



# Created for Creatives Entry Kit

One of 5 Global shows  
included in the WARC  
Creative 100 Rankings.



# 2026

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# Categories & Requirements

**Ambient & Activation**  
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Sub-Categories & Requirements

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Sub-Categories & Requirements

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Sub-Categories & Requirements

**Cultural Catalyst**  
Sub-Categories & Requirements

**Democracy and Human Rights**  
Sub-Categories & Requirements

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Sub-Categories & Requirements

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Sub-Categories & Requirements

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Sub-Categories & Requirements

**Print**  
Sub-Categories & Requirements

**Production & Post**  
Sub-Categories & Requirements

**Sports**  
Sub-Categories & Requirements

**TV & Cinema**  
Sub-Categories & Requirements



**Barbara Levy**  
President & Founder

## Key Dates

- Entry System Opens 2<sup>nd</sup> March 2026
- 1<sup>st</sup> Entry Deadline with 35% Entry Discount: 30<sup>th</sup> April
- 2<sup>nd</sup> Entry Deadline with 20% Entry Discount: 30<sup>th</sup> June
- Final Entry Deadline: 31<sup>st</sup> August
- Eligibility: Work released, published or broadcast in a commercial environment with client approval beginning 1<sup>st</sup> July 2025 thru 31<sup>st</sup> August 2026
- Onsite Judging in Las Vegas: 25<sup>th</sup> September thru 3<sup>rd</sup> October 2026
- Winners & Finalists Announced: 28<sup>th</sup> September thru 6<sup>th</sup> October 2026
- Of The Year Awards Announced: 2<sup>nd</sup> November 2026

## LIA the Award Created for Creatives

### LIA Creative Standards

LIA stands as a champion of the creative process, creatives themselves, and of course, great creative ideas.

Creativity doesn't happen in isolation. It flourishes through creating connections, collaborations and networking; through the exchange of ideas; through intellectual and creative stimulation.

### 100% Owned and Operated by Women

41 years later, LIA retains the unique distinction of being the only international Award Show founded and woman-owned, with a full-time staff of only women.

## New Categories for 2026

**Sports** Recognizes work that celebrates original, impactful and culturally aware work inspired by sport. Creativity that harnesses the power of sport and sportspeople to connect with audiences, work that harnesses the power of creativity, that captures the drama, emotion and unity of sports to drive both brand and cultural impact.

**Gaming** The creative use of video games and gamified interactive media for desktop, mobile, web, virtual or web 3.0 platforms to create branded experiences.

**Entertainment & Content** Honors storytelling that leverages entertainment to market a brand, product, or service. This category moves far beyond traditional marketing and into genuine engagement awarding work that captivates audiences in ways indistinguishable from entertainment alone. Leveraging ecosystems like film, television, gaming, mobile and live events.

**Democracy and Human Rights** Recognizes creative work that actively promotes and strengthens Democratic and Human Rights values around the world. Honors communications and ideas that inspire people to care about human rights, free expression, fair representation, accountability and the essential freedoms that allow democracy to thrive and human rights to be protected.

## Juries & How We Judge

### Our Juries

Each year we assemble the best creative talent from around the globe. The best shows have the best judges.

It is the integrity and insight of the LIA judges that set the benchmark for creativity year after year. The jury members themselves, are the world's best industry practitioners, having won the highest regard and admiration of their peers for their own body of work.

To cut through the thousands of entries and award statues, you need the best judges from diverse communities – not just meeting DEI standards, but having true representation from across regions, companies, networks, holding companies, independent companies and clients. No two jury members on a panel will be from the same company or network. It's the world's best work judged by the world's best frontline practitioners with total objectivity.



### Our Judging Process

No cursory glances or pre-judging off-site. Straight out of the gate, all the judges sit and sift through every piece of work, within their category in Las Vegas – from the initial 'in and out' round up to the final debates of awarding the Grands, Golds, Silvers, Bronzes and Finalists.

### No Quotas for Jury Decisions

Is it a new and brilliant creative idea? Has it been flawlessly executed? Is it relevant to its context? These are the three most important questions that are asked in every jury room. Good is not good enough. Creativity is not sacrificed at the altar of meeting quotas. At the end, these top judges have to emerge from the room, knowing they have chosen the best work that they would gladly put their name to.

The Jury President along with their respective jury will discuss all the Gold winners to consider if any are worthy of awarding a Grand LIA. Awarding a Grand LIA is not mandatory.

### Complete Transparency

LIA judging is not some arcane art, shrouded in secrecy behind closed doors. We demystify the process by allowing press, creative excellence managers and even junior creatives from our Creative LIAisons program into the jury rooms to observe judging as it happens in real-time. Our jury room doors are open from Round One through to the end of the Statue Round.

LIA does not allow any juror to vote on their own work or work from their office in any round.

# Rules of Entry

## Eligibility

Work released, published or broadcast in a commercial environment with client approval beginning 1<sup>st</sup> July 2025 through 31<sup>st</sup> August 2026.

- Any work entered into LIA, must be in the form it was broadcast, published or released in, including logos trademarks and copy marks.
- In the case of a query by the jury, the entrant company will be required to provide additional evidence to prove eligibility of entry.
- In the event where manipulation of the work or case film is discovered, any award given will be publicly withdrawn and the entrant disqualified from receiving that award.
- Any work created solely for the purpose of entering this competition is not eligible.
- Entrants who do not meet the eligibility or rules will have their work withdrawn or disqualified without a refund.

All companies and individuals involved in the creative process are eligible to enter. As most work is a joint effort, LIA allows any company or individual to enter work they have collaborated on. Our rules for multiple entrants are:

- An entry fee entitles you to only one Entrant Company and City.
- Listing more than one company and/or city in the Entrant field will result in additional fees. LIA will invoice the Entering Company for the additional fees.
- If an entry attains statue status and the Entrant has listed multiple companies and/or cities, only one statue will be shipped complementary to the company that is registered in the LIA entry system.
- Additional Statues can be purchased via the LIA Store.

## Use of AI

- **Creative Work:** AI usage in ads is ethical and fair if the entrant explicitly declares AI usage with meaningful human oversight, whilst avoiding deceptive biased content.
- **Case Films:** Case films must not use AI to manipulate images or recreate data that is not accurate. If we believe this is the case, we will check with the entrant company for verification. In instances where we find this to be the case, the entry will be disqualified.

## Creative Credits and Media Changes

- All creative credits must be input prior to finalizing entries. If a credit field does not apply, it must be left blank.
- Company City should be input when relevant.
- Credits should be checked carefully prior to finalizing as these credits are used to calculate the Of The Year awards. LIA uses the creative credits that are input at the **time of entry**. LIA does not use the Entering Company field to allocate points.
- For any credit changes, additions or deletions once an entry is finalized there will be a USD \$250 fee per entry.
- Entrants that require LIA to change media after it has been processed, approved and locked for judging will be charged a USD \$500.00 fee per entry.

# Creative Rankings

LIA Winners are included in, but not limited to: The WARC Creative 100; Campaign Brief; ADC Germany; Campaign Brief Asia; The Drum; Indikat Nordic Rankings; Horizont; MedAdNews; Adobo Magazine; and many other local and regional creative rankings that independently and impartially rank creative excellence.

These rankings reflect the definitive best of the best and are used as creative benchmarks in the industry.

## Special Awards

### Of The Year Awards

We award Global of the Year and Regional of the Year Awards. To qualify, there must be at least three statue wins attributed to your company. The regions recognized are: Asia; Australia/New Zealand; Europe; Middle East/Africa; North America and South America.

### Point Values

Our point system is staggered so that two statues do not outweigh the statue above it.

Grand LIA: 100 points; Gold: 40 points; Silver: 15 points; Bronze: 5 points; Finalist: 1 point.

### Who Receives Points

All companies listed within the creative credits receive points. We do not use the entrant company. If more than one company is listed in a credit field, the points are equally split amongst the companies. If one company in two different cities is listed, the points will be split between the two individual offices.

### Network Of The Year

Each individual office receives points, while also contributing to the score for their Network.

A Network is defined as the Agency umbrella, including but not limited to: Ogilvy; Leo; BBDO; Dentsu; Serviceplan; Havas; 72andSunny; etc. We rely on each Network to provide us with a full and current list of all companies under their umbrella.

We use the credits input at time of entry to calculate these points. LIA is not responsible for credits not supplied to us by the entrant at time of entry.

# Global Of The Year

**Global of the Year Winners must have won a minimum of three statues - Grand LIA, Gold, Silver or Bronze. These awards include but are not limited to:**

**Network** Points attained from winning entries within all categories credited to the companies within a Network. Must have points from multiple offices.

**Client** Points attained from winning entries within all categories credited to a Client.

**Agency** Points attained from winning entries within all categories credited to an Agency.

**Independent Network** Points attained from winning entries within all categories credited to the companies within an Independent Network. Must have points from multiple offices.

**Independent Agency** Points attained from winning entries within all categories credited to an Independent Agency.

**Health & Pharma Network** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to the Health & Pharma Agencies within a Network. Must have points from multiple offices.

**Health & Pharma Client** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to a Client.

**Health & Pharma Agency** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to a Health & Pharma Agency.

**Independent Health & Pharma Network** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft competitions credited to Independent Health & Pharma Agencies within a Network. Must have points from multiple offices

**Independent Health & Pharma Agency** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft; Pharma & Medical-Craft categories credited to an Independent Health & Pharma Agency.

**In-House Company** Points attained from winning entries within all categories credited to an In-House Company.

**Design Company** Points attained from winning entries within the Design & Package Design categories.

**Production Company** Points attained from winning entries within all categories credited to a Production Company.

**Post-Production Company** Points attained from winning entries within all categories credited to a Post-Production House; Visual Effects Company; Animation Company or Editing Company.

**PR Network** Points attained from winning entries within all categories credited to the PR companies within a Network. Must have points from multiple offices.

**PR Company** Points attained from winning entries within all categories credited to a PR company.

**Media Network** Points attained from winning entries within all Categories credited to the Media Companies within a Network. Must have points from multiple offices.

**Media Company** Points attained from winning entries within all Categories credited to a Media Company.

**Music & Sound Company** Points attained from winning entries within Ambient & Activation; Audio & Radio; Branded Content; Branded Entertainment; Digital; Health & Wellness and Pharma & Medical (inc. Craft); Music & Sound; Online Film; Production & Post-Production; TV & Cinema and Use of Social Media & Influencers credited to the Music Production Company or Sound Design Company.

**Audio & Radio Company** Points attained from winning entries within the Audio & Radio category credited to the Sound Design Company; Music Production Company; Recording Studio or Audio Production Company.

# Regional Of The Year

The regions recognized are:

Asia | Australia and New Zealand | Europe | Middle East and Africa | North America | South America

Regional Of The Year Winners must have won a minimum of three statues: Grand LIA, Gold, Silver or Bronze. These awards include but are not limited to:

**Network** Points attained from winning entries within all categories credited to the companies within a Network. Must have points from multiple offices.

**Agency** Points attained from winning entries within all categories credited to an Agency.

**Independent Network** Points attained from winning entries within all categories credited to the companies within an Independent Network. Must have points from multiple offices.

**Independent Agency** Points attained from winning entries within all categories credited to an Independent Agency.

**Health & Pharma Network** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to the Health & Pharma Agencies within a Network. Must have points from multiple offices.

**Health & Pharma Agency** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft categories credited to a Health & Pharma Agency.

**Independent Health & Pharma Network** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft and Pharma & Medical-Craft competitions credited to Independent Health & Pharma Agencies within a Network. Must have points from multiple offices.

**Independent Health & Pharma Agency** Points attained from winning entries within the Health & Wellness; Pharma & Medical; Health & Wellness-Craft; Pharma & Medical-Craft categories credited to an Independent Health & Pharma Agency.

**In-House Company** Points attained from winning entries within all categories credited to an In-House Company.

**Design Company** Points attained from winning entries within the Design & Package Design categories.

**Production Company** Points attained from winning entries within all categories credited to a Production Company.

**Post-Production Company** Points attained from winning entries within all categories credited to a Post-Production House; Visual Effects Company; Animation Company or Editing Company.

**PR Network** Points attained from winning entries within all categories credited to the PR companies within a Network. Must have points from multiple offices.

**PR Company** Points attained from winning entries within all categories credited to a PR company.

**Media Network** Points attained from winning entries within all Categories credited to the Media Companies within a Network. Must have points from multiple offices.

**Media Company** Points attained from winning entries within all Categories credited to a Media Company.

**Music & Sound Company** Points attained from winning entries within Ambient & Activation; Audio & Radio; Branded Content; Branded Entertainment; Digital; Health & Wellness and Pharma & Medical (inc. Craft); Music & Sound; Online Film; Production & Post-Production; TV & Cinema and Use of Social Media & Influencers credited to the Music Production Company or Sound Design Company.

**Audio & Radio Company** Points attained from winning entries within the Audio & Radio category credited to the Sound Design Company; Music Production Company; Recording Studio or Audio Production Company.



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# **Ambient & Activation**

**Brands using relevant spaces through experiential design, activation and immersive consumer engagement.**

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# Ambient & Activation

## Client Sector

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming Technology** Entries should demonstrate work that uses gaming, interactive entertainment or game driven technology to create immersive real world brand experience. Entries should show how gaming mechanics, platforms or technologies were leveraged to engage audiences in playful interactive ways within physical environments.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand.

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms

**AI-Powered Experience** Recognizes work where AI is a continuing part of the idea after launch — the audience experience is generated, personalized or updated via AI over time (e.g., generative audio, personalized content, adaptive experiences).

**Best Use of Humor** Recognizes ideas that use humor as a powerful creative tool to engage audiences, disrupt environments and create memorable real-world moments. Work in the category should demonstrate how comedy enhanced the experience and drove deeper emotional connection.

**Brand and Sponsorship** Recognizes outstanding ambient and activation ideas that bring a brands sponsorship to life in powerful, unexpected and immersive ways. Includes, ambient installations, interactive experiences, in venue activations, on ground fan engagement or any physical expression designed to amplify a sponsorship asset.

**Challenger Brand** Recognizes bold, disruptive and high impact experiential, activation and ambient work created by challenger brands, brands that are not category leaders, but seek to rewrite the rules, shift consumer expectations and punch above their weight.

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Creativity on a Budget** Celebrating clever high impact work that is delivered with limited resources, work that is not defined by a budget but by imagination and clever execution. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided.

# Ambient & Activation Continued

## Specialisms Cont.

**Digital Installations** Recognizes work that uses digital installations to transform physical spaces and create immersive brand experiences. Entries should demonstrate how digital screens, projections, sensors, dynamic environments or interactive systems were used to engage audiences. This may include large scale digital displays, projection mapping, reactive environments, interactive walls and floors, multi-sensory art, data visualization installations or any technology driven installation designed for public or event-based environments.

**Emerging Technology** Recognizes work that pushes the boundaries of innovation through the use of emerging technology. Entries should demonstrate how new or evolving technologies were used to create immersive experiences. This may include activations that were powered by AR/VR/MR, AI driven interactions, spatial computing, holography, robotics, advanced sensors, wearables or any cutting-edge technology used to elevate live participation.

**Environmental Transformation** Recognizes experiential and ambient spaces that fundamentally transform a physical environment to create an immersive brand experience. Entries should demonstrate how spaces, public or commercial, natural or built were reimaged through creative design to shift perception and engage meaningful audience engagement.

**In-Store Customer Experience** Recognizes ideas that elevate the in-store shopping experience, turning retail spaces into spaces of interaction, discovery and brand participation.

**Launch or Relaunch** Recognizes exceptional work that introduces a new brand, product service or experience to market or reenergizes an existing one through a strategic relaunch. Eligible work includes new product launches, brand debuts, rebrands, repositioning, refreshed identities and major market reintroductions.

**Local Brand** Recognizes ideas created specifically for local and homegrown brands, brands whose core identity, audience and impact are rooted in a defined local market or community.

**Real Time Activation** Recognizes outstanding brand activations that respond live in the moment. Entries must show how the brand leveraged a real time opportunity to create immediate impact for attendees and wider audiences. May take place at sporting events, festivals, conferences, cultural moments and public gatherings.

**Retail Promotions** Ideas that use retail environments to drive immediate engagement, trial and conversation. Work should show how brands creatively transformed instore spaces, shopper journeys or point of sale touchpoints to influence behavior at the time of purchase. This may be in store activations, aisle or shelf innovations, pop up retail, product demonstrations, immersive displays, sampling, digital retail integrations or any promotional activity designed to activate shoppers within a retail environment.

**Small Scale Ambient** Recognizes clever and unexpected small format ambient ideas that surprise audiences and spark curiosity. It may be small installations, micro placements, stickers, decals, floor graphics, street objects, tactile elements, small outdoor or any low footprint idea that transforms everyday space into a creative moment.

**Stunts** High impact stunts that are bold, attention grabbing and delivered through ambient, experiential or in-situ interventions. These are ideas that break into the world unexpectedly interrupting public spaces, cultural moments or everyday environments to create immediate impact and conversation. Includes installations, pop ups, public spectacles, guerrilla actions, live moments and physical stunts designed to provoke reaction and drive earned attention.

**Use of Mobile and Devices** Recognizing ideas that use mobile technology and personal devices or connected tools to enhance extend and transform real world experience. The work should demonstrate how mobile played a central role in creating participation interaction and personalization or a seamless integration between digital and physical spaces. Eligible entries include activations using smartphones, wearables, AR, QR, geolocation, mobile utilities, proximity technology, custom apps and social platforms.

## Craft

**Best Use of Art Direction & Design**

**Best Use of Light, Projection or Motion**

**Best Use of Music & Sound**

## Public Service/Charity/NGO

**Not Eligible for Grand LIA**

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Ambient & Activation Requirements

Media types accepted: MOV, MP4, JPEG

Maximum 3 Uploads

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# **Audio & Radio**

**This media encompasses any piece of audio-centric content that drives brand awareness and recall without relying on visuals. Success is measured through brave ideation, meticulously crafted and executed without compromise.**

**Hearing is our fastest sense, and through the strong connections between sound, music, emotion and memory, audio can elicit intense reactions and has the power to stimulate the imagination like no screen possibly can.**

**Entries should demonstrate an understanding of the different ways listeners listen, ensuring the content is suitable for the specific audio platform on which it will be heard.**

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# Audio & Radio

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms Single and Series Sub-Categories

**Best Global Market** Work that uses specific culture and behavior insights that was released on a global scale

**Best Local Market** Work that uses specific culture and behavior insights geared to one specific market place or municipality

**Best Regional/National Market** Work that uses specific culture and behavior insights geared to a specific Region or Country

**Best Use of Real Time Advertising** Creative work and experiences that happen in real time that allow a brand or business to create a unique and fresh way to connect with consumers.

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

## Conceived & Produced by Station

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Humor** Using comedy to create a story that engages the consumer.

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

## Craft Single and Series Sub-Categories

**AI Sound / Music / Audio** AI used to compose, generate or adapt audio in a crafted way (including dynamic music systems), evaluated on quality, originality, and fit-to-idea.

**Audio Branding** The approach of using unique, proprietary sound and music to convey a brand's essence and values.

**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.

**Music Adaptation - Instrumental** An adaptation is the reimagining or rearrangement of a prior existing composition so the music will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

**Music Adaptation - Song** An adaptation is the reimagining or rearrangement of a prior existing composition with lyrics so that the song will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

# Audio & Radio Continued

## Craft Single and Series Sub-Categories Cont.

**Original Music - Score** Music without lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Original Music with Lyrics** Music with lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Performance/Casting** Includes Animal Casting

**Script Writing** The process of writing stories that enhance the dialogue, the plot or define characters to elevate a brand's positioning.

**Sound Design** The creating or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

**Sound Mixing & Editing** The combination, balance and craft of sonic elements to create a mix and/or the editing of audio elements to tell, support and enhance the narrative.

**Use of Licensed Music** The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

## Public Service/Charity/NGO

### Single and Series Sub-Categories

#### Not eligible for a Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

## Audio & Radio Requirements

Media types accepted: MP3, MOV, MP4

Maximum 3 Uploads per title

In the sub-category Innovative Use of Audio & Radio a Case Study is required.

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

**Non-English Entries:** We require the work as it was released in its original language. Entries not broadcast or aired in English also require an upload of the work dubbed in English with the original music and/or sound effects or a written translation.

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# B2B

**Recognizes outstanding creativity in the advertising and promotions of products and services that are offered by a business to other businesses for use in their operations. These awards honor world-class creative work in the business-to-business sector. Work can be entered as Ambient & Activation, Audio & Radio, Billboard, Branded Entertainment, Design, Digital, Non-Traditional, Package Design, Online Film, Poster, Print and/or TV & Cinema.**

[VIEW TECH SPECS](#)

# B2B

## By Sector

**Data** The creative use of data to demonstrate B2B engagement. A focus on creative use of data in new and innovative ways to engage other businesses.

**Digital Transformation** Creative use of digital technologies, including websites, microsites, social media, artificial intelligence, and apps. Showcasing innovation in the use of digital tools and platforms to transform business operations and engage customers.

**Education** Creativity in using engaging and educational content, such as videos, reports, articles, blogs, and webinars, to build stronger brand relationships with customers.

**Energy** Includes all Energy Sources and Power Suppliers, Green Energy Solutions, EV Charging Stations, Decarbonization, Solar and ancillary products associated with energy.

**Entertainment & Media** Includes the B2B side of the entertainment and media businesses. For example, media company executions regarding campaigns towards advertisers.

**Experiential, Conferences and Events** Executions which engage with customers and in so doing make the brand both memorable and compelling, this can include content, experiential marketing, live events, mobile and apps, VR and AR, multi-screen and multi-channel experiences. Live events, interactive sales presentations and internal company events are part of this category.

**Financial** Includes Financial Institutions and Entities, Products and Services.

**Health & Well-being** Recognizing B2B creativity in the healthcare and well-being space. Includes all OTC products and work created to treat or maintain the patients overall well being.

**Information Technology & Equipment** Includes IT companies and the use of computers to create, process, store, retrieve and exchange all types of data and information. Also includes work where different types of technology or equipment is used for companies to grow their businesses.

**Manufacturing** Includes all B2B communication from companies that manufacture products.

**Pharma** Includes anything that requires a written prescription or is directed at a medical professional.

**Recruitment** Communication that involves the overall hiring process and/or the seeking out of candidates for specific roles within a company or industry.

**SDGs, Sustainability & CSRs** Communication to other businesses or industries highlighting the importance of any impact on the environment, community or society.

## Specialisms

**B2B Craft** Creativity that has through exceptional craft brought to life B2B ideas.

**Best Global Market** Work that uses specific culture and behavior insights that was released on a global scale.

**Best Local Market** Work that uses specific culture and behavior insights geared to one specific market place or municipality.

**Best Regional/National Market** Work that uses specific culture and behavior insights geared to a specific Region or Country.

**Best Use of Direct Marketing** The creative excellence of direct marketing (DM) to other businesses or business contacts. This includes any form of communication that is directed towards another business or business contact. The focus is on showcasing the highest level of creativity in direct marketing efforts.

**Best Use of Earned Media** Creative use of earned media to generate awareness in a B2B environment including PR, articles, events & stunts, SEO, blogging and social media.

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Storytelling and Content** Compelling content with the aim of increasing business activation including but not limited to video, radio, audio, branded content, PR and outdoor.

## B2B Requirements

Media types accepted: MOV, MP4, JPEG  
Maximum 3 Uploads

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# Billboard

**Includes Static and Interactive/Digital Billboards. Must be large format. Placement must be outdoors.**

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# Billboard

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms Single and Series Sub-Categories

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

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

**Real Time Advertising** Creative work and experiences that happen in real time that allow a brand or business to create a unique and fresh way to connect with consumers.

## Craft Single and Series Sub-Categories

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustrations in the overall execution. Must include all logos and taglines.

**Photography** Use of photographic images in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

**Visual Design** Use of color, images, type and overall layout to create visuals that will appeal to the consumer.

## Public Service/Charity/NGO Single and Series Sub-Categories Not eligible for A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Billboard Requirements

## Billboard Requirements

Media types accepted: JPEG, MOV, MP4

Maximum 3 Uploads per title

Static Billboards require JPEG uploads.

Interactive/Digital Billboards require an MOV or MP4 upload.

All Entries require a JPEG of the Billboard in-situ.

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

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# **Business Transformation**

**Recognizes that creativity does not just live within campaigns. It now plays an influential role in the enduring transformation of businesses including their operations, services, products, internal and customer experiences. This medium doesn't just recognize work that promotes solutions to customers. It recognizes the solutions themselves.**

**Work will be awarded based on the Creative Solution, Business Impact, Key Insights and Problem Definition.**

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# Business Transformation

## Specialisms

**AI-Enhanced Workflow** Celebrates AI-enabled pipelines that measurably improve craft, speed, scale, localization or consistency across a body of work. This can include tooling, modular workflows, automated versioning, adaptive templates, intelligent asset systems, etc.

**Brand Manifestations** Ideas that change how a brand fits into present day culture.

**Brand Purpose** The application of a brands socially driven purpose that connects with customers and resonates via culture and society. This includes SDG executions that are brand linked.

**Community Experience** Includes exhibitions and events that through creative engagement change the way people interact with the issue.

**Creative Operational Transformation** Creative ideas and strategy that have transformed how the business operates.

**Customer Experience** Creative ideas that have transformed the customer experience of the business.

**Data and Analytics** Work that through customer insight and targeting allows businesses to reach new markets and more relevant engagement.

**Emerging Technology** The use of emerging technology to transform a brand business and how it interacts with its customers. Includes AI, Data, Voice Assistance, etc.

**End-to-End AI** Recognizes work where the majority of core assets are generated with AI, guided by strong human direction. Judging should emphasize: originality, craft quality, concept strength, and transparent disclosure/rights clearance.

**Government** Ideas that are government led that transform government operations or interaction with the community.

**Long-term Creative Strategy/Effectiveness** Should showcase the tangible outcomes and on-going success of a creative strategy, demonstrating its ability to achieve meaningful results and make a positive impact. (Note: As this sub-category is based on long-term results, some aspect of the work must have been released prior to 2025.)

**New Customer Relationships** A new approach to how technology, creates relationships with customers, based on direct to customer interaction and subscriptions.

**Product Design** A new or evolved product design that has reinvented or moved forward a brand to meet evolving customer needs.

**Service Experience** A new or reimagined service, launched by an existing brand, that enhances and reinvents the customers interaction with that brand.

**Technology Transformation** Internal technology transformation, that changes the way business operates to the benefit of staff, distributors, consumers and regulators.

## Business Transformation Requirements

Media types accepted: MOV, MP4, JPEG

Maximum 3 Uploads

Case Study Required for Judging.

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# **Creative Strategy**

**Creative Strategy recognizes the digging, investigation, creative problem solving and discovery that leads into and inspires the creative idea. Strategy drives the discovery process, searching for fresh insight and creative instigation. Strategy works through all forms of data and hypotheses drawing from culture, category, human, brand and contextual fodder to unlock the creative opportunity.**

**This award recognizes that having a strong understanding of the culture, category, consumer and brand leads to a creative idea that leads to significant impact.**

**Entries will need to show how an understanding and distillation of these wider factors led to and contributed to, the creative idea and the significant impact the idea had.**

**Judging will be based on the following criteria: strategy, insight, the creative idea and the overall impact and results.**

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# Creative Strategy

## Client Sector

**Automotive** Creative strategy for Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products.

**Beauty & Well-being** Creative strategy for Beauty, Well-being Products, Services and Experiences.

**CPG/FMCG** Creative strategy for anything consumable.

**Fashion, Lifestyle & Entertainment** Creative strategy for anything in Fashion, Fashion Houses, Designers, etc. to Lifestyle to Entertainment, Experiences and Entities.

**Finance** Creative strategy for Financial Institutions and Entities, Products and Services.

**Health & Pharma** Creative strategy for Health & Wellness efforts. Includes DTC (Direct-to-Consumer); HCP (Healthcare-to-Practitioner) & PSP (Patient Support).

**Retail** Creative strategy for any Retail experience both online and offline commerce.

**Tech** Creative strategy for AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming.

**Travel** Creative strategy for anything travel-related such as Hotels, Airlines and Booking Entities.

**All Other** Creative strategy that does not neatly fit into any typical sector but is in service of driving creativity for a product, service, experience or brand.

## Creative Marketing Impact

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Breaking Sector Convention** Demonstrates thinking that allows a brand to have success by breaking out of, or completely redefining the conventions of a specific sector.

**Experiential** Creative strategy that focuses on the positive brand perception created by the quality of the experience.

**Long-term Creative Strategy/Effectiveness** Should showcase the tangible outcomes and on-going success of a creative strategy, demonstrating its ability to achieve meaningful results and make a positive impact. (Note: As this sub-category is based on long-term results, some aspect of the work must have been released prior to 2025.)

**Partnership & Collaboration** Joint efforts between brands, individuals, influencers or organizations leading to creative and disruptive strategies.

**Real-Time Marketing** Demonstrates thinking that allows a brand to creatively express itself in real time.

**Use of Media** Creative strategy that results in excellent use of broadcast media.

**Use of Social Media** Creative strategy that results in excellent use of social channels.

## Strategy & Insight

**Consumer Insight** Demonstrates a compelling and interesting consumer insight.

**Contextual Insight** Demonstrates a unique and impactful way to springboard off a media or contextually relevant insight.

**Creative Use of Data** Creative strategy powered by data.

**Cultural Insight** Demonstrates a unique cultural perspective or insight that unlocks an original and impactful creative opportunity.

**Customer Targeting** Demonstrates a unique and impactful way to target a particular cohort.

**Original Thinking** Demonstrates the thinking that led to the idea that is new and original.

**Zeitgeist** Creative strategy that impacts and contributes to the idea shaping popular culture or in the spirit of a particular time.

## Creative Strategy Requirements

Media types accepted: MOV, MP4, JPEG

Maximum 3 Uploads

Case Study Required for Judging.

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# **Creative Use of Data**

**Recognizes work that demonstrates the fundamental role of data in inspiring, powering and enhancing creativity.**

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# Creative Use of Data

## Specialisms

**Data Collection and Research** Data driven research and market research, data sourcing and aggregation that helps deliver a stronger brand strategy and creative campaign.

**Data-Led Creativity** The use of data to inform groundbreaking creative work, customer experiences or ways for brands to connect with consumers.

**Data-Led Targeting** The creative use of data to introduce new insights and methods for brands to identify, reach and connect with their customers.

**Data Visualization** Visualization of data to communicate messages. This includes graphics, audio, content, installations or use of emerging technology that's interactive, dynamic or static.

**Real-Time Data** Data that informs creative work and experiences in real time to create a unique and fresh way for a brand or business to connect with consumers.

**Social-Powered Data** Data generated from social media platforms to inform, influence or inspire new ways for brands and businesses to connect with consumers or communities.

## Creative Use of Data Requirements

Media types accepted: MOV, MP4, JPEG

Maximum 3 Uploads

Case Study Required for Judging.

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# **Creativity In Media**

**Recognizes the inspiring use of Media with fresh and innovative communication strategy, planning and creative media execution, aimed at enhancing audience engagement with brands.**

**Judges will be looking for how media strategy, insights, planning, buying and optimization contributed to enhancing the execution, storytelling and effectiveness of a campaign.**

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# Creativity In Media

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products.

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**CPG/FMCG** For anything consumable

**Entertainment & Media** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, Theaters, Zoos, Lotteries, Movies, Music, Magazines, Newspapers, TV Stations and Radio Stations

**Finance** Includes Financial Institutions and Entities, Products and Services

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Retail** Both online and offline commerce. Includes Fast-Food restaurants, Gyms, Brick and Mortar Stores and Online Shops

**Tech** Includes AI, AR,VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

## By Channel Single and Series Sub-Categories

**Multi-Channel Media** Use of more than one media type

Use of Ambient Media

Use of Audio Platforms

Use of Brand Entertainment & Content

Use of Digital, Social and Gaming Platforms

Use of Emerging Technology

Use of Events and Stunts

Use of Mobile

Use of Outdoor

Use of Performance Media

Use of Print

Use of Retail Media

Use of TV and Other Screens

## Specialisms Single and Series Sub-Categories

**Best Use of Humor** Using comedy to create a story that engages the consumer.

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Corporate Purpose/Social Responsibility** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand.

**Creating Culture** Work that through using cultural influence impacts consumer behavior and expectation leading to trust and a positive brand reputation.

**Creativity on a Budget** Celebrating clever high impact work that is delivered with limited resources, work that is not defined by a budget but by imagination and clever execution. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided.

**Use of Data & Analytics** How data, insights and analytics are used to identify trends, informing brands how to reach their target market/audience.

## Creativity In Media Requirements

Media types accepted: MOV, MP4, JPEG, MP3

Maximum 3 Uploads per title

Case Study Required for Judging.

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# **Creativity In PR**

**Work with creative thinking at its core. Work that has driven and influenced opinion. Work that is culturally relevant and focuses on reputation management with the objective of increasing positive reinforcement and goodwill for the brand across all sectors of the PR spectrum. Entries must include an earned media component.**

**Work will be awarded based on creative ideas, insights and results.**

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# Creativity In PR

## Client Sector

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures/Services and First Aid Products

**Education** Campaigns that help educational institutions, practices and staff build awareness in a crowded market

**Entertainment** Promotes Museums & Galleries, Theaters, Movies and TV/Cable/Online Programming

**Fashion and Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food and Beverage** Includes individual food items, not retail or fast food restaurants

**Health & Pharma** Promotes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the Local, Federal, State or National level.

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities.

## Specialisms

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

### Brand PR

#### Corporate Communications

**Crisis Management** A campaign to manage and protect the reputation of a brand, organization, or person impacted or threatened by crisis

**Public and Political Affairs** Includes Public Policy, Political Agendas, Legislative Change and Political Campaigns

**SDGs, Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand.

## Situational & Culture/Context

**Best Global Market** Campaigns that use specific culture and behavior insights geared to the worldwide marketplace

**Best Local/Regional/National Market** Campaigns that use specific culture and behavior insights geared to one specific market place or a particular country

**Best Product Launch** A planned effort to bring a new product to market or re-launch an existing product

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation

## PR Technique/Tactics

### Best Use of Content Marketing

**Best Use of Events and Stunts** Includes the promotion of Conferences/Conventions and Music Festivals where the PR strategy is used to increase brand awareness and achieve business objectives for the client.

**Best Use of Social Media** Campaigns designed specifically for social media platforms (which must be named) focused on the brands target audience.

**Best Use of Sponsorship** This category recognizes both the planning and execution of sponsorship activities, and PR support to leverage that sponsorship.

### Best Use of Strategic Partnership

**Influencer Marketing** Awards the most effective, creative and innovative PR campaign that engages influencers and uses them as part of the PR strategy to increase brand awareness and achieve business objectives

**Media Relations** Best use of earned media

## Public Service/Charity/NGO

### Not Eligible For A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Creativity In PR Requirements

Media types accepted: MOV, MP4, JPEG

Maximum 3 Uploads

Case Study Required for Judging.

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# **Creators & Social Platforms**

**Ideas that are designed for, shaped by and activated within social platforms and creator ecosystems. Work should demonstrate platform-native thinking, use of creators or communities and an understanding of social behaviors, formats, algorithms and participation. Ideas may start on social and scale beyond it, but social must be the primary creative driver, not just a distribution channel.**

**For judging purposes, engagement activity must be supplied with the entry.**

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# Creators & Social Platforms

## Client Sector

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Content & Entertainment** Brand-led storytelling or entertainment that can live across platforms and is not defined by platform mechanics alone but is social first in nature.

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming Technology** Entries should demonstrate work that uses gaming, interactive entertainment or game driven technology to create immersive real world brand experience. Entries should show how gaming mechanics, platforms or technologies were leveraged to engage audiences in playful interactive ways within physical environments.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms

**AI-Powered Experience** For film or online video where AI is integral to how the story is delivered or evolves i.e., personalized variants, dynamic storytelling, generative participation

**Always-On Social Strategy** Continuous and long-term social creative and ecosystem thinking that keeps a brand consistently visible and engaged with its audience rather than just campaign spikes.

**Best Use of Real Time Advertising** Creative work and experiences that happen in real time that allow a brand or business to create a unique and fresh way to connect with consumers.

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Creative Use of Community Management** Creative work that leverages a brands fandom, personalized engagement, sub-communities, conversations, user-generated content and real-time interaction where community participation and ongoing moderation becomes or leads to the creative output.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Real-Time Data and Data Visualization.

**Creative Use of Paid Social** Innovative application of paid social media formats, targeting and data insights to extend a campaign's reach and engagement.

**Creativity in Commerce** Recognizing creativity that inspires preference, transaction, payment and purchase.

**Creator Co-Creation** Using creators as true collaborators, not just talent, to create brand led authentic content.

**Humor** Using comedy to create a story that engages the consumer.

## Innovative Use of Creators & Social Platforms

### Live Stream

**Platform-Native / Vertical Entertainment** Ideas shaped by platform behaviors, formats and rituals. Work that would not exist in the same way off-platform. Includes feed-first, vertical, episodic, meme-led and creator influenced.

# Creators & Social Platforms Continued

## Specialisms Cont.

**Social-Led Integrated Campaign** Ideas born on social that scale across other channels

**Social Media Page** The overall media presence of a brand or individual

**Social Media Post** A singular social media post for a brand or individual

**Unboxing**

## Craft

**Cinematography** The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

**Copywriting** Use of the copy in the overall execution.

**Created With AI** For films where AI materially contributed to production (image, edit, voice, sound, etc.), but the film is a finished output.

**Direction** The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

**Editing** Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

**Original Music** Music with or without lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Production Design** The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

**Tone of Voice** The development of a character-rich and/or relevant voice for a product or brand in its written and/or spoken communications. Should be reflective of the times and culture of the time.

**Visual Effects** The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

## Public Service/Charity/NGO

### Not Eligible For A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Creators & Social Platforms

Media types accepted: URL, MOV, MP4, JPEG

Maximum 3 Uploads

All URLs must be live from the date of entry through 31st December 2026.

There is no need to upload an MOV or MP4 directly into the entry system if the URL provided hosts the same content.

JPEGs will not be judged and are only required if you did not upload media directly into our system.

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# Cultural Catalyst

**Recognizes creativity that sparks significant cultural impact. Work that is relevant, sparks conversations, sets trends and integrates itself into the cultural conversation. This new category is inextricably linked to culture and transforms marketing into unique content.**

**Eligible submissions may include entertainment projects, creative collaborations and partnerships or brand campaigns where cultural relevance and reach extended beyond the initial launch and became part of culture.**

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# Cultural Catalyst

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**Beauty** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

## Specialisms Single and Series Sub-Categories

**Activations** High impact stunts that are bold, attention grabbing. These are ideas that break into the world unexpectedly interrupting public spaces and everyday environments to create cultural moments. Includes installations, pop ups, public spectacles, live moments and physical stunts designed to provoke reaction and drive earned attention.

**Brand Launch or Relaunch** Recognizes exceptional work that introduces a new brand, product service or experience to market or reenergizes an existing one through a strategic relaunch. Eligible work includes new product launches, brand debuts, rebrands, repositioning, refreshed identities and major market reintroductions.

**Brand Sponsorship** Recognizes outstanding ideas that bring a brands sponsorship to life in powerful, unexpected and immersive ways designed to amplify a sponsorship asset.

**Challenger Brand** Recognizes bold, disruptive and high impact work created by challenger brands, brands that are not category leaders, but seek to rewrite the rules, shift consumer expectations and punch above their weight.

**Influencer Marketing** Recognizes the most effective, creative and innovative campaigns that engage influencers and use them as part of the creative execution to increase brand awareness.

**Real Time Activation** Recognizes outstanding brand activations that respond live in the moment. Entries must show how the brand leveraged a real time opportunity to create immediate impact for attendees and wider audiences.

# Cultural Catalyst

Media types accepted: MOV, MP4, JPEG, MP3, URL

Maximum 3 Uploads per title

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

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**Created  
for Creatives**

# Democracy and Human Rights

**Recognizes creative work that actively promotes and strengthens Democratic and Human Rights values around the world. Honors communications and ideas that inspire people to care about human rights, free expression, fair representation, accountability and the essential freedoms that allow democracy to thrive and human rights to be protected. Rather than simply illustrating these principles, the work should motivate audiences to protect and advance them, whether it is at a local, national, continental or global level.**

**This award has support, but no operational role from the European Parliament to amplify the promotion of human rights and democracy. No work for political parties or political candidates will be eligible for submission.**

[VIEW TECH SPECS](#)

# Democracy and Human Rights

## Specialisms

**Citizen Participation** Celebrating creative work that inspires voter registration, turnout, and civic involvement through non-partisan initiatives and in a non-partisan way — empowering citizens to participate and shape their societies.

**Countering Disinformation** Honoring campaigns that confront false narratives, promote fact-based dialogue, and help audiences navigate today's complex information landscape, empower citizens to discern truth from manipulation.

**Courage and Leadership** Work that demonstrates bravery in defending democratic values, even under threat. This work challenges injustice and the abuse of power, defends fundamental freedoms and amplifies unheard voices.

**Global & Local Solidarity Around Democratic Values** Recognizing creative work that builds bridges between communities and reinforces shared democratic values.

**Innovation in Democratic Practice** Celebrating the creative use of technology, storytelling, design or media to expand democratic participation or counter threats like surveillance, manipulation or censorship. In this category we also highlight efforts that advocate for privacy online, ethical technology and safe digital spaces. Innovative ideas that reimagine how people engage, connect and protect democratic values in the digital age.

**Justice and the Rule of Law** Creative work that promotes fairness and equal access to justice. Entries that highlight the importance of laws that protect citizens challenge corruption or the abuse of power and encourage honesty and transparency, such as equal access to justice and independence of the judiciary system.

**Press Freedom & Independent Media** Recognizing creative work that defends the independence, safety and integrity of journalism — empowering a free and pluralistic press.

**Protecting Human Rights, Dignity & Freedom** Celebrating campaigns that stand up for fundamental rights — from free expression to equality, inclusion and representation. Honoring ideas that advance social equity, uphold human dignity and challenge discrimination.

**Transparency & Accountability** Creative ideas that expose hidden truths and demand honesty from institutions, organizations, and brands. Champion openness, call out greenwashing, democracy-washing, money laundering, fiscal evasion and uphold truth, integrity and public trust.

**Youth Engagement & Future Voices** Celebrating young people shaping the democratic conversation. Youth-focused campaigns that promote democratic values and amplify the voices of young people in civic life, including collaborations between brands and youth that champion electoral participation, justice, inclusion and freedom of expression.

## Democracy and Human Rights

Media types accepted: MOV, MP4, JPEG, MP3

Maximum 3 Uploads per title

Case Study Recommended for Judging.

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry.

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# Design

**Design recognizes excellence in visual identity and production values and execution of craft. This media encompasses any idea or execution that relies on visual content to communicate a brand's message or strengthen consumer recognition.**

[VIEW TECH SPECS](#)

# Design

## By Sector Single and Series Sub-Categories

**AI-Powered Experience** Recognizes work where AI is a continuing part of the idea after launch — the audience experience is generated, personalized or updated via AI over time (e.g., generative audio, personalized content, adaptive experiences).

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Best Global Market** Work that uses specific culture and behavior insights that was released on a global scale

**Best Local Market** Work that uses specific culture and behavior insights geared to one specific market place or municipality

**Best Regional/National Market** Work that uses specific culture and behavior insights geared to a specific Region or Country

**Brand/Corporate ID** Includes Business Cards, Invitations, Calendars and Stationery

**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** Includes Annual Reports

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data and Real-Time Data

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Data Visualization** Visualization of data to communicate messages. This includes graphics, audio, content, installations or use of emerging technology that's interactive, dynamic or static.

**Direct Marketing** Communications aimed at receiving a direct response from day to day consumers. This includes press inserts, wraps, street flyers, digital and interactive sites, reply cards, posters and sampling.

**Displays & Installations** Can be Permanent or Temporary designs that are executed in public places while communicating a brand and/or enhancing a space, environment or building such as Exhibitions, Pop-up Stores, Shop Windows, etc.

**Editorial Design** Specializes in the design layout and type of any publication, such as, books, newspapers, pamphlets, magazines, etc.

**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.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Innovative Use of Design** Must be entered as a Case Study

**Limited/Special Editions** Available in limited quantities, sometimes numbered. Generally in the marketplace for a limited time.

## Logos

**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.

**Not-for-Profit** Organizations such as camps or schools, that's primary focus is to serve the public.

**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.

## Posters

**Product Design** The process of ideating, designing and creating products that meet the needs and requirements of consumers. They must be functional and solve a problem.

**Prototype** A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

**Rebrand** An evolved design that has reinvented or moved forward a brand to meet changing customer needs. Provide previous brand identity for reference.

**Self-Promotion** Promotes the Entrant only

## Signage

**Spatial Design** Includes Public Spaces, Bus Stops, Airports, Parks and Office Space

## Design Continued

**By Sector** Single and Series Sub-Categories Cont.

**Sustainable Design & SDG** Design that takes special consideration of the product as it relates to the impact on the environment, community or society

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

**Craft** Single and Series Sub-Categories

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Motion Graphics - Animation** Includes Cel Animation, Motion Graphics and computer-generated imagery in 2D or 3D.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall

execution. Must include all images, logos and taglines.

**Visual Design** Use of color, images, type and overall layout to create visuals that will appeal to the consumer.

**Public Service/Charity/NGO**

Single and Series Sub-Categories

Not eligible for a Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

## Design Requirements

Media types accepted: MOV, MP4, JPEG, Physical  
Maximum 3 Uploads per title

Physical material is also accepted, but not in place of the media uploads. We strongly suggest that you send a sample of the actual work for judging.

**Series:**

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

[VIEW TECH SPECS](#)

# Digital

**Celebrates work that uses digital platforms or technology as the infrastructure for a creative idea rather than just using digital channels as an afterthought. Work should leverage digital platforms, data, UX and social ecosystems to connect with a brand's audience. Includes Apps, Banners, Games, Mobile, Social Media, AR, VR, Wearables and Websites.**

[VIEW TECH SPECS](#)

# Digital

## Client Sector

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Education** Campaigns that help educational institutions, practices and staff build awareness in a crowded market. Includes Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Weird Wonderful Work**

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms

**AI-Enhanced Workflow** Celebrates AI-enabled pipelines that measurably improve craft, speed, scale, localization, or consistency across a body of work. This can include tooling, modular workflows, automated versioning, adaptive templates, intelligent asset systems, etc. Judging focuses on: repeatability, impact, creative control, and quality preservation (not just novelty).

**AI-Powered Experience** Recognizes work where AI is a continuing part of the idea after launch — the audience experience is generated, personalized or updated via AI over time (e.g., generative audio, personalized content, adaptive experiences).

## Apps

**Augmented Reality** The integration of digital information with the real world environment in real time

**Best Use of Real Time Advertising** Creative work and experiences that happen in real time that allow a brand or business to create a unique and fresh way to connect with consumers.

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Creative Use of Data** This category celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

**Creativity in Commerce** Recognizing creativity that inspires preference, transaction, payment and purchase

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

## Innovative Use of Digital

### Microsites

**Mobile Advertising** Targets customers through mobile devices

**Tone of Voice** The development of a character-rich and/or relevant voice for a product or brand in its written and/or spoken communications. Should be reflective of the times and culture of the time.

# Digital Continued

## Specialisms Cont.

**UI - User Interface & Navigation** The user's interactive journey

**Use of Social Media** How the brand integrates with social media platforms

**UX - User Experience** Designs focused on the behavioral or emotional response

### Viral

**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.

## AI-Craft Single and Series Sub-Categories

**AI Audio** AI used to compose/generate/adapt audio in a crafted way, including dynamic music systems. Will be evaluated on quality, originality and fit-to-idea.

**AI Editing / Versioning / Localization** AI materially changes editorial workflow and/or enables scalable high-quality versions across formats/languages while preserving creative intent.

**AI Performance / Voice / Character** AI used for character performance, facial/voice work, localization dubbing or synthetic talent. Will be evaluated on believability, artistic intent and responsible use.

**AI VFX / Compositing / Image Synthesis** AI used to generate, extend, or composite imagery in service of the final film/visual output. Includes generative environments, set extensions and synthetic elements.

**End-to-End AI** Recognizes work where the majority of core assets are generated with AI (visuals, audio or performance), guided by strong human direction. Will be evaluated on originality, craft quality, concept strength and transparent disclosure/rights clearance.

## Craft

**Animation/Motion Graphics** Includes Animation, Holograms and Motion Graphics

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Image Design** Includes Artwork, Image Manipulation and Photography

**Music & Sound Design** Includes Music, Brand Partnerships and Sonic Branding

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

**Visual Design** Use of color, images, type and overall layout to create visuals that will appeal to the consumer.

## Public Service/Charity/NGO

### Not eligible for A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Digital Requirements

Media types accepted: URL, MOV, MP4, JPEG  
Maximum 3 Uploads

All URLs must be live from the date of entry through 31st December 2026.

There is no need to upload an MOV or MP4 directly into the entry system if the URL provided hosts the same content.

JPEGs will not be judged and are only required if you did not upload media directly into our system.

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# Direct

**Marketing and Advertising focused directly to the consumer – focused on receiving a direct response from the clear target audience, with a call to action and defined results.**

[VIEW TECH SPECS](#)

# Direct

## By Sector

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Digital** Communications that require a direct response including email and newsletters, websites and mobile, banners and pop-ups, gaming, apps and direct messaging.

**Direct Mail** Communications aimed at receiving a direct response. In this sub-category it can cover press inserts, wraps, street flyers, digital and interactive sites, reply cards, posters and sampling.

**Experiential and Events** Stunts and events focused on getting a direct response in an experiential setting. Built around public events or social gatherings with the brand at the center and the focus on connecting with the target audience. Can be in person events, virtual events or a combination of the two. Includes pop-ups, trade booths, takeovers and specifically constructed installations in public spaces and shopping centers.

**Film and Video** May contain Targeted Video (on location or online) VOD, TV and Cinema advertising. This includes work done for lobbies, amusement venues, events, planes or presentations.

**Good and Purpose** Including NGOs and SDGs this category is focused on targeted communications that address the pressing issues that our world faces today.

**Innovation** Must demonstrate new ways to engage with the target audience, using new and innovative ideas and techniques.

**Integrated** Must contain at least three channels across multi-platforms.

**Loyalty Programs** Direct campaigns that are aimed at establishing a relationship to encourage customer loyalty, be it existing customers or new customers.

**Out-of-Home** Advertisements that are targeting a specific audience, includes billboards, subways, taxis, bus shelters, airports, railway stations and in store.

**Use of Social Media** Direct Campaigns designed specifically for social media platforms (which must be named) focused on the brand's target audience.

## Craft

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Motion Graphics - Animation** Includes Cel Animation, Motion Graphics and computer-generated imagery in 2D or 3D.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

**Visual Design** Use of color, images, type and overall layout to create visuals that will appeal to the consumer.

## Public Service/Charity/NGO

### Not eligible for a Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

## Direct Requirements

Media types accepted: MOV, MP4, JPEG  
Maximum 3 Uploads

Case Study Required for Judging.

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# Entertainment & Content

**Honors storytelling that leverages entertainment to market a brand, product or service. This category moves far beyond traditional marketing and into genuine engagement, awarding work that captivates audiences in ways indistinguishable from entertainment alone. Leveraging ecosystems like film, television, gaming, mobile and live events.**

[VIEW TECH SPECS](#)

# Entertainment & Content

## By Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## By Channel Single and Series Sub-Categories

**Activations & Events** Includes conferences or conventions to promote a brand or product.

**Audio** Music, Radio, Audio Podcast or Sound Documentaries Includes long form and short form.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Music Videos** A short film/video that features a performance of a popular song by an artist or band with dramatization and imagery for the purpose of promoting a song or brand. Film Includes short and long form

**Social Media/Content Creators** How the brand integrates with social media platforms and content creators.

## Craft Single and Series Sub-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. 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.

**Use of AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Virtual Reality** Digital Experiences that use a screen device to replace a person's vision and provide an immersive or interactive 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.

## Specialisms Single and Series Sub-Categories

**Consumer Targeting** Demonstrates a unique and impactful way to target a particular cohort.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Partnership & Collaboration** Joint efforts between brands, individuals, influencers or organizations leading to creative and disruptive strategies.

# Entertainment & Content Continued

## Public Service/Charity/NGO

Single and Series Sub-Categories

Not eligible for A Grand LIA

**Public Service/Charity/NGO** No brand associations.  
Must be for NGOs, Non-Profits, Charities or Government Bodies.

## Entertainment & Content Requirements

Media types accepted: MOV, MP4, MP3, URL

Maximum 3 Uploads per title

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# Evolution

**Work that makes you rethink how things can be done. Work that points to new ways forward, ideas that move away from the status quo and breaks new barriers.**

**It could be a social wave, a new methodology or a new business model. Work that uses a different approach, it can be new technology or a new use of technology; a new platform or using an existing platform in a new/different way. Anything that symbolizes the future and pushing the boundaries. Entries do not have to focus on advertising but rather creative solutions.**

**The AI specific sub-categories are designed to showcase the transformative power of AI in enhancing products and services, enriching human-AI interactions and providing personalized experiences. It seeks to highlight AI's role, showcasing projects that leverage AI to elevate the quality, efficiency and personal relevance of products and services.**

[VIEW TECH SPECS](#)

# Evolution

## AI Specialisms

**AI-Driven Business Transformation** Recognizing groundbreaking AI implementations that transform business models, processes, organizations, culture, and workflows.

**AI-Enabled Health & Wellness** Emphasizing AI's contributions to health and wellness, from enhancing medical diagnostics to creating solutions for personal well-being.

**AI-Enhanced Products and Services** Showcasing how AI elevates products and services across various sectors, enhancing functionality and user experience.

**AI Personalization** The use of Data and AI in a hyper-connected and personalized world to tailor experiences to individual needs and behaviors in commerce, media, and branding in an innovative and useful way for the user.

**Best Human-AI Experience** Focusing on the relationship and synergy between human and machine (AI) interaction, augmenting humans and solutions that create a seamless experience.

**Brand Story in AI** Highlighting how brands utilize AI to craft their unique voice and stand out in the marketplace, creating differentiation.

**Creative Use of AI** Acknowledging AI's role in redefining creativity across arts, music, events, and marketing, offering new forms of expression and using AI in an unseen way.

**Responsible Use of AI** Celebrating projects that set benchmarks in ethics, DEI, Bias-mitigation, Culture, Politics, and Sustainability in AI, focusing on transparency, inclusivity, accessibility, and accountability.

## Specialisms

**Augmented Reality** The integration of digital information with the real world environment in real time

**Best Use of Real-Time Advertising** Creative work and experiences that happen in that allow a brand or business to create a unique and fresh way to connect with consumers.

**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 creative technology often in artistic ways, whether they be new ways of using old technology, or new technology used in a unique, innovative, groundbreaking fashion.

**Creative Use of Media** Using traditional media deployments in non-traditional ways or creating new media opportunities that benefit brands and consumers.

**Creativity in Commerce** Recognizing creativity that inspires preference, transaction, payment and purchase

**CSR, DEI, Non-Profit, SDG** Virtual experiences created to activate movements for change in behavior, practices or policies. Includes Corporate Social Responsibility, Diversity/Equity/Inclusion, Sustainable Development Goals, Fundraising, NGOs, Charities and Public Service sectors.

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

**Product Innovation** Stand alone products that are innovative in their class.

**Technology Development** Use of a new technology that enhances the way a consumer would interact with either a brand, product or a service. The jury is looking for work that utilizes technology in either an informative or practical way.

**Use of Social Media** Work that utilizes Social Media Platforms in a truly innovative and unique fashion. This can involve a new way of delivering content, clever use of platform mechanics, unique use of influencers or complete platform manipulation.

**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.

## Evolution Requirements

Media types accepted: MOV, MP4

Maximum 3 Uploads

Case Study Required for Judging.

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**Created  
for Creatives**

# Gaming

**The creative use of video games and gamified interactive media for desktop, mobile, web, virtual or web 3.0 platforms to create branded experiences.**

[VIEW TECH SPECS](#)

# Gaming

## Specialisms

**Brand Gamification** Engaging experiences that are gamified by nature, and may or may not necessarily involve standalone video games; activations that make use of game mechanics as applied to brand experiences.

**Brand Integration** Work that integrates brands seamlessly into games or virtual environments, enhancing brand narrative and messaging through meaningful in-game elements, experiences, or interactions across platforms.

**Brand Partnerships** Collaborations that connect brands through gaming, gamified experiences or virtual worlds, leveraging official or unofficial partnerships for co-creation, or sponsorships to deliver shared value, relevance and impact to communities involved.

**Community Engagement** Brand work that builds, nurtures, or activates gaming communities, using games or game-driven engagement to foster participation, social connection, brand trust, and reputation across the shared audiences in the concerned communities.

**Data Driven** Using data to power gaming experiences, delivering personalization and relevance through intelligent use of user, behavioral or contextual information.

**Esports** Creative work that utilizes competitive multiplayer gaming, including esports teams, tournaments, and spectator-driven events that engage audiences through live or staged competitive play.

**Game Trailers** Film-based or video advertising created to promote games or virtual worlds; may include any promotional video content to build anticipation or interest for upcoming or existing gaming experiences.

**Gaming For Good** Using Gaming to advocate positive social, cultural, or environmental impact; brands activating awareness, participation, or action around meaningful issues through play.

**Marketing For Games** Creative marketing work that builds awareness, desire, and engagement for a game or gaming product, delivered through single execution or a campaign across any medium, including print, TV, video, online, content, and direct.

**Use of Influencers & Content Co-Creation** Creative partnerships with gaming creators or streamers that authentically amplify a brand through co-created content (including user generated content), leveraging the creator's voice, platform, and community to drive engagement and impact.

**Virtual Worlds** Use of creative advertising that integrates brands into sandbox-type gaming experiences and live virtual spaces, enabling real-time interaction and connection among target audiences within shared virtual environments.

## Craft

**Audio-Visual** Excellence in sound, music, and film craft that elevates games and gaming content to deliver a brand, a game or a gaming product's messaging.

**Use of Innovation - Hardware Design** Craft in Gaming: Innovation in physical products that enhance gameplay, using hardware design to express a brand's personality or story through meaningful, playable interaction.

**Use of Innovation - UI/UX** Innovative interface and experience design that enhances gameplay and interaction, using UI/UX to express a brand's messaging while improving clarity, usability, and player engagement.

## Gaming Requirements

Media types accepted: MOV, MP4, JPEG  
Maximum 3 Uploads

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**Created  
for Creatives**

# Health & Wellness

**Work that is made for a brand, organization or services with the intention of personal care, self-diagnosis and regaining or maintaining health and well-being. This work should make a case for society to do more to take care of itself.**

**This includes inspirational ideas and approaches to non-pharmaceutical and non-regulated products & services, focused on the promotion of progressive or healthy living.**

[VIEW TECH SPECS](#)

# Health & Wellness

## Client Sector Single and Series Sub-Categories

### Animal Health

**Corporate Communication** Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees and stockholders, etc.

**Devices and Diagnostics** Includes any instrument, apparatus or other related product that the consumer can purchase without a doctor's prescription or permission. Includes Walkers, Wheelchairs and Vaporizers

**Education and Services** Includes Educational Institutions, Tutorials and Online Classes

### Engagement & Education

### Environmental Health

**Health Centers & Insurance** Includes Clinics, Hospitals, Outpatient Care, Fitness Facilities and Healthcare Insurance Companies and Policies.

**Homeopathic/Natural Remedies** Includes Herbal Remedies, Supplements, Functional Food, Micronutrients, Omega3s, Antioxidants, Probiotics and Effervescent Vitamin Drinks

**Product Design** Products that are already in the marketplace

**Prototype** A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

**Tech and Personal Devices** Includes Wearables, Apps, Digital Products such as FitBit and Apple Watch. Anything used to track and encourage a healthy lifestyle.

## Specialisms Single and Series Sub-Categories

**AI-Powered Experience** Recognizes work where AI is a continuing part of the idea after launch — the audience experience is generated, personalized or updated via AI over time (e.g., generative audio, personalized content, adaptive experiences).

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Innovation** Innovative idea or an innovative use of technology. Cannot be a traditional form of advertising.

## By Channel Single and Series Sub-Categories

### Ambient & Activation

### Branded Content

### Direct

### Film

### Gaming

### Print & OOH

**Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

**Use of PR** Work that is culturally relevant and focuses on reputation management with the objective of increasing positive reinforcement and good will for the brand.

**Use of Social & Content Creators** How the brand integrates with social media platforms or uses creators as true collaborators, not just talent, to create brand led authentic content.

## Public Service/Charity/NGO

### Single and Series Sub-Categories

### Not eligible for a Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Health & Wellness Requirements

Media types accepted: MOV, MP4, JPEG, MP3

Maximum 3 Uploads per title

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# **Health & Wellness-Craft**

**Entries will be judged on the execution and production value of work created for non-pharmaceutical / non-regulated products and services, focused on the promotion of progressive and/or healthy living.**

**There is no limit to how many times the same piece of work can be entered into this competition if the categories are relevant. Work across all media will be accepted.**

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# Health & Wellness–Craft

## Craft Single and Series Sub-Categories

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

**UI - User Interface & Navigation** The user's interactive journey

**UX - User Experience** Designs focused on the behavioral or emotional response

## Music & Sound Single and Series Sub-Categories

**AI Audio** AI used to compose/generate/adapt audio in a crafted way (including dynamic music systems), evaluated on quality, originality, and fit-to-idea.

**Audio Branding** The approach of using unique, proprietary sound and music to convey a brand's essence and values.

**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. It must be entered as a case study, not to exceed 3 minutes. Must include footage from the experience or attraction.

**Music Adaptation - Instrumental** An adaptation is the reimagining or rearrangement of a prior existing composition so the music will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

**Music Adaptation - Song** An adaptation is the reimagining or rearrangement of a prior existing composition with lyrics so that the song will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

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

**Original Music with Lyrics** Music with lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Sound Design** The creating or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

**Sound Mixing & Editing** The combination, balance and craft of sonic elements to create a mix and/or the editing of audio elements to tell, support and enhance the narrative.

**Use of Licensed Music** The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

## Production & Post Single and Series Sub-Categories

**2D Animation** Creating movement of characters and objects within a 2-dimensional space i.e., height and width but not depth.

**CGI Animation** Creating movement of characters and objects using digital technology in a creative and outstanding way. Includes 3D Animation.

**Cinematography** The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

**Created With AI** For films where AI materially contributed to production (image, edit, voice, sound, etc.), but the film is a finished output.

**Direction** The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

**Editing** Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

**Performance/Casting** Includes Animal Casting

**Production Design** The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

**Stop-Frame Animation** Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

**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.

**Visual Effects** The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

# Health & Wellness–Craft Requirements

## Health & Wellness–Craft Requirements

Media types accepted: MOV, MP4, JPEG, MP3

Maximum 3 Uploads per title

Case films and presentation boards will not be judged unless absolutely necessary to understand the craft or techniques used.

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# Music & Sound

**Celebrating creative excellence and outstanding craftsmanship in curating, mixing, producing or adapting music and sound for campaigns and brands, across different media and platforms.**

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# Music & Sound

## **Craft** Single and Series Sub-Categories

**AI Audio** AI used to compose/generate/adapt audio in a crafted way (including dynamic music systems), evaluated on quality, originality, and fit-to-idea.

**Audio Branding** The approach of using unique, proprietary sound and music to convey a brand's essence and values.

**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. It must be entered as a case study, not to exceed 3 minutes. Must include footage from the experience or attraction.

**Music Adaptation - Instrumental** An adaptation is the reimagining or rearrangement of a prior existing composition so the music will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

**Music Adaptation - Song** An adaptation is the reimagining or rearrangement of a prior existing composition with lyrics so that the song will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

**Original Music - Score** Music without lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Original Music with Lyrics** Music with lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Sound Design** The creating or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

**Sound Mixing & Editing** The combination, balance and craft of sonic elements to create a mix and/or the editing of audio elements to tell, support and enhance the narrative.

**Use of Licensed Music** The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

## Music & Sound Requirements

Media types accepted: MOV, MP4

Maximum 1 Upload per title

In the sub-categories AI Audio and Experiential Use of Music & Sound, a Case Study is required. Case films will not be judged in other categories.

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# **Music Video**

**A short film/video that features a performance of a popular song by an artist or band with dramatization and imagery for the purpose of promoting a song or brand.**

**There is no limit to how many times the same piece of work can be entered into this competition if the categories are relevant.**

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# Music Video

## Specialisms

**Best Music Video** Celebrates all of the production values and executions of craft using some or all of the sub-categories in this competition.

**Choreography** The art or practice of designing sequences of movements of physical bodies, or their depictions, in which motion or form or both are used.

**Performance/Casting** Includes Animal Casting

## Craft

**Animation** Includes Cel Animation, AI, CG and Motion Graphics

**Cinematography** The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

**Created With AI** For films where AI materially contributed to production (image, edit, voice, sound, etc.), but the film is a finished output.

**Direction** The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

**Editing** Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

**Production Design** The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

**Visual Effects** The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

## Music Video Requirements

Media types accepted: MOV, MP4

Maximum 1 Upload

Music Videos must be submitted in their entirety in the original format that they were broadcast or released. End credits should not be included.

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# **Non- Traditional**

**For ideas that are so unique, new and pure, that they cannot be labeled in a conventional way. Submissions can come from within any specialism or media in the industry created to honor brand communication that doesn't neatly fit into traditional categories. Category defying work that pushes boundaries. Entries will need to break new ground. The jury is looking for work that is brilliant in its thinking and innovative in its execution.**

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# Non-Traditional

## Client Sector

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Direct Marketing** Marketing and Advertising focused on receiving a direct response from the clear target audience, with a call to action and defined results.

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms

**AI-Powered Experience** Recognizes work where AI is a continuing part of the idea after launch — the audience experience is generated, personalized or updated via AI over time (e.g., generative audio, personalized content, adaptive experiences).

**Best Use of Real Time Advertising** Creative work and experiences that happen in real time that allow a brand or business to create a unique and fresh way to connect with consumers.

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

**Creativity in Commerce** Recognizing creativity that inspires preference, transaction, payment and purchase

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Experiential** Focuses on the positive brand perception created by the quality of the consumer experience.

## Guerrilla Marketing

**Interactive Installations** The use of digital technology to create or enhance interactive or immersive experiences.

**Live Events - Beyond Advertising** Best Use of Event  
**Use of Social Media** How the brand integrates with social media platforms

## Non-Traditional Continued

### Public Service/Charity/NGO

Not Eligible For A Grand LIA

**Public Service/Charity/NGO** No brand associations.  
Must be for NGOs, Non-Profits, Charities or Government  
Bodies.

## Non-Traditional Requirements

Media types accepted: MOV, MP4, JPEG

Maximum 3 Uploads

Case Study Required for Judging.

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# Online Film

**A commercial film designed primarily for release online via social media platforms, demonstrating a combination of exemplary ideas, executions and craft.**

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# Online Film

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Beverages** Alcoholic & Non-Alcoholic

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Foods** Includes Individual Food Items, Confections and Snacks. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms Single and Series Sub-Categories

**AI-Powered Experience** For film or online video where AI is integral to how the story is delivered or evolves i.e., personalized variants, dynamic storytelling, generative participation.

**Best Use of Humor** Using comedy to create a story that engages the consumer.

**Copywriting** Use of the copy in the overall execution.

**Created With AI** For films where AI materially contributed to production (image, edit, voice, sound, etc.), but the film is a finished output.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Idents & Trailers** Short Promotional content for movies, TV Programs or distribution channels. This includes opening credit sequences.

**Innovative Use of Online Film** Must be entered as a Case Study

**Performance/Casting** Includes Animal Casting

**Tagline/Endline** Brief phrase designed to ingeniously and intelligently express a brand proposition. A long-term defining phrase and will remain associated with the brand unaltered as a prolongation of its name. Can change with cultural norms.

**Use of Social Media** How the brand integrates with social media platforms

# Online Film Continued

## Public Service/Charity/NGO

Single and Series Sub-Categories

Not Eligible For A Grand LIA

**Public Service/Charity/NGO** No brand associations.  
Must be for NGOs, Non-Profits, Charities or Government Bodies.

## Online Film Requirements

Media types accepted: MOV, MP4

Maximum 1 Upload per title

In the sub-category of Innovative Use of Online Film a Case Study is required.

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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

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# Package Design

**Recognizing the very best and most innovative,  
exceptionally crafted and beautifully executed  
packaging design from around the globe.**

**Submissions can be either a single execution or a  
product line for the same brand.**

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# Package Design

## By Sector

**Single Execution or Product Line for the same brand**

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures/Services and First Aid Products

**Beverages** Includes Non-Alcoholic, Wines, Beers and Liquors

**Entertainment**

**Fashion & Lifestyle** Includes Apparel, Shoes, Belts, Jewelry and Handbags

**Foods** Includes Confections, Snacks and individual food items

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Personal/Gift Items** Includes Toys and Games

**Retail** Any product promoting a Retail Label/Brand

**Sustainability & CSRs** Packaging that takes special consideration of the product as it relates to the impact on the environment, community or society.

**Zeitgeist** Packaging that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms

**Single Execution or Product Line for the same brand**

**Best Global Market** Work that uses specific culture and behavior insights that was released on a global scale

**Best Local Market** Work that uses specific culture and behavior insights geared to one specific market place or municipality

**Best Regional/National Market** Work that uses specific culture and behavior insights geared to a specific Region or Country

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Limited/Special Editions** Available in limited quantities, sometimes numbered. Generally in the marketplace for a limited time.

**Product Launch** Must be newly launched into the marketplace.

**Promotional Packaging** Includes Shopping Bags, Gift Boxes and Promotional Items

**Prototype** A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

**Rebrand** An evolved design that has reinvented or moved forward a brand to meet changing customer needs. Provide previous brand identity for reference.

## Craft

**Single Execution or Product Line for the same brand**

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Graphic Design** The process of creating visually appealing materials to promote a product service or brand.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

# Package Design Requirements

Media types accepted: JPEG, MOV, MP4

Maximum 3 Uploads

Physical Material is also accepted, but not in place of the media uploads. We strongly suggest that you send a sample of the actual work for judging.

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# Pharma

**Work that is made for or by a pharmaceutical company or work that is aimed at people or practitioners for the management of medical conditions that are treated by Healthcare Professionals. Submissions must be comprised of communications, experiences or innovations that drive awareness and treatment, improve population health and advance the pharmaceutical industry.**

**Work in this category is highly regulated by local governments in their respective countries. These restrictions and regulations will be taken into account when judging.**

**Not considered Pharma: Over-the-counter medications (OTC), work for social causes (bullying, domestic violence, child abuse, hunger/malnutrition, aging etc.) and health issues or conditions that do not require prescription treatment. These entries must be entered only in the Health & Wellness competitions.**

**Note: LIA at the recommendation of the jury reserve the right to disqualify entries that are not deemed relevant for the Pharma competition based on the criteria above.**

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# Pharma

## Client Sector - Branded

### Single and Series Sub-Categories

Work that shows a branded drug name and has been approved by a regulatory medical advisory board / compliance team (Veeva, JRC, Zinc, any other such organization dependent on country/market)

**Animal Health** Prescription treatments for pets/animals.

**Corporate Communication** Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees, stockholders, etc.

**Devices and Diagnostics** Includes any Instruments, apparatus, implants or other related products used to diagnose, prevent or treat medical conditions.

### Education and Services

**Engagement & Education - Patient** Work aimed at patients, or caregivers that educates them on a condition or treatment. Work such as patient support programs & mode of action campaigns are eligible for this category.

**Engagement & Education - HCP** Work aimed at healthcare professionals that educates them on a condition or treatment. Work such as HCP direct mail, Congress activations & mode of action campaigns are eligible for this category.

### Pharmaceuticals and Vaccines

**Physicians and Healthcare Providers** Includes Professional Services

**Product Design** Products that are already in the marketplace

**Promotional Campaign - Direct-to-Consumer** Work promoting a specific treatment to consumers. This can include print, digital and film.

**Promotional Campaign - HCP** Work promoting a specific treatment to healthcare professionals. This can include print, digital and film.

**Prototype** A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

**Social Responsibility/Awareness** For clients that are NGOs, Non-Profit Foundations, etc. Includes work that raises awareness for organ donation and research.

## By Channel - Branded

### Single and Series Sub-Categories

Work that shows a branded drug name and has been approved by a regulatory medical advisory board / compliance team (Veeva, JRC, Zinc, any other such organization dependent on country/market)

### Ambient & Activations

#### Branded Content

#### Direct

#### Print & OOH

#### Film

**Use of AI** Emphasizing AI's contributions to Pharma, from enhancing medical diagnostics to creating solutions for diseases.

**Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization, etc.

**Use of Social Media** How the brand integrates with social media platforms

## Client Sector - Unbranded

### Single and Series Sub-Categories

*Work that does not specifically mention any drug name. This is usually work created for disease awareness aimed at both Healthcare Professionals and Patients.*

**Animal Health** Prescription treatments for pets/animals.

**Corporate Communication** Does not focus on individual products or services. Instead it promotes the image or social issues of a company or brand to portray a positive perception to consumers, employees, stockholders, etc.

**Devices and Diagnostics** Includes any Instruments, apparatus, implants or other related products used to diagnose, prevent or treat medical conditions.

### Education and Services

**Engagement & Education - Patient** Work aimed at patients, or caregivers that educates them on a condition or treatment. Work such as patient support programs & mode of action campaigns are eligible for this category.

**Engagement & Education - HCP** Work aimed at healthcare professionals that educates them on a condition or treatment. Work such as HCP direct mail, Congress activations & mode of action campaigns are eligible for this category.

# Pharma Continued

## Client Sector - Unbranded Cont.

**Pharmaceuticals and Vaccines**

**Physicians and Healthcare Providers** Includes Professional Services

**Product Design** Products that are already in the marketplace

**Promotional Campaign - Direct-to-Consumer** Work promoting a specific treatment to consumers. This can include print, digital and film.

**Promotional Campaign - HCP** Work promoting a specific treatment to healthcare professionals. This can include print, digital and film.

**Prototype** A fully-functional and at full-scale design of a product that is either being test-marketed on a small scale or has not yet been released for sale in the marketplace

**Social Responsibility/Awareness** For clients that are NGOs, Non-Profit Foundations, etc. Includes work that raises awareness for organ donation and research.

## By Channel - Unbranded

### Single and Series Sub-Categories

*Work that does not specifically mention any drug name. This is usually work created for disease awareness aimed at both Healthcare Professionals and Patients.*

Ambient & Activations

Branded Content

Direct

**Use of AI** Emphasizing AI's contributions to Pharma, from

enhancing medical diagnostics to creating solutions for diseases.

**Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization, etc.

**Use of Social Media** How the brand integrates with social media platforms

## Pharma Requirements

Media types accepted: MOV, MP4, JPEG, MP3

Maximum 3 Uploads per title

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# Pharma-Craft

**Entries will be judged on the execution and production value of work created for the highly regulated pharmaceutical industry. Submissions must be comprised of communications, experiences or innovations that drive awareness and treatment, improve population health and advance the pharmaceutical industry.**

**There is no limit to how many times the same piece of work can be entered into this competition if the categories are relevant. Work across all media will be accepted.**

**The work in this category is highly regulated by local governments in their respective countries. These restrictions and regulations will be taken into account when judging.**

**Not considered Pharma: Over-the-counter medications (OTC), work for social causes (bullying, domestic violence, child abuse, hunger/malnutrition, aging etc.) and health issues or conditions that do not require prescription treatment. These entries must be entered only in the Health & Wellness competitions.**

**Note: LIA at the recommendation of the jury reserve the right to disqualify entries that are not deemed relevant for the Pharma competition based on the criteria above.**

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# Pharma & Medical–Craft

## Craft Single and Series Sub-Categories

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

**UI - User Interface & Navigation** The user's interactive journey

**UX - User Experience** Designs focused on the behavioral or emotional response

## Music & Sound Single and Series Sub-Categories

**AI Audio** AI used to compose/generate/adapt audio in a crafted way (including dynamic music systems), evaluated on quality, originality, and fit-to-idea.

**Audio Branding** The approach of using unique, proprietary sound and music to convey a brand's essence and values.

**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. It must be entered as a case study, not to exceed 3 minutes. Must include footage from the experience or attraction.

**Music Adaptation - Instrumental** An adaptation is the reimagining or rearrangement of a prior existing composition so the music will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

**Music Adaptation - Song** An adaptation is the reimagining or rearrangement of a prior existing composition with lyrics so that the song will work creatively with the execution. Must provide the name(s) of Original Artist and Original Song Title.

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

**Original Music with Lyrics** Music with lyrics, composed expressly to work creatively with the execution. It is not a pre-existing track or stock music.

**Sound Design** The creating or manipulating of audio elements to tell, support or enhance the narrative. This may include the use of dialogue or musical elements when used as sound design.

**Sound Mixing & Editing** The combination, balance and craft of sonic elements to create a mix and/or the editing of audio elements to tell, support and enhance the narrative.

**Use of Licensed Music** The syncing of an existing piece of music to the work, without the re-recording that occurs with "Music Adaptations". Must provide the name(s) of Artist and Song Title.

## Production & Post Single and Series Sub-Categories

**2D Animation** Creating movement of characters and objects within a 2-dimensional space i.e., height and width but not depth.

**CGI Animation** Creating movement of characters and objects using digital technology in a creative and outstanding way. Includes 3D Animation.

**Cinematography** The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

**Created With AI** For work where AI materially contributed to production (image, edit, voice, sound, etc.), but the film is a finished output.

**Direction** The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

**Editing** Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

**Performance/Casting** Includes Animal Casting

**Production Design** The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

**Stop-Frame Animation** Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

**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.

**Visual Effects** The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

# Pharma-Craft Requirements

## Pharma-Craft Requirements

Media types accepted: MOV, MP4, JPEG, MP3

Maximum 3 Uploads per title

Case films and presentation boards will not be judged unless absolutely necessary to understand the craft or techniques used.

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# Poster

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

[VIEW TECH SPECS](#)

# Poster

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms Single and Series Sub-Categories

**AI-Powered Experience** Recognizes work where AI is a continuing part of the idea after launch — the audience experience is generated, personalized or updated via AI over time (e.g., generative audio, personalized content, adaptive experiences).

**Best Use of Real Time Advertising** Creative work and experiences that happen in real time that allow a brand or business to create a unique and fresh way to connect with consumers.

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output may be static once released.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

**Innovative Use of Posters** Must be entered as a Case Study

## Craft Single and Series Sub-Categories

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

**Visual Design** Use of color, images, type and overall layout to create visuals that will appeal to the consumer.

## Public Service/Charity/NGO

### Single and Series Sub-Categories

#### Not Eligible For A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Poster Requirements

## Poster Requirements

Media types accepted: JPEG, MOV, MP3  
Maximum 3 Uploads per title

Static Posters require JPEG uploads.

Interactive/Digital Posters require an MOV or MP4 upload.

All Entries require a JPEG of the Poster in-situ.

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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# Print

**Work formatted and released for any printed publication. Includes magazines and newspapers.**

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# Print

## **Client Sector** Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**B2B** Work that recognizes outstanding creativity in the advertising and promotions of products and services that are targeted by businesses to other businesses.

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Food & Beverage** Includes Individual Food Items, Confections and Snacks, Culinary Practices and Beverages. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## **Specialisms** Single and Series Sub-Categories

**Challenger Brand** Brands who have responded to competitive pressure and challenged established brands by creative thinking, innovation and implementation.

**Created With AI** Recognizes AI used meaningfully in the creation/production of the work (not just ideation). AI is part of the making process, but the final output is static.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization

**Innovative Use of Print** Must be entered as a Case Study

## **Craft** Single and Series Sub-Categories

**Art Direction** The overall artistic aspects of the work including all images, logos and taglines.

**Copywriting** Use of the copy in the overall execution. Must include all images, logos and taglines.

**Illustration** Use of illustration(s) in the overall execution. Must include all logos and taglines.

**Photography** Use of photographic image(s) in the overall execution. Must include all logos and taglines.

**Typography** Use of type treatments in the overall execution. Must include all images, logos and taglines.

## **Public Service/Charity/NGO**

### Single and Series Sub-Categories

#### Not eligible for A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# Print Requirements

## Print Requirements

Media types accepted: JPEG, MOV, MP4  
Maximum 3 Uploads per title.

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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**Created  
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# **Production & Post**

**Endorsing and celebrating all the production values and executions of craft, as defined by its relevant sub-category.**

**There is no limit to how many times the same piece of work can be entered into this competition if the categories are relevant.**

[VIEW TECH SPECS](#)

# Production & Post

## AI-Craft Single and Series Sub-Categories

**AI Audio** AI used to compose/generate/adapt audio in a crafted way, including dynamic music systems. Will be evaluated on quality, originality and fit-to-idea.

**AI Color & Finishing** AI meaningfully contributes to grade, look development, restoration, or finishing decisions - where the result shows deliberate artistry (not one-click filters).

**AI Editing / Versioning / Localization** AI materially changes editorial workflow and/or enables scalable high-quality versions across formats/languages while preserving creative intent.

**AI Performance / Voice / Character** AI used for character performance, facial/voice work, localization dubbing or synthetic talent. Will be evaluated on believability, artistic intent and responsible use.

**AI VFX / Compositing / Image Synthesis** AI used to generate, extend, or composite imagery in service of the final film/visual output. Includes generative environments, set extensions and synthetic elements.

**End-to-End AI** Recognizes work where the majority of core assets are generated with AI (visuals, audio or performance), guided by strong human direction. Will be evaluated on originality, craft quality, concept strength and transparent disclosure/rights clearance.

## Craft Single and Series Sub-Categories

**2D Animation** Creating movement of characters and objects within a 2-dimensional space i.e., height and width but not depth.

**CGI Animation** Creating movement of characters and objects using digital technology in a creative and outstanding way. Includes 3D Animation.

**Cinematography** The art of lighting, framing and deciding the color palette of the film. Should display a mastery of technique, movement and unique visual style which complements the story and/or concept.

**Direction** The director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

**Editing** Brings the director's vision to light, contributing to the overall feeling, tone and effectiveness of the work through the art of craft, cutting and assembling the finished film.

**New Director** A new Director is one that has directed no more than 6 different pieces of work. This director should be able to bring imagination and vision to an idea or concept. It must encompass all areas of craft in order to achieve this, including casting, performance and overall vision.

**Performance/Casting** Includes Animal Casting

**Production Design** The overall visual concept of a piece of work. Identifies a design style for sets, locations, graphics, props, lighting, camera angles and costumes.

**Stop-Frame Animation** Creating movement of inanimate objects or models by filming each frame at a time with slight changes of position between each frame.

**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.

**Visual Effects** The seamless integration of unique visual elements from multiple sources such as practical elements, CGI, matte paintings and live action. Emphasizing photorealistic excellence over the use of animation techniques.

## Production & Post Requirements

Media types accepted: MOV, MP4

Maximum 1 Upload per title

### Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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

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# Sports

**Recognizes work that celebrates original, impactful and culturally aware work inspired by sport. Creativity that harnesses the power of sport and sportspeople to connect with audiences, work that harnesses the power of creativity, that captures the drama, emotion and unity of sports to drive both brand and cultural impact.**

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# Sports

## Specialisms

**Athlete Partnership & Influence** Work which features athletes or sports personalities in a professional, collaborative role as co-creators, endorsers, influencers, directors or producers.

**Brand Activation & Sponsorship** For branded experiences and content, sponsorship activation, or in stadium engagement that amplify fan connection to a specific brand, product or service within a sporting arena or in partnership with a sport league or a team.

**Collegiate & Professional Sport Marketing** Honors campaigns created specifically for collegiate or professional sports organizations, teams, leagues, athletes or events. This category celebrates work that builds fandom, drives attendance, grows participation, elevates athlete profiles or enhances brand partnership within the competitive world of organized sport.

**Diversity and Inclusion** Executions that highlight issues such as disabilities, age, race, ethnicity and religion.

**Fan Engagement and Community** Creative work that demonstrates measurable increase in fan engagement, fan participation and loyalty for sports teams.

**Innovation in Sports Marketing** Broadened scope to celebrate innovative thinking, new technologies, data use, product development, and new business models that reinvent the sports marketing experience across all channels.

**Real Time Engagement** Creative work that leverages the real time coverage and live broadcasting/streaming of a sporting event for fan engagement.

**Sport for Good** Work that uses sport and or athletes as a force for measurable, transformative social and environmental impact celebrating purpose-driven creativity.

**Storytelling** Work that recognizes outstanding execution in Film, Audio, Branded Content and Documentaries that are focused on sport and or athletes. Includes short-form, long-form and narrative content.

**Use of Data and AI** Creativity driven by the strategic application of data, machine learning, or artificial intelligence to inform, personalize, or execute a campaign. Recognizes technical and strategic creative breakthroughs.

**Use of PR & Earned Media** For campaigns specifically designed to generate massive organic buzz, media coverage, and public discussion, such as, stunts; viral moments; planned news-jacking.

## By Channel

**Digital & Social** For campaigns that leverage social platforms, influencers, digital communities, and all forms of interactive digital media around sport.

**Integrated Brand Experience** Work that successfully uses multiple platforms—both online and offline—in a cohesive, single campaign to deliver a complete brand experience.

**Media & Broadcast** A broad category for the creative use of broadcast, television, digital media, ad placement, and live-streaming/OTT platforms to integrate a brand's message into sports coverage.

**Print, Poster & Outdoor** Print or Outdoor Campaigns that capture the spirit and emotion of all elements of sport, using standard award show naming conventions. JPEGs of the work in-situ must be provided.

## By Sport

**Bat and Ball** Creative work that specifically centers leagues, athletes and personalities from the world of Bat and Ball. Cricket to Baseball, Softball to Table Tennis, Tennis to Pickleball to Padel and La Crosse to Jai Ala.

**Esports & Gaming** Advertising work within Esports or Gaming ecosystems.

**Football Codes** Creative work that specifically centers leagues, athletes and personalities from the world of Football. From Soccer to Rugby Union, American Football to Rugby League, from Australian Rules Football to Gaelic Football.

**Game of Chance** Creative work that demonstrates the very best in legal sports betting across all media platforms.

**Hand-to-Hand** Creative work that specifically centers leagues, athletes and personalities from the world of professional combat sports, from Boxing and Wrestling to Martial Arts and MMA.

**Motorsports** Creativity built for speed. Creative work that specifically centers leagues, athletes and personalities from the world of F1, NASCAR, MotoGP, Rally Racing, IndyCar, Drag Racing, Touring Car, Superbike, Nautical Rowing, Monster Truck and Snowmobile racing.

**One For All** Creativity built around individual endeavor, even whilst on a team. Creative work that specifically centers leagues, athletes and personalities from the world of Golf, Track and Field, Swimming, Cycling, Gymnastics, Skateboarding, and Surfing, Darts and much more.

# Sports Requirements

## Sports Requirements

Media types accepted: MOV, MP4, JPEG3, MP3  
Maximum 3 Uploads

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# **TV & Cinema**

**A commercial film designed primarily for release via broadcast television and/or cinema, demonstrating a combination of exemplary ideas, executions and craft.**

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# TV & Cinema

## Client Sector Single and Series Sub-Categories

**Automotive & Mobility** Includes Traditional Vehicles, EVs, Self-Driving Vehicles, Automotive Accessories and Services, Initiatives and Products

**Beauty & Well-being** Includes Cosmetics, Toiletries, Beauty Procedures and Services and First Aid Products

**Beverages** Alcoholic & Non-Alcoholic

**Brand Entertainment & Content** Storytelling that leverages entertainment to market a brand, product or service. Moving far beyond traditional marketing and into genuine engagement indistinguishable from entertainment alone.

**Education** Includes Educational Institutions, Tutorials and Online Classes

**Entertainment** Includes Streaming Services, Live Events, Museums & Galleries, Festivals, TV, Radio, Theaters, Movies and Music

**Fashion & Lifestyle** Includes Designers, Fashion Houses, Apparel, Jewelry, Shoes and Handbags

**Finance** Includes Financial Institutions and Entities, Products and Services

**Foods** Includes Individual Food Items, Confections and Snacks and Culinary Practices. Does not include Retail or Fast Food Chains.

**Gaming** Work connected to a game, gaming culture, work with strong elements of gamification in communication or that expands beyond a game and/or virtual universe to create entertainment and connective experiences for players and audiences.

**Health & Pharma** Includes products and services with the intention of professional medical care, self-diagnosis and regaining or maintaining health and well-being. Includes Animal Health.

**Political** Includes Candidates, Elections, Political Advocacy and Governmental issues on the local, state, federal or national level

**Retail** Both online and offline commerce. Includes Fast-Food Restaurants, Gyms, Brick and Mortar Stores and Online Shops.

**Sports** Includes Sporting Events, Teams and Individual Players

**Sustainability & CSRs** Must have a brand association. Should demonstrate the use of creativity for purpose driven work which highlights ethical, social or environmental issues from a brand

**Tech** Includes AI, AR, VR, Mobile Phones, Tablets, Computers and Gaming

**Travel & Leisure** Includes anything travel-related such as Hotels, Airlines and Booking Entities

**Zeitgeist** Creativity that captures a particular mood or contributes to the idea shaping popular culture or in the spirit of a particular time.

## Specialisms Single and Series Sub-Categories

**AI-Powered Experience** For films where AI is integral to how the story is delivered or evolves i.e., personalized variants, dynamic storytelling, generative participation.

**Best Use of Humor** Using comedy to create a story that engages the consumer.

**Copywriting** Use of the copy in the overall execution.

**Created With AI** For films where AI materially contributed to production (image, edit, voice, sound, etc.), but the film is a finished output.

**Creative Use of Data** Celebrates the most innovative uses and incorporation of data into creative executions. Includes Data Storytelling, Social Media Data, Real-Time Data and Data Visualization.

**Creativity on a Budget** Work that brings a creative idea to life, where the output exceeds expectations set by a low budget. Overall budget, breakdown of costs and an explanation of why you qualify for this award must be provided on the entry form.

**Innovative Use of TV & Cinema** Must be entered as a Case Study

**Performance/Casting** Includes Animal Casting

**Tagline/Endline** Brief phrase designed to ingeniously and intelligently express a brand proposition. A long-term defining phrase and will remain associated with the brand unaltered as a prolongation of its name. Can change with cultural norms.

## Public Service/Charity/NGO

### Single and Series Sub-Categories

#### Not Eligible For A Grand LIA

**Public Service/Charity/NGO** No brand associations. Must be for NGOs, Non-Profits, Charities or Government Bodies.

# TV & Cinema Requirements

## TV & Cinema Requirements

Media types accepted: MOV, MP4

Maximum 1 Upload per title

In the sub-category of Innovative Use of TV & Cinema a Case Study is required.

Series:

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

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

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# Tech Specs

## Physical Material

- Physical material is only accepted in the categories of Design and Package Design.
- 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.
- 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.
- If an entrant specifically requests the return of entry material, 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 via email to [christina@liaawards.com](mailto:christina@liaawards.com), upon finalizing your entry.

## Use of AI

- Creative Work: AI usage in ads is ethical and fair if the entrant explicitly declares AI usage with meaningful human oversight, whilst avoiding deceptive biased content.
- Case Films: Case films must not use AI to manipulate images or recreate data that is not accurate. If we believe this is the case, we will check with the entrant company for verification. In instances where we find this to be the case, the entry will be disqualified.

## URL

- All URLs must be live from the date of entry through 31<sup>st</sup> December 2026.
- The 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. This is for judging use only and will not be shared in any public forum.
- 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.

## When Entering a Case Study

- Case studies must clearly show the work in-situ, 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.
- Do not include company names or individual creative credits on any media uploads. All judging is done without bias as to entering company, network, country, region or those that worked on the piece.
- Winning media will automatically be showcased on the LIA Winners site, with the exception of media that entrants have, at time of entry, informed LIA can not be shown in a public forum.
- LIA will not allow media to be changed once judging commences.
- It is mandatory that Case Studies use Royalty-Free music.

## Series

- Each title requires a separate upload.
- Do not upload the same piece of media more than once per entry. Any duplicate media will be deleted.

## MOV, MP4 Uploads

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.

**Standard Definition Source Material minimum:** 720 x 480

**High Definition Source Material:** 1920 × 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

## JPEG Uploads

**Resolution:** 300 dpi

**Color Mode:** RGB

**File size:** 6 MB maximum

**Portrait Images:** Approx. 2400 × 3000 pixels

**Equivalent to:** 203mm x 254mm or 8in x 10in

**Landscape Images:** Approx. 3000 × 2400 pixels

**Equivalent to:** 254mm x 203mm or 10in x 8in

## 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

## Media Fees

Entrants that require LIA to change media after it has been approved and locked for judging will be charged a \$500 USD fee per entry.

## Entry Fees – 20% Entry Discount

From 1<sup>st</sup> May thru 30<sup>th</sup> June

Entries must be finalized and paid by 30<sup>th</sup> June to receive 20% Discount. The entry system will automatically invoice with the 20% discount thru 11:59 PM EST on 30<sup>th</sup> June. As of 1<sup>st</sup> July the system will then invoice at the full entry fee.

Any entries at the discounted fee that require media or credit changes will be re-invoiced at the full entry fee. No Upload Fees. No Late Fees.

**AMBIENT & ACTIVATION**  
USD \$740

**AUDIO & RADIO**  
Single: USD \$500  
Series: USD \$560

**B2B**  
USD \$680

**BILLBOARD**  
Single: USD \$640  
Series: USD \$720

**BUSINESS TRANSFORMATION**  
Single: USD \$800  
Series: USD \$1000

**CREATIVE STRATEGY**  
USD \$680

**CREATIVE USE OF DATA**  
USD \$680

**CREATIVITY IN MEDIA**  
Single: USD \$680  
Series: USD \$800

**CREATIVITY IN PR**  
USD \$720

**CREATORS & SOCIAL PLATFORMS**  
USD \$720

**CULTURAL CATALYST**  
Single: USD \$800  
Series: USD \$1000

**DEMOCRACY AND HUMAN RIGHTS**  
USD \$250

**DESIGN**  
Single: USD \$500  
Series: USD \$580

**DIGITAL**  
USD \$720

**DIRECT**  
USD \$720

**ENTERTAINMENT & CONTENT**  
Single: USD \$1080  
Series: USD \$1200

**EVOLUTION**  
USD \$1000

**GAMING**  
USD \$1000

**HEALTH & WELLNESS**  
Single: USD \$680  
Series: USD \$840

**HEALTH & WELLNESS-CRAFT**  
Single: USD \$680  
Series: USD \$840

**MUSIC & SOUND**  
Single: USD \$500  
Series: USD \$560

**MUSIC VIDEO**  
USD \$440

**NON-TRADITIONAL**  
USD \$780

**ONLINE FILM**  
Single: USD \$700  
Series: USD \$880

**PACKAGE DESIGN**  
USD \$400

**PHARMA**  
Single: USD \$680  
Series: USD \$840

**PHARMA-CRAFT**  
Single: USD \$680  
Series: USD \$840

**POSTER**  
Single: USD \$640  
Series: USD \$720

**PRINT**  
Single: USD \$640  
Series: USD \$720

**PRODUCTION & POST**  
Single: USD \$500  
Series: USD \$620

**SPORTS**  
Single: USD \$800

**TV & CINEMA**  
Single: USD \$700  
Campaign: USD \$880

## Entry Fees – Standard Price Fees

From 1<sup>st</sup> July Until Final Entry Deadline

No Upload Fees. No Late Fees.

### AMBIENT & ACTIVATION

USD \$925

### AUDIO & RADIO

Single: USD \$625

Series: USD \$700

### B2B

USD \$850

### BILLBOARD

Single: USD \$800

Series: USD \$900

### BUSINESS TRANSFORMATION

Single: USD \$1000

Series: USD \$1250

### CREATIVE STRATEGY

USD \$850

### CREATIVE USE OF DATA

USD \$850

### CREATIVITY IN MEDIA

Single: USD \$850

Series: USD \$1000

### CREATIVITY IN PR

USD \$900

### CREATORS & SOCIAL PLATFORMS

USD \$900

### CULTURAL CATALYST

Single: USD \$1000

Series: USD \$1250

### DEMOCRACY AND HUMAN RIGHTS

USD \$250

### DESIGN

Single: USD \$625

Series: USD \$725

### DIGITAL

USD \$900

### DIRECT

USD \$900

### ENTERTAINMENT & CONTENT

Single: USD \$1350

Series: USD \$1500

### EVOLUTION

USD \$1250

### GAMING

USD \$1250

### HEALTH & WELLNESS

Single: USD \$850

Series: USD \$1050

### HEALTH & WELLNESS-CRAFT

Single: USD \$850

Series: USD \$1050

### MUSIC & SOUND

Single: USD \$625

Series: USD \$700

### MUSIC VIDEO

USD \$550

### NON-TRADITIONAL

USD \$975

### ONLINE FILM

Single: USD \$875

Series: USD \$1100

### PACKAGE DESIGN

USD \$500

### PHARMA

Single: USD \$850

Series: USD \$1050

### PHARMA-CRAFT

Single: USD \$850

Series: USD \$1050

### POSTER

Single: USD \$800

Series: USD \$900

### PRINT

Single: USD \$800

Series: USD \$900

### PRODUCTION & POST

Single: USD \$625

Series: USD \$775

### SPORTS

USD \$1000

### TV & CINEMA

Single: USD \$875

Series: USD \$1100

## Entry Fees – 35% Entry Discount

From Entry System Opening thru 30<sup>th</sup> April

Entries must be finalized and paid by 30<sup>th</sup> April to receive 35% Discount. The entry system will automatically invoice with the 35% discount thru 11:59 PM EST on 30<sup>th</sup> April. As of the 1<sup>st</sup> May the system will then invoice at the 20% discounted rate.

Any entries at the discounted fee that require media or credit changes will be re-invoiced at the current rate. No Upload Fees. No Late Fees.

**AMBIENT & ACTIVATION**  
USD \$601.25

**AUDIO & RADIO**  
Single: USD \$406.25  
Series: USD \$455

**B2B**  
USD \$552.50

**BILLBOARD**  
Single: USD \$520  
Series: USD \$585

**BUSINESS TRANSFORMATION**  
Single: USD \$650  
Series: USD \$812.50

**CREATIVE STRATEGY**  
USD \$552.50

**CREATIVE USE OF DATA**  
USD \$552.50

**CREATIVITY IN MEDIA**  
Single: USD \$552.50  
Series: USD \$650

**CREATIVITY IN PR**  
USD \$585

**CREATORS & SOCIAL PLATFORMS**  
USD \$585

**CULTURAL CATALYST**  
Single: USD \$650  
Series: USD \$812.50

**DEMOCRACY AND HUMAN RIGHTS**  
USD \$250

**DESIGN**  
Single: USD \$406.25  
Series: USD \$471.25

**DIGITAL**  
USD \$585

**DIRECT**  
USD \$585

**ENTERTAINMENT & CONTENT**  
Single: USD \$877.50  
Series: USD \$975

**EVOLUTION**  
USD \$812.50

**GAMING**  
USD \$812.50

**HEALTH & WELLNESS**  
Single: USD \$552.50  
Series: USD \$682.50

**HEALTH & WELLNESS-CRAFT**  
Single: USD \$552.50  
Series: USD \$682.50

**MUSIC & SOUND**  
Single: USD \$406.25  
Series: USD \$455

**MUSIC VIDEO**  
USD \$357.50

**NON-TRADITIONAL**  
USD \$633.75

**ONLINE FILM**  
Single: USD \$568.75  
Series: USD \$715

**PACKAGE DESIGN**  
USD \$325

**PHARMA**  
Single: USD \$552.50  
Series: USD \$682.50

**PHARMA-CRAFT**  
Single: USD \$552.50  
Series: USD \$682.50

**POSTER**  
Single: USD \$520  
Series: USD \$585

**PRINT**  
Single: USD \$520  
Series: USD \$585

**PRODUCTION & POST**  
Single: USD \$406.25  
Series: USD \$503.75

**SPORTS**  
Single: USD \$650

**TV & CINEMA**  
Single: USD \$568.75  
Series: USD \$715

# Entering LIA – Best Practices

## Why You Should Enter

- Our 14 month eligibility, which starts in July 2025 and runs through August 2026, allows you to enter newly released work that has not been entered into other major festivals.
- Winning isn't just about shiny statues, it also allows companies to retain talent and clients, as well as, gain new business.

## Entry Tips

**Enter Early** Offers you financial savings with an early-bird discount.

**Choosing Categories** When choosing categories and sub-categories, be sure to read the competition description. Keep in mind that different juries view work through different lenses and consider different factors when judging.

**Duplicate Your Entries** Duplicate your credits and media into different Categories and Sub-Categories seamlessly. When using the duplicate feature, any edits made to credits, media and/or descriptions / written briefs in one entry will automatically change all the linked entries. Each linked entry created incurs its own entry fee.

**Series or Single** When you have a campaign with multiple executions, you can choose to submit the work as a campaign, as a single or both. If some elements are much stronger than others, entrants should consider entering them individually as singles rather than as one whole unit.

**Creative Credits** When inputting your credits, be sure to include all companies (with cities where applicable). The creative credits that you input at the time of entry are what is used to calculate points for 'Of The Year' awards. Credits can not be edited once your entry is finalized.

**Cultural Context / Additional Information** This is your opportunity to provide everything the jury needs to know about your work. Any cultural reference, nuance, background information, history or brief that the jury should know in order to properly judge and award your work. We highly suggest you curate this write up to the category and sub-category that you are submitting into.

**Physical Entry Material** Physical Material is only accepted in the categories of Design and Package Design. We encourage you to send physical material for your work as this ensures it can be judged to its fullest potential.

Be Inspired To see last years winners: [View them here!](#)

For More Information Entry Support, Submission Questions, General Queries: +1.516.931.1050 or [info@liaawards.com](mailto:info@liaawards.com)



# Contact

**Terry Savage**  
Chairperson  
[TerryS@savagesunlimited.com](mailto:TerryS@savagesunlimited.com)

**Barbara Levy**  
President & Founder  
[barbara@liaawards.com](mailto:barbara@liaawards.com)

**Christina Shaw**  
VP - Awards Director  
[christina@liaawards.com](mailto:christina@liaawards.com)

**Laurissa Levy**  
Creative Liaisons & Global Initiatives  
[laurissa@liaawards.com](mailto:laurissa@liaawards.com)

**Bee Lee**  
PR & Marketing  
[beelee@liaawards.com](mailto:beelee@liaawards.com)

[info@liaawards.com](mailto:info@liaawards.com)  
[www.liaawards.com](http://www.liaawards.com)