Viewers Choice

DUE Monday, October 23rd @ 11:59 PM

The Assignment

PART 1

1. Visit the Clio 2017 Award Winners website. https://clios.com/awards/winners

The Clio Awards is an annual award program that recognizes innovation and creative excellence in advertising, design and communication, as judged by an international panel of advertising professionals. Time magazine described the event as the world's most recognizable international advertising awards.

In 2014, Clio assembled a 50/50 male-female jury made up of more than 70% international (non-US) judges. 2014 was also the year Clio began holding judging sessions internationally. The 2014 judging session took place in Malta, and the 2015 session will take place in Tenerife, Spain.

More than 80% of submissions are eliminated within the first two rounds. Juries then determine whether a work deserves to be included on the Shortlist, or receive a Bronze, Silver, or Gold medal. One work in each media type may be awarded the Grand Clio, the highest honor.

PART 2

1. Browse through the campaigns and pick one that interest you.

2. Use the AIDA+ model as a frame work to give commentary on what you saw.

    [A]ttention / [I]nterest / [D]esire / [A]ction / [+]Reaction