

2026

THE 9TH SHIAF AWARDS

第九届上海国际广告奖



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指导单位

中共上海市委宣传部

上海市

中国广告协会

主办单位

上海市广告协会

协办单位

普陀区人民政府

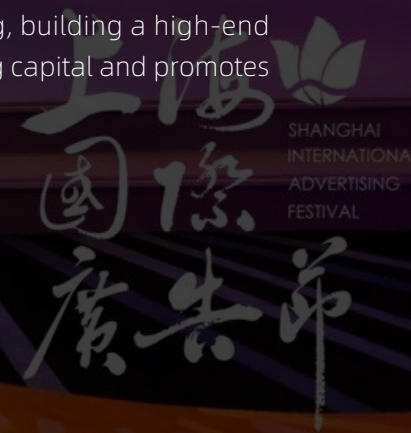
承办单位

上海通伦文化

上海国际广告节是在上海市委市政府直接关心下，中共上海市委宣传部、上海市市场监督管理局和中国广告协会的指导下，由上海市广告协会和SMG上海文化广播影视集团主办，上海市普陀区人民政府协办的年度国际级广告节事活动。立足上海、链接全球，本届广告节集创意、科技、品牌、学术于一体，汇聚全球顶尖作品与行业精英，以“会、展、赛、节”融合模式，聚焦 AI 与数字广告创新，打造思想碰撞、资源对接、合作赋能的高端平台，助力上海建设国际数字广告之都，推动中国创意走向世界。

The Shanghai International Advertising Festival is an annual international advertising event held under the direct guidance of the CPC Shanghai Municipal Committee and the Shanghai Municipal People's Government, with support from the Publicity Department of the CPC Shanghai Municipal Committee, the Shanghai Administration for Market Regulation and the China Advertising Association. It is hosted by the Shanghai Advertising Association and SMG Shanghai Media Group, and co-organized by the People's Government of Putuo District, Shanghai.

Based in Shanghai and connected to the world, this year's festival integrates creativity, technology, branding and academia, bringing together world-class works and industry elites worldwide. Adopting an integrated model of “conferences, exhibitions, competitions and festivals”, it focuses on innovations in AI and digital advertising, building a high-end platform for idea exchange, resource matching and collaborative empowerment. The festival supports Shanghai in building an international digital advertising capital and promotes Chinese creativity to the global stage.



About SHIAF Awards 关于上海国际广告奖

上海国际广告奖是上海国际广告节官方权威奖项，立足上海、面向全球，聚焦创意、科技、品牌与实效。汇聚海内外顶尖作品，由国际专业评委评审，表彰杰出案例、机构与个人，搭建行业交流、人才展示、产业赋能的权威平台，以创新驱动行业发展，助力中国创意走向世界，推动上海建设国际数字广告之都。

SHIAF Awards are the official authoritative awards of Shanghai International Advertising Festival. Based in Shanghai and open to the world, we focus on creativity, technology, branding and effectiveness. Gathering top works from home and abroad, we select outstanding cases, organizations and individuals through international professional judging. We build an authoritative platform for industry communication, talent display and industrial empowerment, driving industry development with innovation, helping Chinese creativity go global and supporting Shanghai to build an international digital advertising capital.

Our Vision 奖项理念

2026 上海国际广告奖以“数智、创新、实效”为核心理念，SHIAF Awards 旨在表彰对行业发展具有引领与启迪价值的优秀广告案例。

With the core philosophy of "Digital Intelligence, Innovation, Effectiveness", SHIAF Awards 2026 honor outstanding advertising cases that inspire and lead the development of the industry.

数智 Digital Intelligence

以数字技术为基，以智能驱动为核，融合数据、算法与 AI，重构广告创作、传播与运营逻辑，让营销更精准、高效、可量化，赋能行业数字化转型与智慧升级。

Rooted in digital technology and powered by intelligence, we integrate data, algorithms and AI to reshape advertising creation, communication and operation, making marketing precise, efficient and measurable for industry digital and intelligent transformation.

创新 Innovation

坚守创意初心，突破传统边界，拥抱技术变革与场景革新，鼓励理念、形式、渠道多维突破，以先锋思考与大胆实践，为广告行业注入持久活力与全新可能。

Adhering to creativity, breaking traditional boundaries and embracing technological changes, we encourage innovation in concepts, forms and channels. Pioneering thinking and bold practices inject sustained vitality and new possibilities into the advertising industry.

实效 Effectiveness

以结果为导向，聚焦品牌增长与商业价值，拒绝虚浮表达，推崇可验证、可评估、可转化的传播成果，用真实数据与市场反馈，彰显广告的核心价值与行业使命。

Result-oriented and focused on brand growth and commercial value, we reject empty expressions and advocate verifiable, measurable and convertible communication outcomes. Real data and market feedback highlight the core value and mission of advertising.

价值 Value

权威认证 Authoritative Certification

上海国际广告奖是**唯一**获得“上海品牌”认证的广告行业权威活动。

The only advertising event certified as “Shanghai Brand” with authoritative recognition.

政策扶持 Policy Support

获奖企业可享上海各区及全国各省市广告业相关专项扶持，**最高百万**奖励，助力企业高质量发展。

Winners enjoy national & Shanghai policy support, with rewards up to 1 million yuan.

全球传播 Global Communication

获奖作品收录官网、WARC、今日广告奖项库，**全球曝光**，行业影响力显著提升。

Works collected in official website, WARC & ADToday Awards Database for global influence.

评委&评审 Judges & Judging

上海国际广告奖评审团每年由全球顶尖行业专家组成，兼具国际视野与专业深度，涵盖品牌、创意、传播、学术及行业组织代表。依托多元文化视角，以全球标准评审参赛作品，并由评审主席团全程督导，确保评选权威、公正、独立。

The jury of Shanghai International Advertising Awards consists of top global industry experts annually, with international vision and professional depth, covering representatives from brands, creativity, communication, academia and relevant industry organizations.

本届评委招募与奖项申报同步启动。

Judge recruitment and award submission start simultaneously for this edition.

联系我们 Contact Us

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关键时间 Key Date



评审标准 Judges & Judging

15%

目标
Objective

参赛案例是否有清晰且科学合理的目标。
Whether the entry has clear, scientific and reasonable objectives.

15%

策略
Strategy

参赛案例是否有针对性的、可执行的策略。
Whether the entry has targeted and executable strategies.

20%

创意
Creativity

创意涵盖传播、策划、设计与营销等洞察。
Creativity includes innovative insights in communication, planning and marketing.

20%

执行
Execution

参赛案例能否有效地将价值传递给受众。
Whether the entry effectively delivers brand to the target audience.

30%

效果
Effect

参赛案例是否达成了预定的目标。
Whether the entry has achieved the predetermined objectives.

奖项申报条件与费用

Entry Requirements and Fees

奖项分设9大类，奖项区分中英文类别，可根据语种选择；中文、英文需分开结算。一旦案例提交成功(完成案例信息填写成功付款)便不可撤销，参赛费**不予退回**。

The award is divided into 9 major categories, available in both Chinese and English; you may select according to language.Chinese and English entries shall be settled separately.Once a case is successfully submitted (including completion of information and payment), the submission cannot be revoked and the entry fee is non-refundable.

报选2026年上海国际广告奖奖项的作品须为2025年1月1日至2026年7月1日期间实施的作品。

Entries submitted for the 2026 Shanghai International Advertising Awards must be campaigns implemented between January 1, 2025 and July 1, 2026.

类型 Category	日期 Date	品牌类及案例类费用 Brand & Case Category Fees	
早鸟截止 Early Bird Deadline	3.27-4.30	2499	元/件 CNY/Piece
常规截止 Regular Deadline	5.1-5.31	2999	元/件 CNY/Piece
最终截止 Final Deadline	6.1-7.1	3999	元/件 CNY/Piece

参赛费用的价格以实际提交订单时间为准，若在5个工作日内未进行付款，订单将被清理。重新提交订单将按照当时的价格重新计算。

The entry fee is subject to the price at the time the order is actually submitted. If payment is not made within 5 working days, the order will be cleared. Resubmitting the order will be recalculated at the prevailing price.

增订项目 Additional Items	费用 Fees	
奖杯 Trophy	3000	元/件 CNY/Piece
证书 Certificate	500	元/件 CNY/Piece

所有获得等级奖(金、银、铜、全场大奖)的案例将获赠一座奖杯(加证书，全场大奖不含)年度精英类获奖增一套证书。奖杯刻印信息默认为参赛单位在报赛系统中填写的公司名称。若获奖单位需为贡献代理公司或个人额外定制奖杯或入围证书，请在颁奖典礼后联系工作人员办理。

All award-winning entries (Gold, Silver, Bronze, and Grand Prix) will receive one trophy plus a certificate (excluding Grand Prix). Winners of the Annual Elite category will be presented with an additional set of certificates.If the winning organization wishes to additionally customize trophies or finalist certificates for contributing agencies or individuals, please contact the staff after the awards ceremony.

付款信息 Payment Information

账户名:中青旅(上海)国际会议展览有限公司

账号:36520188000197845

开户行:光大银行上海虹口支行

BENEFICIARY'S NAME: CHINA CYTS M.I.C.E (SHANGHAI) SERVICE CO., LTD

ADD: 15th Floor, No. 739, Kunming Road, Yangpu District, Shanghai

BANK:CHINA EVERBRIGHT BANK SHANGHAI BRANCH

BANK ADD:NO.1118 CENTURYAVENUE, PUDONG SHANGHAI 200120, P.R.C

ACCOUNT NUMBER:36520188000197845

SWIFT CODE: EVERCNBJSH1

CNAPS:303290000528

上海国际广告奖官方指定收款单位授权声明

Authorization of Official Designated Payee for Shanghai International Advertising Awards

上海国际广告节组委会（以下简称“组委会”）特此正式授权：中青旅（上海）国际会议展览有限公司作为 2026（第九届）上海国际广告奖的唯一官方指定收款单位，全权负责本届赛事所有参赛费用、报名费及相关款项的收取与结算工作。授权期限自 2026 年 3 月 27 日 至本授权事项办理完毕。

组委会授权该公司依照国家法律法规及赛事财务规范处理所有收款事宜，以确保本届广告奖财务合规、资金安全、流程规范。

自本声明发布之日起，所有参赛单位及相关方须将参赛相关费用支付至上述指定收款单位账户，方为有效。

The Organizing Committee of Shanghai International Advertising Festival (hereinafter referred to as the "Committee") hereby officially authorizes CYTS (Shanghai) International Conference & Exhibition Co., Ltd. to act as the sole official designated payee for the 2026 (9th) Shanghai International Advertising Awards, responsible for the collection and settlement of all entry fees, registration fees and relevant funds of this competition. This Authorization shall be valid from the date of 27th Mar. 2026 to the date when this authorization content finished.

The Committee authorizes the aforementioned company to handle all collection matters in accordance with national laws, regulations and the financial norms of the event, so as to ensure compliance, fund security and standardized procedures for the financial affairs of the Awards.

As of the date of issuance of this statement, all participating entities and relevant parties shall pay the relevant entry fees to the account of the above-designated payee to be deemed valid.

上海国际广告节组委会

2026 年 4 月 1 日

Organizing Committee of SHIAF

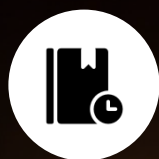
Date: 1st Apr. 2026



报赛指导 Entry Guidance

1. 阅读参赛指南，完成账号注册：登录赛事官方网站 <https://shiaf.com.cn/entry>，下载并仔细阅读参赛指南，完成账号注册；如对参赛规则有疑问，可联系工作人员咨询。
2. 选择参赛类别与语言赛道：根据申报需求选定参赛类别；本届赛事分设中文赛道与英文赛道，可按语种自由选择。
3. 遴选参赛作品，准备申报素材：挑选优质作品参赛，并按要求准备申报素材（文件大小不超过200M，包括但不限于图片、视频、音频、PDF等）。
4. 在线填写并上传申报资料：登录报奖系统<https://shiaf.com.cn/entry>，按指引在线填写申报信息、上传作品及相关材料；申报文件名称请勿使用特殊符号。
5. 核对信息并提交作品：认真检查所有报奖资料是否符合官方规则要求，确认无误后，在作品提交截止日前完成最终提交。
6. 完成费用缴纳：作品提交后请在5个工作日内完成付款；组委会将在付款成功后10个工作日内寄出发票。

1. Log in to the official competition website: <https://shiaf.com.cn/entry>, download and read the Entry Guide carefully, and complete account registration. For any questions about the competition rules, please contact the staff for consultation.
2. Select the entry category according to your application needs. This competition sets up Chinese Track and English Track separately, which you can freely choose based on the language you use.
3. Select entries and prepare submission materials: Choose high-quality works and prepare required materials (file size no more than 200M, including but not limited to images, videos, audios, PDF, etc.). Log in to the Entry System: <https://shiaf.com.cn/entry>, fill in the application information and upload your works and relevant materials as instructed. Please do not use special characters in the names of application documents.
4. Carefully check that all application materials comply with the official rules and requirements. After confirming all information is correct, complete the final submission before the work submission deadline.
5. Please make the payment within 5 working days after submitting your works. The Organizing Committee will send the invoice by post within 10 working days upon successful payment.



注册账号
Register



选择赛道
Select



准备作品
Prepare



在线申报
Submit



核对提交
Confirm



缴纳费用
Settle

赛事类别设置

Competition Categories

2026 上海国际广告奖共设置 9 大类别，涵盖 97 个细分赛道，全面覆盖广告创意、传播、技术及实效等多元领域，以更精细、更专业的评审维度，发掘行业优秀作品与创新力量。

The 2026 Shanghai International Advertising Awards consist of 9 major categories covering 97 sub-categories, spanning diverse fields including advertising creativity, communication, technology and effectiveness. With more refined and professional judging dimensions, the awards aim to discover outstanding works and innovative forces in the industry.

类别总览 Overview

A.品牌案例类 Brand Case Category

B.设计类 Design Category

C.制作类 Production Category

D.创意类 Creative Category

E.营销类 Marketing Category

F.社会责任类 Social Responsibility Category

G.新商业类 New Business Category

H.AI营销类 AI Marketing Category

I.境外及国际类 Overseas & International Category

类别概览 Overview

A.品牌案例类 Brand Case Category

- A-1.食品 Food
- A-2.餐饮 Catering
- A-3.奢侈品 Luxury
- A-4.美妆个护 Beauty & Personal Care
- A-5.宠物 Pet
- A-6.金融保险类 Finance & Insurance
- A-7.体育/休闲与娱乐类 Sports / Leisure & Entertainment
- A-8.饮品类 Beverage
- A-9.数码产品类 Digital Products
- A-10.家电类 Home Appliances
- A-11.时尚类 Fashion
- A-12.互联网平台类 Internet Platform
- A-13.文旅类 Culture & Tourism
- A-14.店铺零售类 Retail & Store
- A-15.酒饮类 Wine & Spirits
- A-16.家居日用类 Home & Daily Necessities
- A-17.交通工具类 Transportation
- A-18.母婴亲子类 Mother, Baby & Parenting
- A-19.非盈利/慈善类 Non-profit / Charity
- A-20.大健康类 Greater Health
- A-21.其他 Others

B.设计类 Design Category

- B-1.平面广告 Print Advertising
- B-2.包装设计 Packaging Design
- B-3.品牌周边设计 Brand Merchandise Design
- B-4.场景设计 Scene Design
- B-5.数字设计 Digital Design
- B-6.产品设计 Product Design NEW

D.创意类 Design Category

- D-1.文案创意 Copy & Creative
- D-2.TVC
- D-3.短视频 Short Video
- D-4.中长视频 Medium & Long Video
- D-5.现场活动 Live Event
- D-6.互动装置体验 Interactive Installation & Experience
- D-7.互联网应用 Internet Application

E.营销类 Marketing Category

- E-1.整合营销 Integrated Marketing
- E-2.场景营销 Scenario Marketing
- E-3.内容营销 Content Marketing
- E-4.出海营销 Global Marketing
- E-5.社交媒体营销 Social Media Marketing
- E-6.户外广告 Outdoor Advertising
- E-7.数字技术体验 Digital Technology Experience
- E-8.全链路营销 Full-Link Marketing
- E-9.私域社群营销 Private Domain Community Marketing
- E-10.用户增长 User Growth
- E-11.数据应用 Data Application
- E-12.成交转化 Sales Conversion
- E-13.营销技术创新 Marketing Technology Innovation
- E-14.影视综艺 Film & Variety Show
- E-15.艺人及意见领袖 Celebrities / KOL
- E-16.体育赛事 Sports Event
- E-17.娱乐植入 Entertainment Product Placement
- E-18.游戏 Gaming
- E-19.音频 Audio
- E-20.IP融合 IP Integration
- E-21.跨界合作 Cross-Border Cooperation
- E-22.短剧 Short Drama
- E-23.融媒体 Converged Media NEW
- E-24.交通广告 Transportation Advertising NEW

C.制作类 Production Category

- C-1.TVC
- C-2.短视频 Short Video
- C-3.中长视频 Medium & Long Video
- C-4.影视前期 Film Pre-Production
- C-5.影视后期 Film Post-Production
- C-6.影视音乐 Film Music
- C-7.AI视频 AI Video NEW

类别概览 Overview

F.社会责任类 Social Responsibility Category

F-1.视频广告 Video Advertising	F-6.人文关怀 Humanistic Care
F-2.事件活动 Event & Campaign	F-7.文化自信 Cultural Confidence
F-3.整合营销 Integrated Marketing	F-8.乡村振兴 Rural Revitalization
F-4.生态保护 Ecological Protection	F-9.企业ESG Corporate ESG
F-5.社会价值 Social Value	F-10.其他 Others

G.新商业类 New Business Category

G-1.社交模式 Social Model	G-4.运营策略 Operation Strategy	G-7.种草营销 Seeding Marketing NEW
G-2.变现模式 Monetization Model	G-5.内容策略 Content Strategy	
G-3.合作模式 Cooperation Model	G-6.产品策略 Product Strategy	

H.AI营销类 AI Marketing Category **NEW**

H-1.AIGC创意类 AIGC Creative NEW	H-3.GEO营销 GEO Marketing NEW	H-5.AI漫剧 AI Comic Drama NEW
H-2.AI数智营销 AI Intelligent Marketing NEW	H-4.AI Agent营销 AI Agent Marketing NEW	

I.境外及国际类 Overseas & International Category **NEW**

I-1.AI营销 AI Marketing NEW	I-4.数字营销 Digital Marketing NEW	I-7.创意 Creative NEW	I-10.线下体验 Offline Experience NEW
I-2.品牌营销 Brand Marketing NEW	I-5.广告片 Commercial Film NEW	I-8.ESG NEW	I-11.其他 Others NEW
I-3.内容营销类 Content Marketing NEW	I-6.设计 Design NEW	I-9.户外广告 Outdoor Advertising NEW	



A.品牌案例类 Brand Case Category

品牌案例类聚焦全行业品牌营销实战案例，以品牌定位、创意策略、传播效果为核心评审维度，覆盖 21 大垂直领域，全面呈现品牌营销创新实效成果。本类别不限广告营销形式，凡申报品牌符合对应行业类目，均可参赛申报。

The Brand Case Category focuses on practical brand marketing cases across all industries, with brand positioning, creative strategy, and communication effectiveness as the core judging criteria. It covers 21 vertical sectors, fully presenting the practical achievements of brand marketing innovation. This category has no restrictions on advertising formats; any brand that fits the corresponding industry category is eligible to apply..

A-1 食品 Food

包含休闲零食、粮油米面、乳制品、烘焙食品、速冻食品、方便食品、罐头食品、调味品、保健食品、婴幼儿辅食等食品品牌。Includes snack foods, grain and oil products, dairy products, baked goods, frozen foods, instant foods, canned foods, condiments, health foods, infant complementary foods, and other food brands.

A-2 餐饮 Catering

包含正餐餐厅、快餐连锁、茶饮咖啡、火锅烧烤、甜品烘焙、轻食简餐、地方特色餐饮、预制菜品牌、外卖平台餐饮、美食市集等餐饮品牌。Includes formal restaurants, fast-food chains, tea and coffee shops, hot pot and barbecue restaurants, dessert and bakery shops, light meals, local specialty restaurants, pre-prepared meal brands, takeaway platform restaurants, food markets, and other catering brands.

A-3 奢侈品 Luxury

包含高端腕表、箱包皮具、珠宝首饰、豪华汽车、高级成衣、香水香氛、名酒收藏、私人游艇 / 飞机、高端家居、奢侈生活方式服务等奢侈品牌。Includes high-end watches, leather goods, jewelry, luxury cars, haute couture, perfumes, fine wine collections, private yachts/aircraft, high-end home furnishings, luxury lifestyle services, and other luxury brands.

A-4 美妆个护 Beauty & Personal Care

包含彩妆、护肤、香水、洗护发、身体护理、口腔护理、男士护理、美容仪器、母婴个护、香薰精油、防晒隔离等美妆及个人护理品牌。Includes makeup, skincare, perfumes, hair care, body care, oral care, men's care, beauty devices, maternal and baby personal care, aromatherapy essential oils, sunscreens, and other beauty and personal

A-5 宠物 Pet

包含宠物主粮、宠物零食、宠物用品、宠物医疗、宠物美容、宠物训练、宠物保险、宠物殡葬、宠物智能设备、宠物社交平台等宠物相关品牌。Includes pet food, pet snacks, pet supplies, pet medical care, pet grooming, pet training, pet insurance, pet funeral services, pet smart devices, pet social platforms, and other pet-related brands.

A-6 金融保险类 Finance & Insurance

包含商业银行、证券公司、保险公司、基金理财、消费金融、支付平台、信托资管、普惠金融、数字银行、养老金融等金融保险品牌。Includes commercial banks, securities companies, insurance companies, fund management, consumer finance, payment platforms, trust and asset management, inclusive finance, digital banks, pension finance, and other financial and insurance brands.

A-7 体育 / 休闲与娱乐类 Sports / Leisure & Entertainment

包含体育赛事、健身俱乐部、运动服饰、户外装备、游戏电竞、影视综艺、直播平台、KTV / 酒吧、主题乐园、桌游剧本杀等体育休闲娱乐品牌。Includes sports events, fitness clubs, sportswear, outdoor equipment, gaming and e-sports, film and television variety shows, live streaming platforms, KTV/bars, theme parks, board game and script murder clubs, and other sports, leisure and entertainment brands.

A-8 饮品类 Beverage

包含瓶装水、碳酸饮料、果汁茶饮、功能饮料、植物蛋白饮、咖啡饮品、乳饮、气泡酒、预调鸡尾酒、无糖饮料等饮品品牌。Includes bottled water, carbonated drinks, fruit juice and tea drinks, functional drinks, plant protein drinks, coffee drinks, dairy drinks, sparkling wines, pre-mixed cocktails, sugar-free beverages, and other beverage brands.

A-9 数码产品类 Digital Products

包含智能手机、笔记本电脑、智能穿戴、平板电脑、相机影像、耳机音响、游戏主机、数码配件、智能家居硬件、VR/AR 设备等数码产品品牌。Includes smartphones, laptops, smart wearables, tablet computers, cameras and imaging devices, headphones and speakers, game consoles, digital accessories, smart home hardware, VR/AR devices, and other digital product brands.

A-10 家电类 Home Appliances

包含冰箱洗衣机、空调厨电、小家电、清洁电器、个护家电、智能家电、影音家电、热泵系统、母婴家电、商用家电等家电品牌。Includes refrigerators and washing machines, air conditioners and kitchen appliances, small home appliances, cleaning appliances, personal care appliances, smart home appliances, audio-visual appliances, heat pump systems, maternal and baby appliances, commercial appliances, and other home appliance brands.

A-11 时尚类 Fashion

包含服装服饰、鞋履箱包、潮流配饰、内衣家居服、运动潮牌、轻奢成衣、设计师品牌、快时尚、珠宝配饰、眼镜腕表等时尚品牌。Includes apparel, footwear and bags, trendy accessories, underwear and loungewear, streetwear, light luxury ready-to-wear, designer brands, fast fashion, jewelry accessories, eyewear and watches, and other fashion brands.

A-12 互联网平台类 Internet Platform

包含电商平台、社交网络、内容社区、生活服务、出行平台、教育平台、医疗平台、金融科技、工具类 App、短视频平台等互联网平台品牌。Includes e-commerce platforms, social networks, content communities, lifestyle services, travel platforms, education platforms, medical platforms, fintech, utility apps, short-video platforms, and other internet platform brands.

A-13 文旅类 Culture & Tourism

包含旅游景区、高端酒店、民宿客栈、旅行社、文旅 IP、城市文旅、主题乐园、研学旅行、邮轮旅游、非遗文创等文化旅游品牌。Includes tourist attractions, high-end hotels, homestays, travel agencies, cultural and tourism IPs, urban cultural tourism, theme parks, study tours, cruise tourism, intangible cultural heritage creative products, and other cultural and tourism brands.

A-14 店铺零售类 Retail & Store

包含连锁商超、便利店、品牌专卖店、集合店、精品超市、美妆集合店、家居卖场、奥特莱斯、无人零售、社区团购等零售店铺品牌。Includes chain supermarkets, convenience stores, brand specialty stores, multi-brand stores, premium supermarkets, beauty collection stores, home furnishing stores, outlet malls, unmanned retail, community group buying, and other retail store brands.

A-15 酒饮类 Wine & Spirits

包含白酒、红酒、啤酒、威士忌 / 白兰地、清酒 / 烧酒、预调酒、果酒、黄酒、精酿啤酒、低度酒饮等酒饮品牌。Includes baijiu, red wine, beer, whiskey/brandy, sake/shochu, pre-mixed drinks, fruit wine, huangjiu, craft beer, low-alcohol beverages, and other wine and spirits brands.

A-16 家居日用类 Home & Daily Necessities

包含家具家纺、厨卫用品、清洁洗护、收纳整理、装饰摆件、香薰蜡烛、餐厨厨具、床上用品、智能家居、日用百货等家居日用品牌。Includes furniture and home textiles, kitchen and bathroom supplies, cleaning and care products, storage organizers, decorative ornaments, scented candles, tableware and kitchenware, bedding, smart home devices, daily necessities, and other home and daily necessity brands.

A-17 交通工具类 Transportation

包含乘用车、新能源汽车、摩托车、电动车、出行服务、汽车配件、轮胎润滑油、共享出行、房车露营、智能车机等交通工具品牌。Includes passenger vehicles, new energy vehicles, motorcycles, electric vehicles, travel services, auto parts, tires and lubricants, car-sharing, RV camping, smart car systems, and other transportation brands.

A-18 母婴亲子类 Mother, Baby & Parenting

包含母婴奶粉、纸尿裤、童装玩具、早教机构、母婴洗护、孕产服务、亲子游乐、儿童摄影、母婴电商、产后修复等母婴亲子品牌。Includes maternal and infant milk powder, diapers, children's clothing and toys, early education institutions, maternal and baby care products, maternity services, parent-child amusement, children's photography, maternal and infant e-commerce, postnatal recovery, and other mother, baby and parenting brands.

A-19 非盈利 / 慈善类 Non-profit / Charity

包含公益基金会、环保组织、教育公益、医疗救助、动物保护、扶贫助残、文化遗产保护、社区服务、志愿者平台等非盈利 / 慈善品牌。Includes public welfare foundations, environmental organizations, educational charities, medical aid, animal protection, poverty alleviation and disability assistance, cultural heritage protection, community services, volunteer platforms, and other non-profit/charity brands.

A-20 大健康类 Greater Health

包含医疗器械、药品保健品、康养服务、体检机构、运动健康、中医养生、心理健康、医美抗衰、健康管理平台、养老服务等大健康品牌。Includes medical devices, pharmaceuticals and health products, health care services, physical examination institutions, sports health, traditional Chinese medicine wellness, mental health, medical aesthetics and anti-aging, health management platforms, elderly care services, and other greater health brands.

A-21 其他 Others

包含未归入上述类别的品牌，如专业服务、工业制造、农业品牌、小众文创、新兴赛道品牌等，均可在此类目申报。Includes brands not classified in the above categories, such as professional services, industrial manufacturing, agricultural brands, niche cultural and creative products, emerging sector brands, etc., all of which can be declared under this category.



B.设计类 Design Category

设计类涵盖平面广告、包装、品牌周边、场景、数字、产品六大方向，聚焦视觉创意与实用价值，从平面传播、产品包装到空间场景、数字交互，全面展现创意表达、品牌塑造与用户体验的融合，是品牌视觉落地与创新设计的核心参赛类别。

Design category covers six areas: print advertising, packaging, brand merchandise, scene, digital and product design. It focuses on visual creativity and practical value, integrating creative expression, brand building and user experience from print communication to space scene and digital interaction, serving as the core category for brand visual presentation and innovative design.

B-1. 平面广告 Print Advertising

以平面视觉为主要载体，通过海报、报纸、杂志、户外平面、宣传单页等形式进行信息传播与创意表达的广告设计。 Advertising design that uses print visuals as the main carrier, delivering messages and creative ideas through posters, newspapers, magazines, outdoor print ads, flyers, etc.

B-2. 包装设计 Packaging Design

围绕产品的结构、材质、视觉外观与品牌形象进行的整体设计，兼具保护功能、使用体验与市场传播价值。 The overall design of product structure, material, visual appearance and brand image, combining protection, user experience and market communication value.

B-3. 品牌周边设计 Brand Merchandise Design

基于品牌视觉系统、IP 形象或品牌理念延伸开发的实体文创与周边产品设计，强化品牌认知与情感连接。 Design of physical cultural and creative products derived from brand identity, IP image or brand philosophy, enhancing brand recognition and emotional connection.

B-4. 场景设计 Scene Design

针对线下空间、活动现场、展示环境、商业终端等进行的空间视觉、氛围营造与体验式设计。 Spatial visual, atmosphere and experiential design for offline spaces, event sites, exhibition environments and commercial terminals.

B-5. 数字设计 Digital Design

依托数字媒介、屏幕终端与网络环境创作的视觉设计，包含动态视觉、UI、交互、线上广告、数字海报等。 Visual design based on digital media, screens and internet environment, including motion graphics, UI, interaction, online ads, digital posters, etc.

B-6. 产品设计 Product Design

以功能、结构、形态、材质与用户体验为核心的实体产品创新设计，强调实用性、美学性与量产可行性。 Innovative design of physical products focusing on function, structure, form, material and user experience, emphasizing practicality, aesthetics and mass production feasibility.

C.制作类 Production Category

制作类包含 TVC、短视频、长视频、影视前期、影视后期、影视音乐、AI 视频七大类别，聚焦视频全流程创作与技术呈现，从创意拍摄、后期制作到音乐音效、AI 创新应用，全面展现品牌视频内容的制作水准与传播表现力。

The Production Category includes seven types: TVC, Short Video, Long Video, Film Pre-Production, Post-Production, Film Music and AI Video. It focuses on the whole video creation and technical presentation, showing the production level and communication performance of brand video content from shooting, post-production to music and AI innovation.

C-1.TVC

专业电视广告与商业视频短片，以品牌传播、产品推广为核心，具备完整创意脚本、画面叙事与商业传播价值。Professional TV commercials and short commercial videos, focusing on brand communication and product promotion with complete creative scripts, visual narration and commercial communication value.

C-2. 短视频 Short Video

适合社交平台传播的3分钟以内短时长视频，节奏轻快、信息密集，强创意、高传播性，满足轻量化内容传播需求。Short-duration videos within 3 minutes suitable for social platforms, with brisk rhythm, dense information, strong creativity and high spreadability to meet lightweight communication needs.

C-3. 中长视频 Medium & Long Video

具备完整叙事结构的3分钟以上中长视频内容，注重情节、深度与质感，适合品牌故事、纪录片、专题片等创作。Medium and long videos over 3 minutes with complete narrative structure, focusing on plot, depth and texture, suitable for brand stories, documentaries and feature films.

C-4. 影视前期 Film Pre-Production

影视与商业视频拍摄前的创意筹备工作，包含创意策划、脚本、分镜、美术、选景、制片等核心环节。Creative preparation before film and commercial video shooting, including creative planning, scripts, storyboards, art, location scouting and production.

C-5. 影视后期 Film Post-Production

视频拍摄完成后的制作环节，涵盖剪辑、调色、特效、包装、合成等，提升视觉呈现与成片质感。Production process after video shooting, including editing, color grading, special effects, packaging and compositing to enhance visual presentation.

C-6. 影视音乐 Film Music

为视频、影视、广告量身创作的音频内容，包括配乐、主题曲、音效、配音等，强化情绪与氛围表达。Audio content customized for videos, films and advertisements, including soundtracks, theme songs, sound effects and dubbing.

C-7.AI 视频 AI Video

以人工智能技术为核心创作的视频内容，包含 AI 生成、AI 剪辑、AI 特效、数字人视频等创新形态。Video content created with AI technology as the core, including AI generation, AI editing, AI special effects and digital human videos.

D.创意类 Design Category

创意类涵盖文案创意、TVC、短视频、长视频、现场活动、互动装置体验、互联网应用七大单元，从文字创意、视频内容到线下活动、科技互动与线上应用，全方位展现品牌创意策略、内容表达与用户体验，突出原创洞察与传播价值。

The Creative Category includes seven units: Copy & Creative, TVC, Short Video, Long Video, Live Event, Interactive Installation & Experience and Internet Application. It covers creative writing, video content, offline events, tech interaction and online applications, fully demonstrating original insight, content expression and communication value.

D-1. 文案创意 Copy & Creative

以文字创意为核心，通过广告语、文案脚本、创意策略等实现品牌沟通与情感传递，突出创意洞察与表达张力。Focus on creative writing, realizing brand communication and emotional transmission through slogans, scripts and creative strategies, highlighting insight and expression.

D-2. TVC

专业商业电视广告影片，注重叙事节奏、视觉质感与品牌传播力，适合完整成片作品参赛。Professional commercial TV commercials, focusing on narrative rhythm, visual quality and brand communication, suitable for complete finished films.

D-3. 短视频 Short Video

适配社交平台传播的3分钟以内的短时长创意视频，节奏明快、传播性强，注重创意亮点与用户吸引力。Creative videos within 3 minutes tailored for social media distribution, featuring a brisk pace and high communicability, with focus on creative highlights and audience appeal.

D-4. 中长视频 Medium & Long Video

具备完整叙事与内容深度的3分钟以上的中长视频作品，适合品牌故事、纪录片、专题片等内容创作。Medium and long video works over 3 minutes with complete narrative and in-depth content, suitable for the creation of brand stories, documentaries, feature films and other similar productions.

D-5. 现场活动 Live Event

以线下现场执行与创意落地为核心的活动策划，包含发布会、路演、庆典、体验活动等整体创意方案。Offline event planning focusing on on-site execution and creative implementation, including conferences, roadshows and experiential activities.

D-6. 互动装置体验 Interactive Installation & Experience

通过科技与创意结合的线下互动装置，强调用户参与感、沉浸式体验与品牌场景化沟通。Offline interactive devices combining technology and creativity, emphasizing user participation, immersive experience and brand communication.

D-7. 互联网应用 Internet Application

基于互联网平台的创意应用方案，涵盖小程序、网站、线上互动活动等，注重用户体验与传播效果。Creative applications based on Internet platforms, including mini-programs, websites and online interactive activities, focusing on user experience and communication.

E.营销类 Marketing Category

营销类涵盖整合、场景、内容、出海、社交媒体、户外、数字体验等 24 个细分赛道，覆盖从品牌传播、用户增长、数据应用到 IP 融合、跨界合作等全链条，聚焦策略创新、媒介整合与商业转化，展现品牌全域营销能力与实战价值。

The Marketing Category covers 24 tracks including integrated, scenario, content, global, social media, outdoor and digital experience. It covers the whole chain from brand communication, user growth, data application to IP integration and cross-border cooperation, focusing on strategic innovation, media integration and commercial transformation.

E-1. 整合营销 Integrated Marketing

以品牌核心目标为导向，整合多渠道、多形式传播资源，实现全域协同、统一发声的系统化营销解决方案。Systematic marketing solutions that integrate multi-channel and multi-form resources under brand goals to achieve unified communication.

E-2. 场景营销 Scenario Marketing

围绕用户真实消费与生活场景构建沟通语境，强化场景代入感，提升品牌触达与转化效率。Build communication around real user scenarios to enhance immersion and improve brand reach and conversion.

E-3. 内容营销 Content Marketing

以优质内容为核心载体，通过故事化、价值化表达传递品牌信息，实现长效种草与心智占领。Use high-quality content to convey brand information through storytelling and value expression for long-term influence.

E-4. 出海营销 Global Marketing

面向海外市场与全球用户，结合地域文化制定适配策略，实现品牌国际化传播与业务拓展。Target overseas markets with localized strategies to achieve international brand communication and expansion.

E-5. 社交媒体营销 Social Media Marketing

依托社交平台生态，通过内容互动、话题传播、社群运营实现裂变传播与用户深度连接。Realize fission communication and deep user connection via social platforms, content interaction and community operation.

E-6. 户外广告 Outdoor Advertising

借助线下户外媒体资源，打造强视觉、高曝光、沉浸式的品牌展示，强化线下影响力。Create high-exposure, immersive brand display via offline outdoor media to strengthen offline influence.

E-7. 数字技术体验 Digital Technology Experience

运用 AR/VR/ 互动科技等手段，打造沉浸式、交互式体验，升级品牌感官与互动记忆。Use AR/VR/interactive tech to create immersive experiences and upgrade brand sensory memory.

E-8. 全链路营销 Full-Link Marketing

覆盖从曝光、兴趣、互动到转化、复购的完整用户链路，实现营销闭环与效率最大化。Cover the full user journey from exposure to repurchase, forming a closed-loop for maximum efficiency.

E-9. 私域社群营销 Private Domain Community Marketing

基于私域流量池进行精细化运营，通过社群服务与关系维护提升用户忠诚度与复购。Refined operation based on private traffic to improve loyalty and repurchase via community service.

E-10. 用户增长 User Growth

以用户拉新、激活、留存、裂变为目标，通过策略与产品手段实现可持续用户规模扩张。Achieve sustainable user expansion through acquisition, activation, retention and referral.

E-11. 数据应用 Data Application

以数据洞察驱动决策，实现精准投放、效果追踪、人群分析与营销优化。Data-driven decision-making for precise delivery, effect tracking, audience analysis and optimization.

E-12. 成交转化 Sales Conversion

聚焦营销最终商业结果，通过链路优化、促销策略等提升下单率与交易价值。Focus on final business results, optimize conversion rate and transaction value via strategies.

E-13. 营销技术创新 Marketing Technology Innovation

依托新技术、新工具、新模型实现营销模式突破，提升自动化、智能化与规模化能力。Break through marketing models via new tech/tools to improve automation, intelligence and scale.

E-14. 影视综艺 Film & Variety Show

借助影视、综艺等内容载体进行品牌合作与曝光，借势内容流量实现破圈传播。Brand cooperation and exposure through films and variety shows to break circle via content traffic.

E-15. 艺人及意见领袖 Celebrities / KOL

联动明星、垂类达人、博主、主播等意见领袖，借助其影响力实现信任背书与高效种草。Cooperate with Celebrities/KOLs/influencers for trust endorsement and efficient audience engagement.

E-16. 体育赛事 Sports Event

依托体育赛事 IP 与体育精神，开展品牌赞助、联动营销，提升品牌调性与大众好感。Carry out sponsorship and marketing via sports events to enhance brand image and popularity.

E-17. 娱乐植入 Entertainment Product Placement

在影视、综艺、网剧等内容中自然融入品牌信息，实现软性、场景化曝光。Naturally integrate brand into entertainment content for soft and situational exposure.

E-18. 游戏 Gaming

依托游戏生态进行广告、植入、跨界联动，覆盖年轻用户，打造沉浸式娱乐营销。Conduct advertising and cooperation in games to reach young users with immersive marketing.

E-19. 音频 Audio

以播客、有声书、电台、语音互动等音频媒介实现伴随式、场景化品牌触达。Reach users accompanying via podcasts, audiobooks, radio and voice interactions.

E-20. IP 融合 IP Integration

借助知名 IP 或自有 IP 进行内容、视觉、产品联动，强化品牌记忆与情感溢价。Link with IP for content, visual and product cooperation to strengthen memory and emotional premium.

E-21. 跨界合作 Cross-Border Cooperation

品牌与不同领域主体联合创新，通过破圈碰撞制造话题，拓展受众与市场边界。Joint innovation across fields to create topics and expand audience and market boundaries.

E-22. 短剧 Short Drama

以微短剧为载体，通过剧情植入、定制短剧等形式实现强叙事、高渗透品牌传播。Use short dramas for implantation and customization to achieve strong narrative communication.

E-23. 融媒体 Converged Media

打通传统媒体与新媒体资源，实现多形态、多终端、一体化内容传播。Integrate traditional and new media for multi-format, multi-terminal integrated communication.

E-24. 交通广告 Transportation Advertising

依托地铁、公交、机场、高铁等交通场景媒体，实现高流量、高频次品牌曝光。High-frequency brand exposure via subway, bus, airport and high-speed rail media.

F. 社会责任类 Social Responsibility Category

社会责任类聚焦公益与正向价值传播，涵盖视频广告、事件活动、整合营销，同时包含生态保护、社会价值、人文关怀、文化自信、乡村振兴、企业 ESG 等方向，倡导用创意与营销力量传递社会正能量，彰显品牌责任与时代担当。

The Social Responsibility Category focuses on public welfare and positive value communication, including video advertising, events, integrated marketing, ecological protection, social value, humanistic care, cultural confidence, rural revitalization and corporate ESG. It advocates using creativity and marketing to spread positive energy and demonstrate brand responsibility.

F-1. 视频广告 Video Advertising

以视频为载体，传递公益理念、社会责任与正向价值观的广告创意作品。Advertising works that convey public welfare concepts, social responsibility and positive values through video.

F-2. 事件活动 Event & Campaign

围绕公益主题开展的线下线上活动、传播战役与社会倡导行动。Online and offline activities, communication campaigns and social advocacy around public welfare themes.

F-3. 整合营销 Integrated Marketing

整合多渠道资源，系统化推进公益传播与社会责任落地的整合方案。Integrated solutions to systematically promote public welfare communication and social responsibility.

F-4. 生态保护 Ecological Protection

聚焦环境保护、生态可持续、低碳绿色发展的公益创意与实践。Public welfare creativity and practice focusing on environmental protection, ecology and low-carbon development.

F-5. 社会价值 Social Value

以创造公共利益、推动社会进步、传递正向社会影响为目标的创意项目。Creative projects aiming to create public benefits and promote positive social progress.

F-6. 人文关怀 Humanistic Care

关注弱势群体、民生温度、情感共鸣与人性温暖的公益表达。Public welfare expression focusing on vulnerable groups, people's livelihood and human warmth.

F-7. 文化自信 Cultural Confidence

传承弘扬本土文化、民族精神与优秀传统文化，彰显文化自信的创意作品。Works inheriting local culture, national spirit and showing cultural confidence.

F-8. 乡村振兴 Rural Revitalization

服务乡村发展、助农惠农、建设美丽乡村的公益营销与实践。Public welfare marketing and practice serving rural development and rural revitalization.

F-9. 企业 ESG Corporate ESG

企业在环境、社会、治理层面的责任实践与可持续发展案例。Corporate environmental, social and governance practices and sustainable development cases.

F-10. 其他 Others

未列入以上分类、具有正向社会意义的公益及社会责任类作品。Works with positive social significance not included in the above categories.

G.新商业类 New Business Category

新商业类聚焦商业模式创新与增长逻辑，涵盖社交、变现、合作模式及运营、内容、产品策略，以用户与市场为核心，探索高效商业运营、可持续盈利与长效增长路径，展现品牌商业创新与实战能力。

The New Business Category focuses on business model innovation and growth logic, including social, monetization, cooperation models, as well as operation, content and product strategies. Centered on users and market, it explores efficient operation, sustainable profitability and long-term growth, demonstrating brand innovation and capabilities.

G-1. 社交模式 Social Model

基于用户社交关系、互动行为与社群生态构建的传播与运营模式，实现用户连接、裂变与粘性提升。A communication and operation model based on user social relationships, interaction and community ecology to achieve user connection, growth and engagement.

G-2. 变现模式 Monetization Model

通过内容、流量、服务或产品实现商业价值转化的盈利方式，涵盖多元收益结构与变现路径。Profit methods to realize commercial value through content, traffic, services or products, including diverse revenue structures.

G-3. 合作模式 Cooperation Model

品牌、平台、渠道、创作者等多方主体之间的资源互补、利益共享与联合执行的合作机制。A collaborative mechanism of resource complementation and benefit sharing among brands, platforms, channels and creators.

G-4. 运营策略 Operation Strategy

围绕用户、数据、渠道与效率，实现长效运营、精细化管理与持续增长的体系化策略。Systematic strategies for long-term operation, refined management and sustainable growth around users, data and channels.

G-5. 内容策略 Content Strategy

以内容为核心，规划定位、创作、分发与迭代，实现传播、种草与用户心智占领的整体方案。An overall plan for content positioning, creation, distribution and iteration to achieve influence and user engagement.

G-6. 产品策略 Product Strategy

以用户需求与市场竞争为导向，对产品定位、功能、体验与迭代进行规划的整体策略。An overall strategy for product positioning, functions, experience and iteration guided by user needs and competition.

G-7. 种草营销 Seeding Marketing

在社交平台，以真实口碑、内容安利激发用户购买欲、高效转化的创新营销案例。Innovative marketing cases that stimulate users' purchasing desire and achieve efficient conversion through genuine word-of-mouth and product recommendations on social platforms.

H.AI营销类 AI Marketing Category

AI 营销类聚焦人工智能与营销技术创新，包含 AIGC 创意、AI 数智营销、GEO 营销、AI Agent 营销四大方向，以 AI 技术为核心驱动，实现创意生成、精准触达、智能运营与自动化决策，展现前沿科技在品牌营销中的创新应用与实效价值。

The AI Marketing Category focuses on AI and marketing tech innovation, including AIGC Creative, AI Intelligent Marketing, GEO Marketing and AI Agent Marketing. Driven by AI, it realizes creative generation, precise reach, intelligent operation and automated decision, showing the application and value of cutting-edge technology in brand marketing.

H-1.AIGC 创意类 AIGC Creative

运用生成式人工智能进行文案、图像、视频、创意内容创作，突出 AI 驱动的原创表达与视觉创新。Create copy, images, videos and creative content with generative AI, highlighting AI-driven original expression and visual innovation.

H-2.AI 数智营销 AI Intelligent Marketing

依托 AI 算法、大数据与智能工具，实现精准投放、用户洞察、自动化运营的智能化营销体系。Intelligent marketing system based on AI algorithms, big data and tools to achieve precise delivery and automated operation.

H-3.GEO 营销 GEO Marketing

让品牌在AI工具回答中被优先推荐，精准触达主动提问的高意向用户，实现低成本获客与高效转化。Enable brands to be prioritized and recommended in AI tool responses, accurately reach high-intent users who take the initiative to ask questions, and achieve low-cost customer acquisition and high-efficiency conversion.

H-4.AI Agent 营销 AI Agent Marketing

以 AI 智能体为核心，实现自主交互、智能客服、智能决策与自动化营销执行的创新应用。Innovative application with AI Agent as the core to realize autonomous interaction, intelligent service and automated marketing.

H-5. AI 漫剧 AI Comic Drama

以 AI 生成、AI 编辑为核心制作方式，融合漫画分镜、动态视觉与剧情叙事，适合轻量化、高传播、强剧情的内容形态，广泛用于品牌故事、产品植入、情感营销与社媒传播。A content form centered on AI generation and AI editing, integrating comic panels, dynamic visuals and narrative storytelling. It is lightweight, highly spreadable and story-driven, widely used in brand storytelling, product placement, emotional marketing and social media communication.

I. 境外及国际类 Overseas & International Category

境外及国际类专为海外地区主体设立，面向海外本土市场参赛，不含中国企业出海营销。涵盖 AI 营销、品牌营销、内容营销、数字营销、广告片、设计、创意、ESG、户外广告、线下体验等，聚焦海外本土创意、传播与商业实践。

The Overseas & International Category is specially set up for entities in overseas regions, targeting local overseas markets (excluding Chinese enterprises' global marketing). It covers AI Marketing, Brand Marketing, Content Marketing, Digital Marketing, Advertising Films, Design, Creative, ESG, Outdoor Advertising, Offline Experience and others, focusing on local overseas creativity, communication and practices.

I-1. AI 营销 AI Marketing

面向海外市场与本地用户，运用人工智能技术实现创意、投放、运营与用户交互的智能化营销实践。Intelligent marketing practices for overseas markets using AI to drive creativity, delivery, operation and user interaction.

I-2. 品牌营销 Brand Marketing

以海外本土品牌建设为核心，塑造品牌形象、传递品牌价值、提升海外市场认知度与美誉度的营销传播。Marketing focusing on local brand building in overseas markets to enhance image, awareness and reputation.

I-3. 内容营销类 Content Marketing

基于海外文化与用户偏好，通过优质内容触达、沟通并影响海外受众，建立长效连接的内容传播方案。Content communication based on local culture and preferences to connect with overseas audiences effectively.

I-4. 数字营销 Digital Marketing

依托海外互联网、社交媒体、数字平台开展的全域线上营销推广活动。Online marketing activities via overseas internet, social media and digital platforms.

I-5. 广告片 Advertising Film

面向海外市场投放的电视广告、线上视频广告等商业影片，符合当地文化与传播规范。Commercial films for overseas markets complying with local culture and communication standards.

I-6. 设计 Design

服务海外市场与品牌的视觉设计作品，包含平面、包装、数字、空间等多元设计形式。Visual design works for overseas brands, including print, packaging, digital, spatial and other forms.

I-7. 创意 Creative

面向海外市场的原创创意策略与执行方案，突出本土化洞察与创新表达。Original creative strategies and executions for overseas markets with local insight and innovation.

I-8. ESG

海外主体在环境、社会及公司治理层面的可持续发展实践与责任案例。Sustainable development and responsibility practices of overseas entities in ESG.

I-9. 户外广告 Outdoor Advertising

在海外地区发布的户外媒体广告，包括户外大牌、商圈、交通场景等线下视觉传播。Outdoor media advertisements published overseas, including landmarks, commercial and transportation areas.

I-10. 线下体验 Offline Experience

在海外本土落地的线下活动、快闪店、体验展、互动装置等沉浸式体验项目。Offline events, pop-ups, exhibitions and interactive experiences held overseas.

I-11. 其他 Others

未列入上述类别、面向海外市场的优秀营销、广告、创意与设计作品。Marketing, advertising, creative and design works for overseas markets not listed above.

注意事项 Notice

在奖项评审过程中，作品存在以下情形的将取消参赛资格：

During the awards review process, if any of the following dishonest circumstances occurs, the entry qualification will be canceled.

1. 参赛作品中任何材料的内容有悖《中华人民共和国广告法(2021年修正版)》及相关法律法规；
2. 参赛作品包含影射政治、宗教、种族主义等敏感话题，并可能产生负面社会影响的；
3. 蓄意伪造相关投放、效果数据，并被查有实证的；
4. 冒用他人、其他公司作品，并被查有实证的；
5. 参赛作品包含侵犯第三方权益的内容，并被查有实证的，如知识产权、版权及肖像权、著作权、商标权、名称权等法律有关问题，由参赛单位负责；
6. 使用违反中国法律的视觉元素的(如商业使用中国国旗、国徽，使用非标准中国地图等)；
7. 代理公司未经客户公司批准或授权，并被查有实证、产生纠纷的，由报赛单位负责；
8. 未翻译，未遵守上海国际广告奖相关参赛要求；

组委会保留追究后续责任的权利，如获奖作品被证实有如上情形应取消资格，组委会将通过自有平台宣布收回奖项。

1. Any content in the entry materials contravenes the relevant provisions of the Advertising Law of the People's Republic of China (Amended in 2021).
2. The entry contains implied references to sensitive topics such as politics, religion, racism, etc., which may cause negative social impacts.
3. Deliberate falsification of relevant delivery or performance data, with verified evidence found.
4. Unauthorized use of works belonging to other individuals or companies, with verified evidence found.
5. The entry contains content that infringes upon the rights of third parties, with verified evidence found (including but not limited to intellectual property rights, copyrights, portrait rights, authorship rights, trademark rights, name rights, etc.). The participating entity shall bear full legal responsibility for such issues.
6. Use of visual elements that violate Chinese laws (e.g., commercial use of the Chinese national flag or national emblem, use of non-standard maps of China, etc.).
7. The agency company submits the entry without approval from the client company, with verified evidence found and disputes arising. The submitting entity shall bear full responsibility for such disputes.
8. Failure to provide required translations or failure to comply with the relevant entry requirements of the Shanghai International Advertising Awards.

The Organizing Committee reserves the right to pursue subsequent liabilities. If a winning entry is verified to have any of the above circumstances, its award shall be revoked, and the Organizing Committee will announce the recovery of the award via its own platforms.

*人工智能使用披露 AI Usage Disclosure

上海国际广告奖正式新增 AI 使用披露规范，所有参赛作品须主动声明创作制作全过程是否运用人工智能（AI）技术。如有需要，参赛者需进一步如实说明 AI 技术的具体应用方式与使用范畴。本规则旨在提升赛事创作透明度，保障评审团充分知悉作品创作背景与制作流程，开展客观、公正的专业评审。

The SHIAF Awards has officially introduced new specifications for AI Usage Disclosure. All entries must proactively declare whether artificial intelligence (AI) technology has been applied throughout the entire creation and production process. Where applicable, participants shall further truthfully specify the exact application methods and scope of AI technology use. This regulation aims to enhance the creative transparency of the competition, enable the jury to fully understand the creative background and production process of entries, and conduct objective, impartial and professional evaluations.

一、伦理准则与透明原则 Ethical Norms and Transparency Principles

上海国际广告奖始终坚守创作真实本源，恪守人类创意智慧优先原则。AI 仅定位为创作辅助工具，所有入围及获奖作品，均须以人类原创创意、主观决策及核心创作主导权为根本核心。

The SHIAF Awards always upholds the authenticity and origin of creation, and adheres to the principle of priority of human creative ingenuity. AI is positioned merely as a creative auxiliary tool. All shortlisted and award-winning entries must take original human creativity, subjective decision-making and dominant control over core creation as the fundamental cornerstone.

AI 技术的应用须严格遵循行业伦理规范，坚守合法合规、尊重权益、公开透明、公平公正、保护数据隐私等核心原则。

The application of AI technology shall strictly comply with industrial ethical norms, and abide by core principles including legality and compliance, rights respect, openness and transparency, fairness and impartiality, as well as data privacy protection.

二、AI 使用披露承诺要求 Requirements for AI Usage Disclosure Undertaking

人工智能仅可作为创作辅助手段，严禁替代人类创作者的主体身份，不得取代创意构思与核心主导地位。

Artificial intelligence may only serve as a creative auxiliary method. It is strictly prohibited to replace the dominant role of human creators, and shall not take the place of creative conception and core leading position.

参赛者参赛即视同认可并遵守本规则，须在作品提交流程中，完整、如实披露人工智能相关使用情况。

By submitting entries to the competition, participants shall be deemed to have acknowledged and abided by these regulations, and shall fully and truthfully disclose all relevant AI usage information during the entry submission process.

常见问题 Frequently Asked Questions

Q1.申报需要付费吗？需要，并且付费之后，案例才能进入初审。Is there an entry fee? Yes, entries will only enter the preliminary review after payment is completed.

Q2.同一个案例可以申报不同类别吗？可以，但最多申报 5 个类别。Can the same entry be submitted to multiple categories? Yes, but a maximum of 5 categories.

Q3.想要提报的案例是与其他公司共同创作完成的，可以参赛吗？可以，需要注明清楚。Can entries co-created with other companies participate? Yes, full clarification is required.

Q4.PDF / 视频 / 音频必须要提供吗？建议每个案例最好有一份 PDF 材料辅助评审完整了解项目，视频相关案例必须提供项目视频，音频案例同理。Are PDF, video or audio mandatory? A PDF is recommended for full project context. Project video is required for video-related entries, and audio for audio-related entries.

Q5.报名费是以案例提交时间为准吗？是以付费时间为准，早鸟价为 3.27-4.30、正常价是 5.1-5.31、晚鸟价是 6.1-7.1，建议尽早付费。Is the entry fee based on case submission time? It is based on payment time: Early Bird (Mar 27-Apr 30), Regular (May 1-May 31), Late Bird (Jun 1-Jul 1). Early payment is recommended.

常见问题 Frequently Asked Questions

Q6.提交的案例可以后面更换资料吗？可以，因此建议先在早鸟价期间付款。Can materials be replaced after submission? Yes, so early payment during the Early Bird period is recommended.

Q7.付款之后不想参赛了可以退款吗？除因不可抗力因素以外不可以，付款后放弃参赛视为弃赛。Can I get a refund if I decide not to participate after payment? No, except due to force majeure. Withdrawing after payment is regarded as abandonment.

Q8.是否可提交未翻译版的营销案例？境外及国际类案例必须为英文，由国际评审组评审；其他类别建议以中文为主。赛事不接受中英文以外的案例，翻译需求可联系奖项组委会官方微信号。Can untranslated cases be submitted? Overseas & International Category entries must be in English; other categories are recommended in Chinese. No other languages are accepted. For translation, contact the official WeChat account.

Q9.是否接受用于测试市场开展的营销案例？接受，但项目必须测试完成并有测试结果。Are test-market marketing cases accepted? Yes, provided the project is completed with test results.

Q10.如因客观原因导致线上无法成功提交申报案例，是否可以通过其他方式参与？所有申报均为线上提交，若遇困难可联系奖项组委会官方微信号。Can I submit via other methods if online submission fails? All entries must be submitted online. Contact the official WeChat account for assistance.



官方客服微信
Official Customer Service WeChat

官网地址 Official website: <https://shiaf.com.cn>
参赛地址 Entry system: <https://shiaf.com.cn/entry>

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