

CLIO HEALTHCARE 2011

Online Entry System Guidelines



PLEASE NOTE: REQUIREMENTS FOR ENTRIES VARY FOR EACH MEDIUM.
PLEASE MAKE SURE THAT YOU READ AND FOLLOW THE DIRECTIONS FOR EACH MEDIUM THAT YOU ARE SUBMITTING AN ENTRY FOR.

HOW TO ENTER

MEDIA REQUIREMENTS:

- All entry media **MUST** be submitted digitally through this website.
- For entries in the Film and Film Technique mediums, please upload the commercial **ONLY**.
- Do **NOT** include bars, slate or black.
- This is the preferred spec for your movie file uploads:
 - o Resolution: 640 x 480 pixels (minimum)
 - o File type: .mov (Allowed file types/extensions are .mov, .mpg and .mpeg)
 - o Compression: h264
 - o Sound: AAC 44khz
 - o File size: up to 60 MB
- Still image requirements for all JPG files:
 - o High resolution RGB JPG with a minimum size of approximately 2400 x 3000 pixels. (The only exception is for the Interactive medium, which requires a minimum size of 800 x 600 pixels.)
 - o File size: up to 7 MB

POSTING/COURIER:

A PDF will be emailed to you upon completion of your entries. This PDF contains a summary of your entries, address shipping labels, master entry forms, individual entry forms and a pro-forma invoice. If you are paying by check, please mail it along with a copy of your summary page to our New York address:

CLIO Awards
770 Broadway
7th Floor
New York, NY 10003
U.S.A.

Phone: 1-212-683-4300
Fax: 1-212-683-4796
Email: contact@clioawards.com

IMPORTANT NOTE REGARDING ENTRY INFORMATION AND CREDITS:

- The data that you submit during the entry process will be used for all CLIO Healthcare materials and events, including, but not limited to, press releases, websites, awards shows, festival literature, statue nameplates and the CLIO Healthcare Awards Annual.
- Please make sure that you enter all information and credits completely and accurately when submitting an entry so that all contributors are properly recognized for their efforts.
- CLIO Awards is **NOT** responsible for errors or omissions of information and/or credits.

ENTRY MEDIUM DESCRIPTIONS AND REQUIREMENTS

COLLATERAL

- Entries in this medium are specific to the education of products and services targeted toward physicians and/or patients. Entries in this medium are typically printed promotional materials that are displayed, mailed or left behind with the target audience.
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.
- All Collateral entries are to be submitted as a digital image upload **ONLY**. Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Collateral medium.

Digital Image Requirements:

- High-resolution RGB JPG with a minimum size of **approximately 2400 x 3000 pixels**.
- File size: up to 7 MB
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

DESIGN

- Entries in this medium are geared toward the physical and graphical design of printed products.
- Entries in this medium will be judged within selected categories.
- Entries may contain multiple related components or variations.
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.
- All Design entries are to be submitted as a digital image upload **ONLY**. Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Design medium.

Digital Image Requirements:

- High-resolution RGB JPG with a minimum size of **approximately 2400 x 3000 pixels**.
- File size: up to 7 MB
- If the work requires multiple images, please upload each image as a separate JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

FILM Single or Campaign (2 or more ads)

- Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- Film campaigns consist of 2 or more ads.
- **Each piece in a campaign requires a separate entry form, upload and fee.**
- For judging purposes, submitting your entry in English

is strongly recommended. Non-English entries must be dubbed or subtitled in English. In addition, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form. We strongly suggest dubbing or subtitling in English.

- All Film entries are to be submitted as a digital video upload **ONLY**. Please do **NOT** send CD's, DVD's, or any other physical items for entries in the Film medium.

Digital Entries:

- You **MUST** upload your digital video(s) through this website.
- This is the preferred spec for your movie file uploads:
 - Resolution: 640 x 480 pixels (minimum)
 - File type: .mov (Allowed file types/extensions are .mov, .mpg and .mpeg)
 - Compression: h264
 - Sound: AAC 44khz
 - File size: up to 60 MB
- Upload the commercial **ONLY**. Do **NOT** include bars, slate or black.

FILM TECHNIQUE

- Entries in this medium include all moving image advertising and the specific craft of its production. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- For judging purposes, submitting your entry in English is strongly recommended. Non-English entries must be dubbed or subtitled in English. In addition, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form. We strongly suggest dubbing or subtitling in English.
- All Film Technique entries are to be submitted as a digital video upload **ONLY**. Please do **NOT** send CD's, DVD's, or any other physical items for entries in the Film Technique medium.

Digital Entries:

- You **MUST** upload your digital video(s) through this website.
- This is the preferred spec for your movie file uploads:
 - Resolution: 640 x 480 pixels (minimum)
 - File type: .mov (Allowed file types/extensions are .mov, .mpg and .mpeg)
 - Compression: h264
 - Sound: AAC 44khz
 - File size: up to 60 MB
- Upload the commercial **ONLY**. Do **NOT** include bars, slate or black.

INNOVATIVE MEDIA

- Innovative Media includes work that uses a medium in a unique or especially creative manner.
- All Innovative Media entries are to be submitted as a digital image, video or audio upload **ONLY**. Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Innovative Media medium.
- Moving and live action executions **MUST** be submitted as a digital video presentation no longer than 3 minutes in length and submitted via upload through this website.
- Multiple element entries, moving and still, **MUST** be made into a digital video presentation no longer than 3 minutes and submitted via upload through this website.
- This is the preferred spec for your movie file uploads:
 - Resolution: 640 x 480 pixels (minimum)
 - File type: .mov (Allowed file types/extensions are .mov, .mpg and .mpeg)
 - Compression: h264
 - Sound: AAC 44khz
 - File size: up to 60 MB
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.

Digital Image Requirements:

- High-resolution RGB JPG with a **minimum size of approximately 2400 x 3000 pixels**.
- File size: up to 7 MB
- If the work requires multiple images, please upload each image as a separate JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

INTEGRATED CAMPAIGN

- Consists of a minimum of three ads in at least three different mediums (i.e. Film, Print, Out of Home, Collateral, Design, Radio, Innovative Media, Interactive).
- All Integrated Campaign entries, including any with an Interactive component, **MUST** be made into a digital video presentation no longer than 3 minutes and submitted via upload through this website.
- This is the preferred spec for your movie file uploads:
 - Resolution: 640 x 480 pixels (minimum)
 - File type: .mov (Allowed file types/extensions are .mov, .mpg and .mpeg)
 - Compression: h264
 - Sound: AAC 44khz
 - File size: up to 60 MB
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of this form.

There are no categories in Integrated Campaign

INTERACTIVE

- Interactive is generally considered any digital media that is connected to a user or gives the user the ability to interact through technology.
- Submit the URL to be judged along with any required usernames and/or passwords as well as 1 digital image screenshot of the entry. If multiple screenshots are necessary, a higher resolution composite image of multiple screenshots may be submitted, but each screenshot in the composite image should be at least 800 x 600 pixels.
- It is recommended that the URL should bring the user to a "landing page" that contains a short synopsis of the entry for the judges to read and a link to the entry itself.
- Interactive Sales Aids are also eligible for this entry type.
- Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Interactive medium.
- Entrants must keep their submissions accessible online for judging through December 1, 2011.
- For judging purposes, English-language versions of sites and banners are strongly recommended. In the event of an entry being in a language other than English, a simple, accurate English-language translation and/or site map is required.
- **NOTE:** If an interactive entry is taken off its original site, it must be transferred to an alternate URL for viewing. The CLIO office **MUST** be notified immediately of any such change(s).
- **IMPORTANT:** Statue recipients will be required to submit a self-contained, high-resolution, digital presentation of the site (no more than 2 minutes in length) upon receipt of official winner's notification.

Digital Image Requirements:

- High-resolution RGB JPG with a minimum size of **approximately 800 x 600 pixels**.
- File size: up to 7 MB
- If the work requires multiple images, please create a single composite image in which each screenshot is at least 800 x 600 pixels.
- You **MUST** upload your digital image through this website (BEFORE submitting your payment).

OUT OF HOME Single or Campaign (2 or more ads)

- Entries in this medium consist of any large-format advertising that reaches the consumer while they are outside of the home. This includes, but is not limited to, billboards, posters, transit and ambient advertising.
- Out of Home campaigns consist of 2 or more ads.
- **Each piece in a campaign requires a separate entry form, upload and fee.**
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.
- All Out of Home entries are to be submitted as a digital image upload **ONLY**. Please do **NOT** send boards, CD's,

DVD's, or any other physical items for entries in the Out of Home medium.

Digital Image Requirements:

- High-resolution RGB JPG with a minimum size of approximately 2400 x 3000 pixels.
- File size: up to 7 MB
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

PRINT Single or Campaign (2 or more ads).

- Entries in this medium include work appearing in published print media such as newspapers, magazines and similar press.
- Print campaigns consist of 2 or more ads.
- **Each piece in a campaign requires a separate entry form, upload and fee.**
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.
- All Print entries are to be submitted as a digital image upload **ONLY**. Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Print medium.

Digital Image Requirements:

- High-resolution RGB JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- File size: up to 7 MB
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

PRINT TECHNIQUE

- Entries in this medium include work appearing in published print media such as newspapers, magazines and similar press. The Technique medium is examining specific crafts involved.
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.
- All Print Technique entries are to be submitted as a digital image upload **ONLY**. Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Print Technique medium.

Digital Image Requirements:

- High-resolution RGB JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- File size: up to 7 MB

- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

PUBLIC RELATIONS

- Entries are open to for-profit and non-profit organizations that are involved in the management of information exchange between an organization and its public.
- All entries **MUST** include a 2-page PDF entry summary and a larger PDF containing any supporting collateral material. The **PDFs should be anonymized so as not to identify the entrant.** (See specifications below):
- The entry summary PDF should be no more than two pages in length. All entry summaries **MUST** be submitted in English.
 - The entry summary should contain the following five sections:
 1. Project Overview
 2. Research/Planning
 3. Strategy Statement
 4. Execution Synopsis
 5. Results
- It is recommended that the PDF containing the supporting collateral material be no more than 50 pages in length.
 - The PDF should contain any supporting components that best represent the campaign. This might include, but is not limited to: Annual Reports, Brochures, Corporate Identity Publications, Press Clippings, Press Releases, Public Relations Planning Documents, Speeches and Surveys.
 - The PDF should contain a table of contents (preferably hyperlinked to allow the jurors to easily navigate to the sections).
 - All Strategic Communications / Public Relations entries are to be submitted as two digital PDFs via upload to this website **ONLY**. Please do **NOT** send CD's, DVD's, or any other physical items for entries in the Public Relations medium.
- In addition, please include a short, 100 to 300 word synopsis in the space provided on the entry form. Portions of this may be used to describe your entry at the Awards Gala if it wins a CLIO Healthcare Award.
- For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.

RADIO Single or Campaign (2 or more ads)

- Entries into this medium include all commercial radio advertising.
- Radio campaigns consist of 2 or more ads.
- Each piece in a campaign requires a separate entry form,

upload and fee.

- Each spot within a radio campaign must be its own separate MP3. Do NOT combine them into one MP3 file.
- For judging purposes, submitting your entry in English is strongly recommended. Non-English entries must be dubbed in English. In addition, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form. We strongly suggest dubbing in English.
- All Radio entries are to be submitted as a digital MP3 upload ONLY. Please do NOT send CD's, DVD's, or any other physical items for entries in the Radio medium.

THE SMALLPRINT

Awards Notices

Gold, Silver and Bronze statue winners will be notified three weeks prior to the awards ceremonies. All shortlisted entries will be posted on www.cliohealthcare.com in late October 2011. This information will not be made available to entrants or to the general public before that time. All statue winners will be posted on www.cliohealthcare.com on the evening of the awards show.

Disclaimer: Once received, all entries become the property of CLIO and cannot be returned. In select cases, such as a rare bottle of wine which is submitted so that the design jury can judge its label or product design, entrants may request that CLIO return the piece after the awards show. In such instances, CLIO will make every effort to do so, providing that the entrant assumes all costs for storing and shipping. CLIO will not be held responsible if after judging such entries are lost or damaged.

Copyright & Rebroadcast Issues

Entries submitted become the property of CLIO and cannot be returned. CLIO retains entries for supplemental presentations to educational institutions, trade groups, advertising professionals and the public generally. Each entrant, by signing the declaration, specifically grants non-exclusive, perpetual, irrevocable, worldwide, transferable, sublicenseable, royalty-free, paid up permission to CLIO and its parents, affiliated entities and subsidiaries to reproduce, perform and display the entries (including in edited form, or as part of compilations of entries) at award shows, at CLIO's sponsored screenings around the world, or in any other public or private presentation whenever and as often as the organizers see fit. Entrant authorizes CLIO the use for such purpose of any personas, trademarks, service marks, animated character(s), animal(s), and merchandised item(s) included in the entries. CLIO may use entries or license entries for use in telecasts, videotapes, DVDs, the Internet, exhibits, books, pamphlets and any other such publications and media as are now known or hereafter

created, including without limitation, television specials featuring CLIO Awards entries for the year or in subsequent years for historical retrospectives. CLIO may charge a fee to third parties to access, view, display or use such material. Entrant represents and warrants that it holds or will secure all necessary license for any third party intellectual property embodied within the entry, sufficient to grant the rights granted herein. This includes, without limitation, securing music rights and any necessary rights of publicity. Entrant will fully defend, indemnify and hold CLIO, its affiliated companies, assignees and licensees harmless from any third party charges or claims made against or incurred by CLIO, its affiliated companies, assignees and licensees resulting from the use of the entries and the intellectual property contained therein. The person submitting this entry form(s) certifies that he or she has full authority to approve the rights granted herein. This entry form constitutes the entire agreement of the parties and the Entrant warrants that he or she has nor relied on promise or statement not expressly set forth herein in submitting this entry.

ELIGIBILITY & FEES

ELIGIBILITY PERIOD

- Entries first appearing in public between June 1, 2010 and August 31, 2011 are eligible for entry into this year's CLIO Healthcare Awards.

GENERAL ELIGIBILITY

Entries cannot be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations. Spec ads and director's cuts are NOT eligible. The CLIO Healthcare Awards retains the rights to disqualify entries which offend national, religious, cultural or racial feelings.

Entry Fees and Charges* - US Dollars ONLY

Single Pricing:

Deadlines

Medium	July 22nd	August 12th	August 26th
Collateral	\$325	\$340	\$355
Design	\$325	\$340	\$355
Film**	\$325	\$340	\$355
Film Technique**	\$325	\$340	\$355
Innovative Media**	\$325	\$340	\$355
Integrated Campaign**	\$550	\$565	\$580
Interactive	\$325	\$340	\$355
Out of Home	\$325	\$340	\$355
Print	\$325	\$340	\$355
Print Technique	\$325	\$340	\$355
Public Relations	\$325	\$340	\$355
Radio	\$325	\$340	\$355

Campaign Pricing (per piece***):

Deadlines

Medium	July 22nd	August 12th	August 26th
Collateral	\$175	\$185	\$195
Film**	\$175	\$185	\$195
Out of Home	\$175	\$185	\$195
Print	\$175	\$185	\$195
Radio	\$175	\$185	\$195

* Fees are non-refundable once the entries have been processed.

** All Film, Film Technique, Innovative Media and Integrated Campaign entries are subject to a \$35 media handling charge.

*** Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (e.g.: Print Campaign - 2 ads: \$350 until July 22nd, \$370 until August 12th, \$390 until August 26th; Film Campaign - 3 ads (plus 3 media handling charges): \$630 until July 22nd, \$660 until August 12th, \$690 until August 26th)

PAYMENT METHODS

PAYMENT METHODS:

Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment in real time at the checkout. You will be sent a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

Bank Transfer

To pay for your entries by bank transfer please complete your entry forms, proceed to pay for your entries, and select "Bank Transfer" as your payment method. The bank details including the account number will be displayed on the following page, and you will be asked to provide your bank name and the approximate date of your transfer to help us identify your payment correctly. Our bank details are as follows:

Name on Account: CLIO Awards

JPMorgan Chase

One Chase Manhattan Plaza

New York, NY 10005

U.S.A.

Account Number: 9347-32769

ABA Routing Number: 021-000-021

Swift Code: CHASUS33

Please include the Order ID number in the reference line of your transfer. The Order ID is assigned to your entries at the end of the entry process by the Entry System, and is included in the confirmation email you will receive.

Cheque

Please make the cheque payable to "CLIO Awards" and mail it to our New York office:

CLIO Awards

770 Broadway

7th Floor

New York, NY 10003

U.S.A.

Phone: 212-683-4300

Fax: 212-683-4796

Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an invoice for your financial records.

MEDIUMS & CATEGORIES

Entries will be judged within each respective medium (ex: Billboard, Radio, Interactive). Work submitted in multiple categories requires a separate entry form and fee for each entry. CLIO reserves the right to move an entry from one category to another if it is submitted into the wrong category.

Collateral

Entries in this medium are specific to the education of products and services targeted toward physicians and/or patients. Entries in this medium are typically printed promotional materials that are displayed, mailed or left behind with the target audience.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications.

Categories:

- Patient Brochure - Entries in this category are for traditional flat format printed materials such as brochures, circulars, postcards, flyers, etc.
- Sales Aid – Entries in this category are for any type of printed material used for sales purposes and may be left behind with the intended audience
- Direct Mail - Entries in this category are specific to the direct marketing of items targeted to consumers and physicians. The goal is to solicit a response or further the brand's relationship to its intended audience.
- Dimensional - Entries in this category are for non-flat mailings that play a large part in communicating the message to the consumer or physician. Dimensional entries may or may not contain collateral/promotional items.
- Other - An entry in this category is for work that is not defined by any of the categories above.

Design

Entries in this medium are geared toward the physical and graphical design of printed products.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications.

Categories:

- Annual Reports – Entries in this category are for the graphical and or physical design of annual reports.
- Calendar – Entries in this category are for the graphical and or physical design of a daily, monthly or annual calendar.
- Catalog - Entries in this category are for the graphical and or physical design of a book of product or service listings.

• Corporate Identity – Entries in this category include a comprehensive set of graphical elements, colors & logos that communicate a company's identity.

- Logo – Entries in this category are for the graphical design of

a product, brand or company logo.

- Packaging – Entries in this category are for the graphical and or physical design of product packaging.
- Point of Purchase – Entries in this category are for the graphical and or physical design of a product stand or display in a retail environment.

Film

Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications.

Categories:

- Television - Entries in this category include commercials originally produced for television advertising.
- Cinema - Entries in this category include commercials originally produced for cinema advertising.
- Online - Entries in this category include video originally produced for online advertising.
- Mobile - Entries in this category include video originally produced for any small type of mobile device, such as mobile phones, smart phones, PDAs, etc.
- Point of Sale - Entries in this category include video originally produced for display in retail environment.

Film Technique

Entries in this medium include all moving image advertising and the specific craft of its production. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.

Entry types: There are no entry types for the Film Technique medium.

Categories:

- Animation – Entries in this category are for work including or consisting entirely of animated video.
- Cinematography – Entries in this category are for the making of lighting and camera choices when recording video.
- Direction – Entries in this category are for the directorial choices when recording video.
- Editing – Entries in this category are for the sound & video editing of a film. This is not to be confused with sound design or visual effects categories.
- Music – Adapted - These entries should include a commissioned re-working of an existing piece of material, be it public domain or licensed.
- Music – Licensed - Music that has been used straight from the master recording. This can be edited but should not have been re-arranged.
- Music – Original - This is a music track, which has been

commissioned and composed specially for the entry. This does not include arrangements of any sort as that is covered by Music Adaptation. This also does not include any material that is in the public domain.

- Sound Design – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video.
- Visual Effects – Entries in this category are for the various processes by which imagery is created and/or manipulated outside the context of a live action shoot.

Innovative Media

Innovative Media includes work that uses a medium in a unique or especially creative manner.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications

There are no categories in this medium.

Integrated Campaign

Consists of a minimum of three ads in at least three different mediums (i.e. Film, Print, Out of Home, Design, Radio, Innovative Media, Interactive).

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications

There are no categories in this medium.

Interactive

Interactive is generally considered any digital media that is connected to a user or gives the user the ability to interact through technology.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications

Categories:

- Apps - Entries in this category can be developed for desktop or laptop usage, smart phone or PDA usage, and tablet or iPad usage.
- Banners - Entries in this category are for a form of online advertising which entails embedding an advertisement into a web page.
- Campaign – Interactive campaigns may include banner or email campaigns or integrated interactive campaigns and must include at least 2 executions. The 2 executions may be 2 banner ads, 2 email ads or a combination of any 2 categories within the Interactive medium.
- Email – Entries in this category are for advertising that is contained within an email sent to a group of targeted individuals.
- Games - Entries in this category include advertising that is

contained within video games or is the video game itself.

- Microsite/Website – Entries in this category are for the collection of related web pages containing images, videos or other digital assets related to the advertising of a specific company, brand or product. It may also be related to various aspects of disease awareness, diagnosis and treatments.
- Social Media - Entries in this category include advertising originally designed for social media platforms including Facebook, Twitter, LinkedIn, MySpace and other social media sites.
- Sales Aid – Entries in this category are for digital sales aids used for the education of a company, brand or product. This may include DVDs and other digital assets.
- Other - An entry in this category is for work that is not defined by any of the categories above.

Out of Home

Entries in this medium consist of any large-format advertising that reaches the consumer while they are outside of the home. This includes, but is not limited to, billboards, posters, transit and ambient advertising.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications

Categories:

- Ambient - Entries in this category include executions other than billboards and posters that appear in public places. This may include, but is not limited to, street furniture and installations.
- Billboard - Entries in this category are large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, digital billboards and 3D or mechanical billboards.
- In-Store Display – Entries in this category are for physical displays located in a retail environment.
- Poster - Entries in this category are outdoor or indoor executions typically designed to be attached to a wall or other vertical surface.
- Transit - Transit advertising is typically advertising placed on anything which moves, such as buses, subways, trains, trucks and taxis.
- Other - An entry in this category is for work that is not defined by any of the categories above.

Print

Entries in this medium include work appearing in published print media such as newspapers, magazines and similar press.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications.

Categories:

- Journal/Magazine – Entries in this category are for print advertising appearing in medical journals, consumer magazines, custom printed publications and other bound publications that contain high resolution print.
- Newspaper – Entries in this category are for print advertising appearing in newspapers, tabloids and other loose or unbound publications that are typically lower in resolution than magazines and journals.

Other - An entry in this category is for work that is not defined by any of the categories above.

Print Technique

Entries in this medium include work appearing in published print media such as newspapers, magazines and similar press. The Technique medium is examining specific crafts involved.

Entry types: There are no entry types for the Print Technique medium

Categories:

- Art Direction - Entries in this category are for the directorial choices made for a print advertisement.
- Copywriting – Entries in this category are for the writing of promotional or educational text intended to persuade the reader to act.
- Illustration – Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art.
- Photography – Entries in this category are for the making of lighting and camera choices when taking still images.
- Typography – Entries in this category are for the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Public Relations

Entries are open to for-profit and non-profit organizations that are involved in the management of information exchange between an organization and its public.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications

Categories:

- Brand Development - Entries in this category focus on the creation of a specific identity for a product, positioning in the marketplace and what it means to its target audience.
- Cause Related - Entries in this category relate to the cooperation of a "for profit" business with a non-profit organization for mutual benefit.

- Corporate Image - Entries in this category deal with the generally accepted image of what a company stands for and how it is perceived by the public.
- Crisis & Issues Management - Entries in this category are about the process by which an organization deals with a major event or current public issue that threatens to harm the well-being of the organization.
- Employee Relations - Entries in this category relate to maintaining and/or restoring employer-employee relationships that contribute to productivity, motivation, and morale.
- Environmental - Entries in this category communicate an organization's corporate social responsibility or environmentally friendly practices to the public with the goal of improving the organization's brand awareness and reputation.
- Multicultural - Entries in this category focus on communication to ethnic audiences about an organization's products and services that meet their language and cultural needs.
- Public Affairs - Entries in this category are communications on matters of politics and public policy.
- Product Launch - Entries in this category introduce a new product or service to its target audience.
- Special Event - Entries in this category promote a face-to-face event or stunt specifically designed to deliver a message introduce a new product or create interest in a topic, product or service.
- Social Media - Entries in this category include promotional messaging originally designed for social media platforms including Facebook, Twitter, LinkedIn, MySpace and other social media sites. Entries in this category differ from social media under the interactive medium in that they are typically created by PR firms and will be judged with public relations in mind rather than digital forms of advertising executed on social media platforms.

Radio

Entries into this medium include all commercial radio advertising.

Entry types: Pharmaceutical, Veterinary, Devices & Diagnostics, Disease Awareness, Over the Counter (OTC), Health Services & Corporate Communications

There are no categories in this medium.

JUDGING CRITERIA

Juries are comprised of individuals whose own work epitomizes the vanguard in their respective fields, ensuring that each juror has a profound understanding of the global market's ever-evolving dynamics, industry innovations and creative work that represents the next wave.

CLIO Healthcare's judging process is known for its democratic and non-political approach to recognizing creative excellence. Submissions that survive the first round are re-evaluated in the second round to determine the Shortlist as well as the Gold, Silver and Bronze statue winners. Each jury also has the option of awarding CLIO Healthcare's highest honor, the Healthcare Grand CLIO, to one truly exceptional piece of work in each medium from the Gold winners chosen.

CLIO's system of judging ensures that each entry is evaluated for its own individual merit.

The culmination of the competition takes place at the 3rd Annual CLIO Healthcare Gala. Attended by an international who's who of advertising, the Gala offers delegates the chance to see the year's best work from around the world and network with industry leaders.



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