more singular.

VERBAL IDENTITY MEDIA REQUIREMENTS:

Verbal Identity encompasses all media types i.e. TV, Print, Design, Digital, Packaging, Radio etc.

Verbal Identity entries can be entered as MOV, MP4, JPEG, MP3, URL or a combination of the aforementioned.

Verbal Identity requires that the work must be entered as it was executed and presented to its audience.

Each Entry requires a short written brief or explanation, in English, of up to 150 words to set the context for the verbal assets that have been created. This can cover the following:

- Intent/positioning of the brand
- Usage requirements
- Launch date – when this work went live in the public space

Tone of Voice: if sets of guidelines have been prepared to codify the tone of voice, this should also be supplied.

No Physical Material Required

Uploads must clearly demonstrate the work and show the key elements, preferably in a selection of media (not as a case study video).

Specs for MOV/MP4 uploads:

Resolution:

Standard Definition Source Material minimum: 720 x 480

High Definition Source Material: 1920 x 1080

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Codec: H264 or Mpeg4, Best Quality

Data Rate: Minimum 5,000kbps / Maximum 10,000kbps

Sound: AAC 48KHz

File size: 1 GB maximum

Slates, clocks or bars must NOT appear on the video. Entries that contain entrant name or branding of entering company will not be accepted.

Specs for JPEG uploads:

Resolution:

Landscape Images: Approx. 2400 x 3000 pixels

Portrait Images: Approx. 3000 x 2400 pixels

300 dpi

Equivalent to 203mm x 254mm (8 in x 10 in)

Color Mode: CMYK or RGB

File size: 6 MB maximum

Specs for MP3 uploads:

Minimum of 64kbps (mono) up to a maximum of 196kbps

File type: MP3 (stereo) with a compression ratio of 22:1

File size: 3 MB maximum

URL:

- All Judging URLs must be live from the date of entry through 31st December 2017.
- The Judging URL can bring the user to a landing page that hosts all elements that you wish the jury to view. The landing page can include the concept, translation and/or explanation along with the work to be judged.
- You must submit all required user names and/or passwords.
- Entries that are unable to be viewed (due to an incorrect URL, user name or password) will be disqualified and will not be judged. Entry Fees for disqualified entries will not be refunded.



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WITH THE MOST CREATIVE PEOPLE

Ambient

Single Entry: \$500 U.S.

Billboard and Poster

Innovation Entry: \$625 U.S.
Single Entry: \$500 U.S.
Campaign Entry: \$750 U.S.
(per campaign)

Branded Entertainment

Single Entry: \$1000 U.S.
Series/Campaign Entry: \$1500 U.S.

Design

Single Entry: \$450 U.S.
Campaign Entry: \$575 U.S.
(per campaign)

Digital

Innovation Entry: \$625 U.S.
Single Entry: \$575 U.S.

Health & Pharma

Per Entry: \$600 U.S.

Integration

Per Entry: \$750 U.S.

Music & Sound

Per Entry: \$400 U.S.

Music Video

Per Entry: \$250 U.S.

Non-Traditional

Innovation Entry: \$650 U.S.
Single Entry: \$550 U.S.

Package Design

Single Product: \$350 U.S.
Product Line: \$450 U.S.

Print

Single Entry: \$500 U.S.
Campaign Entry: \$750 U.S.

Production & Post-Production

Single Entry: \$450 U.S.
Campaign Entry: \$600 U.S.
(per campaign)

Radio & Audio

Innovation Entry: \$400 U.S.
Single Entry: \$350 U.S.
Campaign Entry: \$475 U.S.
(per campaign)
Conceived & Prod by Station: \$150 U.S.

The Influencers

Per Entry: \$550 U.S.
Entries by an Individual: \$100 U.S.

The NEW

Per Entry: \$1000 U.S.
Self-Promotion - Individual: \$450 U.S.
Self-Promotion - Student: \$225 U.S.

TV/Cinema/Online Film

Innovation Entry: \$650 U.S.
Single Entry: \$600 U.S.
Campaign Entry: \$800 U.S.
(per campaign)

Verbal Identity

Per Entry: \$350 U.S.

CREATIVE
LIAISONS
4TH - 7TH
OCTOBER

This initiative is for young talent between the ages of 21 and 30 from around the world and is funded by LIA as a way to support and give back to the industry. This annual program runs simultaneously with LIA's judging at Encore Las Vegas. This is the perfect venue and time as all the big names in the industry from advertising to design to digital to production and technology are gathered together.

Creative LIAisons gives young creatives exclusive access to all of LIA's jury members and speakers, which they would otherwise have little or no opportunity to mingle with in a professional or social environment.

The topics can extend beyond the realm of advertising, marketing, design, production and digital. LIA also seeks out influences from outside the traditional advertising pool. This has included Daymond John, Founder of FUBU and Star of ABC's Shark Tank & CEO of Shark Branding, and Kevin Harrington, Inventor of the Infomercial.

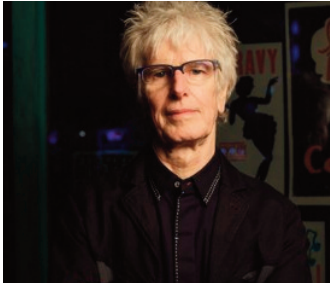
During the program, the attendees are privileged to sit in on the statue deliberations – an experience no other award show offers. This has been described by many of the Creative LIAisons' alumni as priceless.

For the first time ever, LIA has decided to open up 50 seats for purchase to Creative LIAisons, available on a first-come, first-served basis. The pass will include three days of seminars, an exclusive opportunity to sit in on a jury statue discussions and a special invite to a party that includes dinner and drinks with the LIA Jury and Speakers.

Cost: USD \$995.00 – this does not include airfare or hotel, as these must be booked and paid for by the attendee.

For further information: CreativeLIAisons@liaawards.com





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*Chairman of the Global
Creative Council
Innocean*



Pum Lefebure
*Co-Founder / CCO
Design Army
Washington D.C.*



Tham Khai Meng
*Global CCO
Ogilvy Worldwide*



Ted Royer
*Chief Creative Officer
Droga5*



Mark Tutssel
*Global CCO
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