

Created for
Creatives

One of 5 Global Shows
Included in the
WARC Creative 100

2025
Deck





LIA was established in 1986 as a creative awards festival built entirely around what the creative community always wanted an awards festival to be.

LIA stands as a champion of the creative process, creatives themselves, and of course, great creative ideas. Constantly listening to what the industry needs, and acting on your feedback, means doing things the way they should be done.

100% Owned and Operated by Women

LIA continues to hold the unique distinction of being the only international award festival owned by a woman and having a full-time staff of only women.

2025 Dates

Entry System: **Now Open**

Final Entry Deadline: **11th September 2025**

Onsite Judging: **25th September through 3rd October**

Onsite Creative LIAisons: **27th September through 1st October**

Winners: **Announced after Judging has Concluded**

Eligibility

Work released, published or broadcast in a commercial environment with client approval beginning 1st July 2024 through 31st August 2025.

All companies and/or individuals involved in the creative process, including clients and brands are eligible to enter.



ONE OF 5 GLOBAL SHOWS

Included In The WARC Creative 100 Rankings

London International Awards (LIA) the Creative Awards for Creatives. Since its inception, LIA has been a worldwide award for creative excellence in all forms of media.

The Awards began in 1986 honoring advertising in only four Categories: Cinema, TV, Print and Radio. LIA now honors 30 unique Category types: Ambient & Activation; Audio & Radio; Billboard; Branded Content; Branded Entertainment; Creative Strategy; Creative Use of Data; Creativity In B2B; Creativity In Media, Creativity In PR; Design; Digital; Direct; Evolution; Health & Wellness; Health & Wellness–Craft; Integration; Music & Sound; Music Video; Non-Traditional; Online Film; Package Design; Pharma & Medical; Pharma & Medical–Craft; Poster; Print; Production & Post-Production; Transformative Business Impact; TV & Cinema and Use of Social Media & Influencers.

LIA accepts entries from all countries across the globe.



JURY SELECTION

It is the integrity and keen discerning eye 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 high regard and admiration of their peers for their own body of work.

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

So, appointing the right judges is a serious business. LIA puts careful thought and consideration into selecting the best frontline practitioners to sit on the juries. Every year, the jury members are high-profile professionals from diverse communities internationally; each accomplished in their field and acclaimed by their counterparts in the industry. Having a diversified jury means having different points of view that would eventually lead to the best work being funneled through.

There is a big weight of responsibility to push the most notable work to the top. That's why, in the interest of total fairness, every jury member must see every piece of work from the get-go. No pre-judging off-site. And any juror who has a vested interest in a piece of work must abstain.

LIA Requests Network Recommendations

LIA annually reaches out to the global excellence managers at each network and requests jury recommendations. These lists must include a global representation from each network that meets all current DEI standards and some options for possible Jury Presidents.

Although LIA may request recommendations, LIA will make the final decisions on Jury selection.

We also receive numerous requests directly from individuals who want to sit on the jury panels. We evaluate these requests, using the same standards mentioned above.

LIA Funds Jury Expenses

LIA pays for jury accommodations and contributes to the cost of travel. We also host jury dinners and daily group lunches where everyone can mingle and network.



ABOUT JUDGING

All Judging is Done Onsite With All Jurors Present

LIA judges are passionate, forward thinking and critical. Creativity is their lifeblood.

No cursory glances or pre-judging off-site. Straight out of the gate, all the judges have enough time to sit and sift through every piece of work onsite in Las Vegas – from the initial ‘in and out’ round right up to the final hierarchy decisions of awarding the Grands, Golds, Silvers, Bronzes and Finalists.

No Quotas For Jury Decisions

Is it a 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 is worthy of the ultimate glory. Awarding a Grand LIA is not mandatory.

Complete Transparency

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 the Statue Round.

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



THE JUDGING PROCESS

FIRST ROUND – ‘In or Out’

Every piece of work entered is seen and individually voted on by all members of their respective jury during this round. Any piece of work that gets voted ‘In’ by the majority, or if it is an even split, advances to the next round.

SECOND ROUND – ‘1 to 10’

On the second look of the entries that have made the cut, jurors vote ‘1 to 10’; one being the lowest and ten being the highest. All votes are calculated to get to an average score. As a standard, any entry that scores seven and above goes into the third round for discussion.

THIRD ROUND – ‘Statue Discussion’

The entire jury in their respective competitions review all the submissions that have made it to this round. We encourage robust discussions and debates – giving every piece of work the time and respect it deserves.

If a juror is passionate about a piece of work that did not make it to the third round, and can shed light on some cultural nuance or background information, they are allowed to bring it back for discussion. If a majority vote keeps the work in the competition, it is then eligible to be awarded.

Golds, Silvers, Bronzes and Finalists are awarded in this final round. The Jury President along with the respective jury will discuss all the Gold winners to consider if any is worthy of the top accolade, a Grand LIA.



AWARDS

The LIA juries award Grand LIAs, Golds, Silvers, Bronzes and Finalists.

Grand LIA

A Grand LIA can only be chosen from the Gold statue winners. It is not mandatory for there to be a Grand LIA. Jurors are advised that any Gold winner should be worthy of a possible Grand LIA.

Each Jury has the discretion to award a Grand LIA.

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.

Conversion Rate

In years past, because of the caliber and diversity of our juries and the in-depth discussions on every piece of work, the percentage of statues awarded remain consistent at approximately the following: Gold: 2-3%; Silver: 3-5%; Bronze: 5-7% and Finalist 2-3%.



Global Of The Year Awards

Holding Company
Network
Client
Agency
Independent Network
Independent Agency
Health & Pharma Network
Health & Pharma Client
Health & Pharma Agency
Independent Health & Pharma Network
Independent Health & Pharma Agency
In-House Company
Design Company
Production Company
Post-Production Company
PR Network
PR Company
Media Network
Media Company
Music & Sound Company
Audio & Radio Company

OF THE YEAR POINT SYSTEM

All winning work is assigned a point value that correlates to a statue win. The points attained from all Grand LIA, Gold, Silver, Bronze and Finalist wins contribute to the Of The Year Awards, regardless of entering company. We use the credits input at time of entry to calculate these points.

Point Values

Our point system is staggered so that no two statues outweigh the statue above it.

Grand LIA: **100 pts**; Gold: **40 pts**; Silver: **15 pts**; Bronze: **5 pts**; Finalist: **1 pt**.

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 are listed, the points would be split between the two individual offices.

Network and Holding Company Of The Year

Each individual office receives points, while also contributing to the score for their Network and Holding Company. A Network is defined as the Agency umbrella, including but not limited to Ogilvy; FCB; BBDO; Dentsu; Serviceplan; Accenture Song; IPG Health; LEO; Havas; etc.

A Holding Company is the parent company of the Networks, including but not limited to WPP; IPG; Omnicom; Publicis Groupe; Dentsu; Stagwell, Accenture; etc.

We rely on each Network and Holding Company to provide us with a full and current list of all companies under their umbrella. LIA is not responsible for companies not supplied to us by the Agency, Network or Holding Company.



Regional Of The Year Awards

Network
Agency
Independent Network
Independent Agency
Health & Pharma Network
Health & Pharma Agency
Independent Health & Pharma Network
Independent Health & Pharma Agency
In-House Company
Design Company
Production Company
Post-Production Company
PR Network
PR Company
Media Network
Media Company
Music & Sound Company
Audio & Radio Company

CATEGORY RELEVANCY

Our Categories and Sub-Categories are discussed and approved each year by our juries and industry leaders.

After each jury concludes in Las Vegas, we discuss if the category definition and sub-categories are still relevant. We also discuss whether the overall competition should be redefined or replaced with something more forward thinking.

We defer to the industry when adding a new competition or amending what we already have. LIA is open to adding new competitions or sub-categories to accommodate an ever changing industry.

New for 2025

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.





Creative LIAisons Funded by LIA

Annually, over 300 young creatives participate in the most comprehensive global training program in the industry. The Creative LIAisons Global Coaching Academy is an initiative to develop, educate, inspire and nurture emerging talent.

Established in 2012, this program gives the next generation the opportunity to learn from the most experienced and awarded people in our industry. With both onsite and virtual offerings, Creative LIAisons is recognized as one of the most valuable training tools in our industry.

Not to mention, an incredible experience for those lucky enough to participate.

Today, there are thousands of people in the creative community who have benefited from this program. A good number of whom are now high level creatives and company founders.

Developing, Educating, Inspiring Young Talent Since 2012

Creative LIAisons is all about bringing the global creative community together to help develop our brightest emerging talent. And it's offered free to all participants, because opportunity shouldn't come with a price tag.

Onsite Program

Funded by festival entry fees, LIAisons brings approximately 125 young creatives to Vegas every year for a five-day program running concurrently with LIA's awards judging.

- Seminars, panels, workshops.
- Constant inspiration and learning from the best in the industry.
- A campus-like atmosphere where conversation and connection with fellow delegates and industry heavyweights is constant.
- Sitting in the jury rooms as the world's best creatives analyze, argue, promote and dissect the world's best work.
- And no delegates fees, with all flights and accommodations covered by LIA.

“This is my second year with Creative LIAisons and I'm really not sure who is getting more out of it, the younger creatives I'm mentoring, or myself. It's an incredibly gratifying experience to give back to the next generation of creative greatness. A generation, who is as appreciative as they are hungry, for this type of guidance and attention. Attention, which is woefully lacking, as our industry gets cut further and further to the bone, making staffing leaner, busier, and sadly, ill-equipped with the luxury of time needed to give younger creatives the level of support they need to learn and grow. Kudos to LIA for helping to fill this void.”

Ari Halper

Global ECD & Head of Creative Excellence
R/GA





Creative LIAisons Virtual Program

To ensure as many young creatives as possible benefit, our virtual program offers one-on-one mentorship and online coaching sessions with top global talent. Each mentee gets to work with three different coaches from around the world. And because everything we do is created for creatives, we don't dictate how the sessions are structured. Everyone's journey is their own, so both mentor and mentee decide what will work best for them. As a mentee, you get to select a wish-list from the available mentors. And it's always a great list, a testament to the generosity and all round awesomeness of the creative community.

Coaching is the art of seeing in people what they may not see in themselves.

Our coaches will share their expertise and experiences from their many years in the industry. These private and bespoke online mentoring sessions are customized to the mentee, covering all disciplines with an emphasis on skill development, elevating ideas and boosting creative confidence to help fast-track careers.

This offers young industry professionals an extremely rare opportunity to have real time, one-on-one coaching with three established industry leaders from around the globe. Each session is designed to develop, educate and grow emerging talent, coaching them to their full potential.

Global Coaching Program Selection Process

LIA doesn't directly select attendees. We offer global allocations to the creative community. Candidates are then put forward by companies, agency networks, ad clubs and associations that support LIA, as well as, collaborating with trade press on regional competitions.

We allow a limited number of mentees to self-nominate for the virtual program. Each year the total number of mentees across both programs is approximately 300. All mentees of both the onsite and virtual programs must be currently working in the industry or a related business and be between the ages of 21 - 30.

Results

The industry has praised the Creative LIAisons Global Coaching Academy as being an invaluable training tool for young creatives, as no other global awards show provides this kind of training, which is so needed to push the industry forward. As a testament to how valuable this experience is, a number of past attendees quickly rose through the ranks to become high level creatives, company owners, or hold managerial positions at some of the world's best known agencies, tech companies and brands. An elite few have been invited back as LIA Jurors or as Creative LIAisons Coaches.

The way LIA intertwines the Creative LIAisons program for younger creatives into the judging week, was also great. The younger creatives have their own things going on with mentoring and workshops, but they also came in to watch us judge live on the last day for the important shiny stuff, which I hadn't seen before. If you get a chance to take part in the LIAisons program, do it.

Micah Walker

Founder / Chief Creative Officer
Bear Meets Eagle On Fire, Sydney



CLIENT ENGAGEMENT

Brands and Marketers have formed direct relationships with LIA by sitting on our juries, entering work directly into the festival, sponsoring our programs and mentoring the emerging talent in the Creative LIAisons Global Coaching Academy.

Some of these brands and marketers have been from the following companies: ABInBev; Whirlpool; Disney; Amazon; Instacart; META; TikTok; Google; PepsiCo; Kose; Suntory; WeTransfer; Avon; Hulu; H&M Beauty; Audi; Shiseido; YouTube; LEGO; CNN; Absolut; Microsoft; Carlsberg; Samsung; P&G; Dole; Verizon; Unilever; Hyundai; Gorilla Doctors and others.

Client Of The Year

LIA introduced the Client of the Year Award in 2018, which honors the Brand that has the most points attained from winning entries across all categories credited to a Client. The past winners include: Burger King who won in two subsequent years, FitChix, Dole, Mars and most recently CeraVe.

Social Media

Clients engage with LIA through social channels to promote their wins, announce their placement on a LIA jury and to promote being part of Creative LIAisons Global Coaching Academy.



DIFFERENTIATORS

Staff

- 100% woman owned company with a full-time staff of only women.

Creative LIAisons Educational Programs

- LIA believes in investing in talent at all levels.
- LIA has forgone hosting an awards ceremony to fund Creative LIAisons at an annual cost in excess of \$250,000 USD
- We fund airfare, accommodations, some meals, and at least one major networking event for all mentees, jurors, speakers and on-site press.
- LIA in collaboration with Ad Clubs and Media Outlets sponsors creative competitions worldwide to award placements to Creative LIAisons on-site program.
- **Onsite program:** No other global festival offers attendees the opportunity to observe statue discussions live in the jury room allowing attendees to go behind the curtain.
- **Virtual Program:** No other awards show offers one-to-one e-coaching sessions on a global scale and with coaches of such high caliber.

Judging and Judging Process

- The fact that all jurors see and judge all work, at the same time, and are required to be on-site for the duration of judging allows for the most accurate results and finest judging experience.
- All Jurors are completely aware of the final results allowing for complete transparency.
- All Jury rooms are open to the Press, Creative Excellence Managers and any LIA guests for observation.

Fees

- No late fees.
- No fees for uploading media.
- We do not charge per element of a campaign.

Sponsorships / Charities

- LIA sponsors charitable initiatives such as The Lantos Foundation for Human Rights & Justice and Gorilla Doctors.



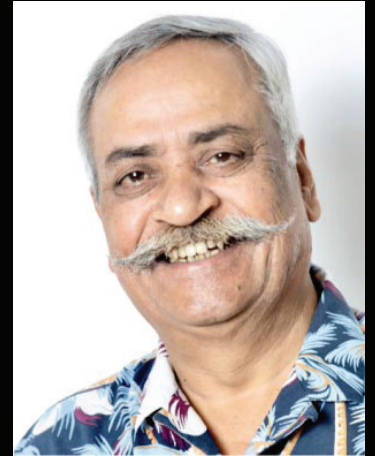
LIA LEGEND AWARD

In 2023, the LIA Legend Award was introduced. This award is presented to a leader of the industry past or current who through their talent, vision and generosity have not just demonstrated outstanding creativity at all levels, they have also demonstrated their willingness to share, mentor and develop others with a focus on the advancement of the industry and creative thinking in all sectors.

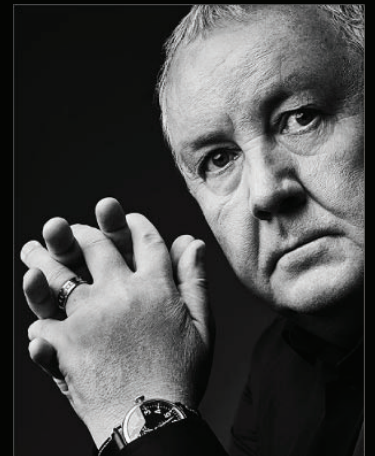
We are not just awarding for brilliance, although that is a factor. We are not just awarding for creative leadership, although that is also a factor.

We are awarding above those two achievements, a person who has been selfless and humble in developing others and giving their time to advance the industry and talent within it.

Past Legend Award Recipients



2024 - Piyush Pandey
Former Global Chief Creative Officer
Ogilvy



2023 - Mark Tutssel
Former Global Chief Creative Officer
Leo Burnett Worldwide

2025 LIA Legend Recipient

Dörte Spengler-Ahrens

Non-Executive Chairwoman

Jung von Matt

To be Presented: 27th September in Las Vegas



About Dörte

Dörte studied Visual Communications and started her career as an Art Director, only to switch to a Copywriter a little later.

After working in several agencies, she joined Jung von Matt. She is the first person to at JvM to become a Creative Director in only three years. In 2000, she founded her own company MARIA, the first “Women`s Agency” in Germany.

In 2002, Dörte returned to Jung von Matt, became Partner and setup the agency JvM/Spree in Berlin. After that, she launched the first international JvM/9 agency in Germany and several other companies in the following years (JvM/Pulse, JvM/Fleet, JvM/Elbe, JvM SAGA and JvM Hamburg). She has worked for the biggest clients of the group including BMW, Mercedes, Audi, Sixt, Nivea, Zalando, BVG and many more.

Dörte’s outstanding creative output, with plenty of award-winning campaigns over the past 20 years made her one of Germany’s best-known creative leaders. Together with her teams, she has written advertising history. Her campaigns shaped the face of Jung von Matt as an agency, making her also one of the best-known players in German business.

This success led to her being honored as “Germany’s Agency Person 2019” at the prestigious Horizont Award and awarded the honorable title of “Braveheart” at the Best Agency Award in 2023.

Dörte has won an incredible number of awards including Grand Prix in national and international award shows.

Jung von Matt was honored twice as Independent Agency of the Year at LIA, Cannes and New York Festival, where Dörte and her team played a significant role in winning these achievements.

Besides creative excellence, Dörte is strongly committed to women and diversity issues and also to empower the younger generation. Dörte was elected the first female president of the Art Directors Club Germany (ADC). She has reformed the ADC, boosting the proportion of women and moved it forward towards “diversity first” while following the motto: “Change the world with creativity.”

Dörte represents the German creative industry for over 20 years (since 2002) in all international award shows (including jury chairwoman and festival president) at LIA, Eurobest, ADC of Europe, ADC Germany and served as juror in hundreds of the most important award juries such as LIA, Clío, One Show, Cannes, ADC*E, ADC Global,). She is also on the advisory board of D&AD and NYF.

In 2024, Dörte was appointed Non-Executive Chairwoman of Jung von Matt Group, also a first in the history of the agency. The agency is convinced “that in her new role she will make the company better with her endless energy, passion for unexpected solutions and that the next generation in particular, will benefit from an icon like Dörte.”

She loves her work; the only things she loves more are her husband Tobias Ahrens, her son Bela and the family dog Tyson.

2025 ENTRY FEES

- Discounted 25% through the Initial Entry Deadline of 10th June.
- Entries must be finalized and paid by 10th June to take advantage of the Entry Discount.
- Any entries at the discounted fee that require any edits, i.e. media, credits or any other changes after 10th June will be re invoiced at the full fee.
- No upload fees.

We have two price points per competition. One for a single entry, the second for a campaign. These are flat fees that do not increase with media uploads or number of elements in a campaign.

2025 Entry Fees can be viewed: [HERE](#)



ENTERING LIA BEST PRACTICES

Why You Should Enter

- 13 month eligibility means that although we may be the last global awards show of the calendar year, this provides a platform to showcase newly released work ahead of other festival dates for the upcoming year.
- Winning at LIA gives you the credentials and recognition that propels careers forward. It also boosts creative confidence and morale, giving rising stars something to celebrate igniting motivation to continue producing excellent, creative work and solutions.
- Winning isn't just about shiny statues, it also allows companies to retain talent and clients, as well as, gain new business.

LIA is the ancient deity of creative jealousy.

**Not true ,
but it should be.**

Are we the last show or the first show?

Yes.

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.

We suggest that your case film is relevant to the Category that you are submitting into.

Duplicate Your Entries Duplicate your credits and media into different Categories and Sub-Categories seamlessly. When using the clone 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.

Campaign or Single When you have a campaign with multiple executions, you can choose to submit the work as a campaign, 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.

**Who doesn't
want a gold
winged
goddess in
their life?**

ENTERING LIA BEST PRACTICES

Entry Tips

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 or sub-category that you are submitting into.

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 approved for judging.

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.

To be inspired by last years winners: [View them here!](#)

Contact Us

For More Information Entry Support, Submission Questions, General Queries: +1.516.931.1050 or info@liaawards.com

For a tutorial of the Entry System for you and your team, please contact: Christina@liaawards.com

You can also view the [LIA Entry Kit](#) for more detailed information on the 2025 LIA Categories, Sub-Categories, Fees and Requirements.

**No 3 hour
award
ceremony to sit
through.**

You're welcome.

PRESS COVERAGE



Industry Trade Publications • Media Partners • Social Media • The LIA Insider • Brands • LIA's Winners & Finalists • Marketers • Industry Podcasts & Vlogs • PR Companies • Comms Directors • Clients

Press Coverage

We receive coverage from, but not limited to: LBB Online; Campaign Brief; Horizont; Reporte Publicidad; Adobo Magazine; Shoot; Campaign Brief Asia; MarketingDirecto; Med Ad News; MANIFEST Media; Anuncios; The Branding Journal; Campaign; The Drum; Branding in Asia; RoastBrief; Page; Advertising Health; Strategies; Marketing Edge and Brain Marketing & Creativity.

Social Media

Across all platforms on our own social channels. Also through the social channels of our client companies, jurors, winners & finalists, brands, Creative Liaisons coaches, speakers and mentees.

The LIA Insider

We have a targeted database of 90,000 contacts, including Comms Directors and Press; with an average open rate of 25%. This database is constantly being updated with relevant contacts.

The LIA Insider is not only a tool to publish LIA news, but is also used by the industry to distribute content. We encourage the industry to send us their stories or news for global distribution. Many of these stories are then picked up by press worldwide .

LIA consistently promotes relevant stories, news, educational programs and Video Podcasts like Simone Nobili's TRANSATLANTIC Interview Series and the spinoff of LIA + Transatlantic presents Ocean's Featuring LIA Jury Presidents.

Creative Rankings

LIA is one of 5 global shows included in the WARC Creative 100. We are also included in The Drum World Creative Rankings, ADC Germany, Advertising Health World Top 10, Campaign Brief, as well as, many other global and regional lists that independently and impartially rank creative excellence.



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