

Cannes Lions
D&AD Awards
Effie Awards
The Clio Awards
The IPA Awards
The Loeries
The One Show

Selected Top Seven

Advertising Awards

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Introduction

It is my pleasure to share with you our collected insights into the top advertising awards. This project started as part of my teaching on Introduction to Advertising (MARK 1192 at the University of Greenwich). I invited my first-year students to volunteer on a project that will provide a holistic understanding of advertising awards, and we were able to get this done.

This book introduces the reader to our selected seven advertising awards, considered among the oldest, most reputable, and recognised awards worldwide. We tried to provide the same information across all the seven advertising awards. The book offers insight into the background of the awards, the purpose and different award categories. In addition, the book provided information about submission criteria and provided contact details of the awards.

Though this work may be considered a student or classroom project with no peer review, I ensure a considerable amount of academic rigour as the lead author and project leader. It has been a great experience working with the students and seeing how well they have invested in making this project a success. We made all possible efforts to ensure the accuracy of the information in the book.

We recognised that there are many advertising awards, but we have decided to focus on these popular ones; at the same time, this could be a limitation to our project's reach. We believe we have made some worthwhile contributions to compiling information about the key advertising awards.

As the project leader and lead author, it was a different working dynamic with the students. Still, I am happy with their interest in the project, persistence, willingness to finish it. Even though when it was dragging, and the morale was low, they were very motivated and eager to complete the project.

Thank you for your interest in our book, and we hope you have a better understanding of the different advertising awards. We look forward to your feedback.

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Cannes Lions

Considered the largest assemblage in the advertising and creative communications industry, Cannes Lions is a global event for those who work in the creative, advertising, communications and related fields. It is usually an annual event held at the Palais des Festivals et des Congrès in Cannes, France incorporating the awarding of the Lions awards and to celebrate creative excellence, discuss industry-specific concerns and to stimulate networking among creatives.

Conducted yearly. A five-day festival that is held each June. Dates will usually vary every year.



Founded in Venice, Italy



September 1954



<http://gorkana-wp-files.s3.amazonaws.com/gorkana/wp-content/uploads/2016/03/18112047/CannesLions.png>

Purpose

To give a platform to the finest work along with the industry's most talented to stimulate creative excellence and to recognise and celebrate the most incredible ideas that result in extraordinary artistry and innovation.



The award mirrors the organisation's logo as it predominantly has the head of a lion with the front legs stretched forward, on a platform bearing the name of the event and award category. This is the award given for every category.

Award categories

They are awarded in different regions namely, Cannes Lions Awards, Eurobest Awards, Spikes Asia Awards, Dubai Lynx Awards; there are 27 different awards in the regions which are categorized under the nine recognised tracks with each having its own subcategories.

- Communication track – Design lions, film lions, mobile lions, outdoor lions, print & publishing lions, radio & audio lions, and titanium lions.
- Craft track – Digital craft lions, film craft lions, industry craft lions.
- Entertainment track – Entertainment lions, entertainment lions for sport, entertainment lions for music.
- Experience track – Brand experience & activation lions, creative ecommerce lions.
- Good track – Glass: the lion for change, sustainable development goals lions.
- Health track – Health & wellness lions, pharma lions.
- Impact track – Creative effectiveness lions.
- Innovation track – Innovation lions.
- Reach track – Creative data lions, creative strategy lions, direct lions, media lions, PR lions, social & influencer lions.

Award levels

There are no levels, one award per category.

Judgement criteria

The decision on the company or individual to award is arrived at by a team of experts who form a jury. All submissions are evaluated based on their creativity level both in the idea and its execution.

 Cannes Lions International Festival of Creativity

 Cannes_Lions

 Cannes_Lions

 Canneslions

 www.canneslions.com www.lionscreativity.com

D&AD Awards

The D&AD is a British educational charity focused on promoting excellence in design and advertising. This is attained by gathering the best creative work from around the world in commercial design, craft and production disciplines. These works are then judged with the winning work serving as a valuable learning resource for students and emerging talent around the world. The surpluses from the awards go into education programs focused on supporting and paving the way for diverse talent to stream into the creative industry.

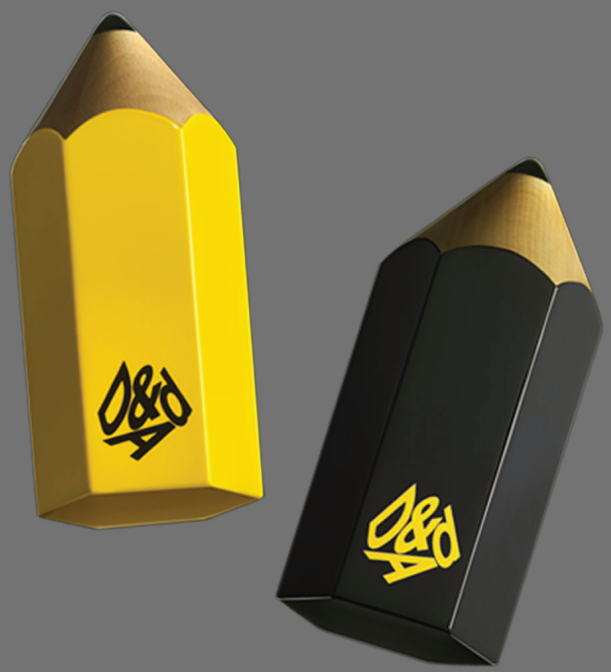
Held annually over four weeks between May and June. However, its highest award, the Black Pencil, is not necessarily awarded every year.



Founded in Spitalfields, London



1962



<https://www.dandad.org/en/d-ad-pencils/>

Purpose

To celebrate creative excellence in design and advertising and use the recognised works to inspire others to study, debate, copy and reference to exhibited excellence.



Collectively referred to as D&AD pencils, they look like pencils although they are big hand-held awards. However, their colour is different across the different levels.

Award categories

The award categories are classified under 6 main categories and 42 sub categories. The main categories are advertising, design, craft, culture, impact, and special awards. The subcategories are animation, art direction, book design, branding, casting, cinematography, collaborative, design transformation, digital, digital design, direct, direction, e-commerce, editing, entertainment, experiential, film, future impact, gaming, graphic design, illustration, impact, integrated, magazine & newspaper design, media, music videos, next, packaging design, photography, PR, press & outdoor, product design, production design, radio & audio, side hustle, sound design & use of music, spatial design, type design, typography, visual effects, writing for advertising, and writing for design.

Award levels

Shortlist, Wood pencil, Graphite pencil, Yellow pencil, Black pencil.

Judgement criteria

Crafts

- Is it brilliantly crafted?
- Does the use of craft elevate the idea?
- Is the idea inspiring?
- Is it fit for purpose?

Advertising + Film & Entertainment

- Is the idea inspiring?
- Is it brilliantly executed?
- Is it fit for purpose?

Submission process

There is an online submission process that involves the creation of an account and following the entry kit, one will proceed to submit their work. However, there is an option of sending work by post or courier but this also requires prior completion of the online submission.

 DandADuk

 Dandad

 ID_and_AD

 Dandad

 Dandad

 www.dandad.org/

Effie Awards

Renowned globally by agencies and advertisers as the pre-eminent award in the industry, the Effie Awards supports effectiveness in marketing while granting a platform to the ideas that work and encouraging thoughtful dialogue on the drivers of marketing effectiveness. This way, it leads, inspires and champions marketing practice and practitioners.

Date of awards differs across countries and regions.



Founded in New York, USA.



1962



<https://www.campaignlive.co.uk/article/international-advertising-association-partners-global-effie-awards/1343535>

Purpose

To improve the effectiveness in marketing by highlighting and celebrating the ideas that work whilst stimulating thoughtful dialogue on the drivers of marketing effectiveness.



Mirrors a slanting landscape comprised of three skyscrapers of an exponentially increasing height.

Award categories

Being a global brand, the awards will differ across regions and countries around the world.

Award levels

Finalist, Bronze, Silver and Grand/Gold.

Judgement criteria

All submissions should include the “why” behind the marketing strategy whilst offering proof that the work attained significant results. Works are evaluated by judges based on this.

Submission process

Interested individuals should review the rules and regulations, download the entry kit which outlines the requirements, rules and important tips per category. You can then submit their entry from the Effie Awards portal; they also invite submissions online.

 Effieawards

 EffieAwards

 <https://www.effie.org/>

The Clio Awards

Among the most recognised global advertising awards, the Clio Awards is an annual award program that is aimed at recognising creative excellence and innovation in design, communication and advertising.

Held annually in April.



Founded in New York, USA.



1959



<https://api.parkpictures.com/wp-content/uploads/2019/12/image-44.png>

Purpose

To not only honor excellence in advertising, but to also celebrate works that have boldly propelled the advertising industry as well as inspiring a competitive pool of ideas and meaningful connections among members of the creative community.



It is a humanoid statue. The colour of the statue differs depending on the level of the award.

Award categories

The categories are for the core award programs.

- Clio Fashion & Beauty.
- Clio Sports.
- Clio Music.
- Clio Entertainment.
- Clio Health.

In addition to the award programs there are medium types categories, namely, Audio, Audio Craft, Branded Entertainment & Content, Creative

Award levels

Bronze, Silver, Gold, Grand

Judgement criteria

The jury is comprised of top creatives and marketers globally. The jury decide on the creative work that epitomizes creative excellence in their field. Hence, from the votes it is determined the award levels to be awarded to the submissions.

Some considerations include:

- Is this work creative? Original? Inspiring?
- Is this work brave? Bold? Innovative?

Submission process

Submissions are made online as well as paying the entry fees. However, the entry kit offers details since certain information will vary from one award program to the other.

 CLIO Awards

 Clio Awards

 Clioawards

 www.clios.com

IPA Effectiveness Awards

The Institute of Practitioners in Advertising (IPA), incorporated by a Royal Charter, is the trade body and professional institute for agencies and individuals working in the UK's advertising, media and marketing communications industry. A bi-annual event that seeks to promote that value of media, advertising and marketing agencies by serving as a spokesperson for the industry to define, help, and maintain the highest possible standards of professional practice in these fields.

Award takes place biennially in October.



Founded in London



1980



<https://www.diageo.com/en/news-and-media/features/diageo-wins-seven-awards-at-the-ipa-effectiveness-awards/>

Purpose

To celebrate and grant a platform to advertisers, media owners, or communications agencies that have successfully proven their creations achieved exemplary outcomes.



A statue that looks like a 3D line graph.

Award levels

Bronze, Silver, Gold, Grand prix

Judgement criteria

The decision on the level of award to the creatives is informed by the evaluation of how well a creation attains its intended outcomes whilst developing the advertising industry.

Submission process

IPA welcome entries from communication agencies, advertisers and media owners around the world. Submissions are done online through a portal and in addition to having an entry pack to help with the entry process, IPA also conducts workshops and events to help with the entry process.

 theipa

 The_IPA

 www.ipa.co.uk

The Loeries

An annual non-profit award program focused on inspiring, rewarding, and fostering creativity and innovation in Africa and the Middle East and by extension help marketers, agencies and consumers to appreciate the importance of ideas and fresh thinking.

Awards are conducted yearly in the Loeries creative week that happens at different months in different years.



Founded in Johannesburg, South Africa.



1978



https://www.loeries.com/loeries2020.aspx?link=enterwork_enter

Purpose

Focused on Africa and the Middle East, the focus of the award is to recognise, reward, inspire, and stimulate creativity and innovation in the region. Specifically, encouraging creatives to tell better stories.



The award mirrors the organisation's logo of a flying bird.

Award categories

Effective Creativity, Shared Value, Service Design, Integrated Campaign, Young Creatives, Digital Communication, Design, Live Communications, Media Innovation, Out of Home, Print Communications, PR & Media Communication, Radio & Audio, Film.

Award levels

Bronze, Silver, Gold and Grand prix.

Judgement criteria

The judging process is tasked on a panel of judges comprised of globally accomplished leaders. All the entries are then judged on the following five aspects:

- An innovative concept, bringing new and fresh thinking by telling better stories.
- Excellent execution.
- Relevance to the brand.
- Relevance to the target audience.
- Relevance to the chosen medium.

Submission process

The entry guide stipulates the rules and requirements to submit an entry.

 The Loerie Awards

 Loeries

 Loerieawards

 www.loeries.com

The One Show

With the Gold Pencil being one of the most renowned prizes in the creative industry, the One Show is an annual not-for-profit award show for advertising, design and digital marketing where it aims at honoring ground breaking ideas.

The awards are held annually between April and May.



Founded in New York, USA.



1972



<https://www.brandinginasia.com/apac-win-53-pencils-including-18-golds-at-the-one-show-2020/>

Purpose

To support and celebrate the success of the global creative community by focusing on the creativity of an idea as well as the quality of execution.



The award looks like a pencil sharpened on both sides. The colours also differ based on the level of the award.

Award categories

Branded Entertainment, Creative Effectiveness, Creative Use of Data, Design, Digital Craft, Direct Marketing, Experiential & Immersive, Film, Health, Wellness & Pharma, In-House, Integrated, Interactive & Online, IP & Products, Mobile, Moving Image Craft, Music & Sound Craft, Out of Home, Print, Public Relations, Radio & Audio, Social Media, Fusion Pencil, SDG Pencil, Green Pencil, Cultural Driver, Penta Pencil.

Award levels

Merit, Bronze, Silver and Gold

Judgement criteria

There exists a panel of judges who rank the submitted works based on the creativity of an idea and the quality of execution.

Submission process

There exists an online entry system through which all entries should be submitted in line with the technical requirements for the media type.

 The One Club for Creativity

 TheOneClub

 The One Club for Creativity

 TheOneClubforCreativity

 www.oneshow.org

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