LAIF AWARDS 2026 GUIDELINES

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INTRODUCTION

The LAIF Awards 2026 celebrates excellence in advertising and creativity. This document outlines the submission guidelines and criteria for the various award categories. By providing a clear understanding of the entry, judging process and expectations, we aim to encourage Agencies and Creatives to submit their best work. Whether you're a seasoned business or an emerging organisation, the LAIF Awards offers you a platform to showcase your creativity and skill to a global audience.

WHO CAN ENTER FOR THE LAIF AWARDS 2026

1. The LAIF Awards is open to ALL members of the AAAN.
2. Non-AAAN members outside of Nigeria, in equivalent sector association across West Africa, are allowed to enter
3. Under sectoral MOU's, non-AAAN members such as MIPAN and OOAN are allowed to enter within specific categories
4. Work created for the Nigerian and West African market is eligible for entry
5. The LAIF Awards 2026 is open to all areas of Brand Communication – including but not limited to Advertising, PR, Design, Architecture & Interior Design, Live Events & Activations, Sponsorships, Digital Media and Social Media – and any other areas where a brand interacts with consumers.
6. All work must be created, published or produced by the submitting entity
7. All submissions must have a brand association, except where the category rules apply
8. In the case of multiple agencies working on a particular project/campaign, all parties must agree on the agency to put in the entry and must have agreed on how the credits will be recognized. Any duplicated entry from another agency with same entry will be cancelled. No refunds will be granted on multiple entries.
9. All student work, created and submitted to a registered educational institution from the Eligible agency, may be entered. Unless permission is granted by the LAIF Awards in writing, student work should be submitted by the School/ College/ University, rather than directly by the individual student.

EXAMPLES OF WORK THAT CAN ENTER FOR THE LAIF AWARDS 2026

NIGERIAN

- Works conceptualised and produced by a Nigerian agency for the Nigerian, West African or global market

WEST AFRICAN

- Works conceptualised and produced by a West African agency for the Nigerian, West African or global market

GLOBAL PARTNERSHIP

- Works conceptualised, conceptually adapted, or produced by a Nigerian or West African Agency in partnership with a global agency for the Nigerian, West African or global market market

** Note: Nigerian or West African non-conceptual adaptations, translations, edits or reproduction of work by a global agency for the Nigerian, West African or global market CANNOT enter.*

HOW TO ENTER FOR THE LAIF AWARDS 2026

- Choose which work(s) you would love to enter
- Visit www.laif.com.ng/entry
- Choose the appropriate category
- Fill the entry form as required
- Upload the work
- Check that all mandatory fields are completed
- Upload all proof of deployment documents (e.g. certificate of transmission, tear sheets, screengrabs etc)
- Upload a summary of the Client's brief
- Upload any additional entry support documents
- You can upload same entry to as many categories/subcategories as you deem fit (Consult the categories section)
- Go to check out and make payment

NB

- All entries must have run or been exposed in media visible to Nigerian / West African consumers.
- Copyright ownership of the entry must rest in the organisation entering the work
- Entries are only valid AFTER payment has been confirmed.
- All entries must be submitted on or before the Entry Close Date.
- All entries must have been run/exposed between 1st July 2025and 30th June 2026.

THE LAIF AWARDS 2026 ENTRY FORMATS

DOCUMENTS

- All text based documents must be submitted in PDF. This includes supporting documents, write ups etc.

IMAGES

- All images must be submitted as JPEGS
- 7063 (w) x 500 (h) pixels
- 300 dpi
- File size: 5MB - 50MB per JPEG
- Maximum: 10 JPEGS per entry
- Text in image must be legible when projected on screen
- Where necessary, submit close up images of small details

FILM

- File format: MOV / MP4
- 1280 (w) x 720 (h) or 1920 (w) x 1080 (h) pixels
- All video entries must be less than 400MB
- Entry / overview videos must not exceed 2mins
- All non-English entries must have English subtitles
- Entry links from Youtube and will be accepted

AUDIO

- File format: MP3
- All non-English entries must be submitted with accompanying English subtitle script
- Maximum file size: 100MB

If you require further assistance on entering your work kindly contact hello@laif.com.ng

ENTRY DATES / FEES FOR THE LAIF AWARDS 2026

- **LAIF ENTRY:** 15th September - 30th of October, 2026

  ENTRY FEES: N120,000 per Entry, N150,000 for Campaign Entries

  Fiil all entry forms, complete payment, and submit all materials by this date to avoid late LAIF entry fees

- **LATE LAIF ENTRY:** 1st - 5th of November, 2026

  LATE FEES: N150,000 per Entry, N200,000 for Campaign Entries

  It's too late to avoid fee penalties but make sure you fill all entry forms, complete payment, and submit all material by the final closing date

LAIF AWARDS 2026 ENTRY CATEGORIES

THE LAIF AWARDS 2026 HAS THREE CATEGORIES

AWARD CATEGORIES	DESCRIPTIONS
Main	These are entries entered as subsets of an industry
Craft	These are entries already entered as a subset of an industry in Main category, but also being entered for specific skill
Special Awards And Non-AD Awards	These have varied entry and winning requirements

LAIF 2026
MAIN AWARD CATEGORIES

HOW TO ENTER THE LAIF AWARD 2026 MAIN CATEGORY IN 3 EASY STEPS

- Choose a CATEGORY
- Read its DESCRIPTIONS
- Enter the work in the appropriate Industry(ies)

MAIN CATEGORIES

CATEGORIES	DESCRIPTION	INDUSTRY
Film LAIF	TV & cinema commercials, Online film, TV trailers and content promos, other screens, branded content, music videos, long form and short form videos, native and nonenglish materials, and Film crafts.	Food and Consumable Products Alcoholic Beverages Non-Alcoholic Beverages Pharmacy and Healthcare Products Bank, Investment, And Other Financial Communication Public, Political, and Social Communication Telecom Product/ Services *Corporate Image Travel, Tourism, and Entertainment General Hardware, Equipment, and Electronics Petroleum and Petrochemicals Automobile & Vehicles Promotions Miscellaneous: Real estate Transportation and logistics
Print LAIF	Print advertising, tactical use of print, Indoor posters and Print Crafts.	
Outdoor LAIF	Static and digital Billboards, In-store, Transit & air, Ambient. Entries adapted from other catgories for Outdoor can also be entered. And crafts.	
Audio LAIF	Audio commercials, Internet & mobile audio commercials, jingles, Branded content, Native Non-English audio and crafts.	
Design LAIF	Labels, beverage containers and packaging, food packaging, perfume bottles and packaging, retail product packaging, logos for packaging, product and events, retail and merchandising material, website and Apps, and craft	
PROMO & DIRECT	Internal Communications, Special days. Self promotion by and for the agency, brochures, direct mail and newsletters.	
Digital & Mobile LAIF	Computer, online, mobile (phones and tablets), and special digital interfaces. Entries from other categories that was adapted for Digital and Mobile can also be entered. All work must be submitted as case study showcasing technique or performance, or both	
CAMPAIGN LAIF	Campaign category covers Integrated campaigns working across multiple media channels - can include Terrestrial and Digital campaigns. Campaign Category entries can be a combination of multiple single entries already entered in other categories. All work must be submitted as case study showcasing how the media work together as a cohesive campaign and entries should explain the integration of the different media platforms.	
EFFECTIVENESS LAIF	The overarching requirement for entries in the Effective Creativity category is to demonstrate “a great idea that delivered business results.” All entries in the Effective Creativity category must have been awarded a LAIF Awards in the past two years, i.e. 2022 or 2023, with the exception of previous LAIF Effective Creativity Gold winners. All work must be submitted as validated case study from a reputable research agency and client data. As well as budget.	
MEDIA LAIF	Media LAIF category, should highlight innovative and strategic use of media channels that drive measurable impact. The work should demonstrate how creative media planning, whether through TV, digital, social, out-of-home, or print, effectively delivered a brand message and achieved key campaign goals. Entries should showcase how data-driven insights, audience targeting, or cultural relevance were leveraged to enhance the media's role, while utilizing new or unconventional media approaches. All work must be submitted as case study reflecting how media contributed to the campaign’s success in terms of reach, engagement, and business outcomes.	
SOCIAL /DIGITAL CREATOR CONTENT	Work that exhibits ingenuity and outstanding craftsmanship in harnessing media to deliver a brand message, change behaviour or engage consumers at scale. Work in these categories will be judged on media creativity and channel innovation. Work should unleash the media opportunities beyond existing formats to effectively communicate the brand message.	
NON-AD CATEGORY	Honours outstanding non-advertising initiatives that create meaningful social, cultural, and community impact across Nigeria and Africa. Recognises innovative ideas, compelling storytelling, technology-led solutions, and programmes that empower young people, preserve cultural heritage, strengthen communities, and create sustainable opportunities. Entries should demonstrate relevance, originality, meaningful engagement, accessibility, measurable impact, and a clear contribution to improving lives and shaping a more inclusive and progressive society.	

LAIF 2026
CRAFT AWARD
CATEGORIES

HOW TO ENTER THE CRAFT LAIF CATEGORY IN 3 EASY STEPS

- Choose a CRAFT
- Read the SUBSET descriptions
- Enter the work in the appropriate SUBSET

LAIF 2026 AWARD FILM CRAFT CATEGORIES

FILM CRAFT

To qualify for the Film Craft category at the LAIF awards, your work should demonstrate exceptional technical skill and artistry in any aspect of filmmaking. This includes but is not limited to cinematography, editing, sound design, visual effects, and production design. Your submission should showcase innovative techniques, creative problem-solving, and a mastery of your craft that elevates the overall quality and impact of the film.

FILM CRAFT CATEGORIES

Best Writing	To qualify for "Best Writing" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional storytelling, character development, and dialogue. Your script should be original, engaging, and contribute significantly to the overall quality and impact of the film. The writing should be well-structured, with compelling characters, a strong narrative, and thought-provoking themes. Additionally, the dialogue should be natural, authentic, and serve to advance the story and reveal character motivations.
Best Use of Animation	To qualify for "Best Use of Animation" in the Film Craft category at the LAIF awards, your work should demonstrate innovative and effective use of animation techniques. This could include traditional animation, stop-motion animation, 2D, 3D, or a combination of these methods. The animation should enhance the storytelling, create visually stunning sequences, or convey complex ideas in a unique and engaging way. The overall impact of the animation should be significant, contributing to the overall quality and artistic value of the film.
Best Production Design and Art Direction	To qualify for "Best Production Design and Art Direction" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional creativity, attention to detail, and technical skill in creating the visual world of the film. This includes the design and construction of sets, props, costumes, and locations. The production design and art direction should be consistent with the film's tone, style, and narrative, and contribute to the overall atmosphere and believability of the story. The visual elements should enhance the storytelling and create a memorable and immersive experience for the audience.
Best Use of Music (Original)	To qualify for "Best Use of Original Music" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional creativity and musical talent in composing and using original music. The music should be integral to the storytelling, enhancing the emotional impact, and creating a unique and memorable atmosphere. The composer should have a deep understanding of the film's tone, style, and narrative, and be able to use music to evoke specific emotions and enhance the visual elements. The music should be well-integrated with the film's sound design and contribute to the overall sonic experience.

FILM CRAFT CATEGORIES

Best Use of Music (licensed)	To qualify for "Best Use of Licensed Music" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional creativity and skill in selecting and utilizing existing music to enhance the storytelling and emotional impact of the film. The licensed music should be seamlessly integrated with the film's narrative, tone, and visual elements, creating a cohesive and immersive experience. The use of licensed music should add value to the film by evoking specific emotions, setting the mood, or complementing the visual elements. The overall effect should be significant, contributing to the film's artistic merit and audience engagement.
Best Cinematography	To qualify for "Best Cinematography" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional technical skill and artistic vision in capturing the visual elements of the film. This includes lighting, framing, camera movement, and the overall aesthetic of the cinematography. The cinematography should enhance the storytelling, create a visually stunning experience, and contribute to the film's overall tone and atmosphere. The cinematographer should have a deep understanding of the film's narrative and be able to use camera techniques to effectively convey the director's vision.
Best use of Special Effects	To qualify for "Best Special Effects" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional creativity, technical skill, and artistry in creating visually stunning and believable special effects. This includes but is not limited to visual effects, CGI, and special makeup. The special effects should be seamlessly integrated into the film's narrative, enhancing the storytelling and creating a visually immersive experience. The effects should be both visually impressive and contribute to the overall tone, style, and believability of the film.
Best casting and performance	To qualify for "Best Casting and Performance" in the Film Craft category at the LAIF awards, your work should demonstrate exceptional judgment and skill in selecting and directing actors to deliver outstanding performances. The casting should be appropriate for the roles, and the actors should convincingly portray their characters, bringing depth, nuance, and authenticity to their performances. The ensemble cast should work together harmoniously to create a cohesive and believable world, enhancing the overall impact and emotional resonance of the film. The casting and performances should contribute significantly to the film's artistic merit and audience engagement.

FILM CRAFT CATEGORIES

Best use of long-form branded content video (Branded series, documentaries etc.)	For an entry in the Best Long-Form Branded Content Video in the Digital and Mobile Craft category at the LAIF Awards, the advertising work should showcase exceptional storytelling and production quality in a branded series, documentary, or similar long-form content. The submission should highlight how the video effectively engages viewers through compelling narratives, high production values, and a deep connection to the brand's message and values. It should demonstrate creativity in content development, maintaining viewer interest over an extended duration while delivering meaningful and memorable brand experiences. The work should excel in integrating the brand message seamlessly into the content, providing value and insight to the audience while achieving measurable impact and fostering a strong emotional connection.
Best use of short-form branded content video (Skits)	For an entry in the Best Short-Form Branded Content Video in the Digital and Mobile Craft category at the LAIF Awards, the advertising work should demonstrate exceptional creativity and effectiveness in delivering a brand message through concise, engaging video content. The submission should highlight how the short-form video—whether a branded skit, ad, or quick series—captivates viewers with its originality, clear messaging, and high production quality within a limited timeframe. It should excel in capturing attention quickly, delivering a memorable and impactful brand experience, and encouraging interaction or sharing. The work should effectively utilize the short-form format to drive engagement and create a strong connection with the audience, showcasing innovative approaches and achieving measurable results.

LAIF 2026 AWARD AUDIO CRAFT CATEGORIES

AUDIO CRAFT

To qualify for the Audio Craft category at the LAIF awards, your work should demonstrate exceptional creativity, technical skill, and storytelling ability in the medium of audio. This includes but is not limited to radio dramas, commercials, documentaries, and podcasts. Your submission should showcase innovative sound design, engaging scripts, and effective use of voice and music to create a compelling and immersive listening experience. The work should be original, well-produced, and contribute significantly to the art and craft of audio.

AUDIO CRAFT CATEGORIES

Best Writing	To qualify for "Best Writing" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional storytelling, character development, and dialogue. Your script should be original, engaging, and contribute significantly to the overall quality and impact of the audio piece. The writing should be well-structured, with compelling characters, a strong narrative, and contextual themes. Additionally, the dialogue should be natural, authentic, and serve to advance the story and reveal character motivations. The writing should be tailored to the specific medium of audio, taking into account the unique challenges and opportunities presented by the auditory format.
Best Casting and Performance	To qualify for "Best Casting and Performance" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional judgment and skill in selecting and directing voice actors to deliver outstanding performances. The casting should be appropriate for the roles, and the voice actors should convincingly portray their characters, bringing depth, nuance, and authenticity to their performances. The ensemble cast should work together harmoniously to create a cohesive and believable world, enhancing the overall impact and emotional resonance of the audio piece. The casting and performances should contribute significantly to the audio program's artistic merit and audience engagement.
Best Production mixing and mastering	To qualify for "Best Production Mixing and Mastering" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional technical skill and artistry in the production and post-production of the audio. The mixing and mastering should be balanced, clear, and engaging, with a professional and polished sound. The audio engineering should reflect a deep understanding of audio broadcasting standards and optimized for its desired listening environment. The production mixing and mastering should contribute significantly to the overall quality and impact of the audio piece, enhancing the listener's experience and ensuring a professional and enjoyable listening experience.

AUDIO CRAFT CATEGORIES

Best Use of Music (Original)	To qualify for "Best Use of Original Music" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional creativity and musical talent in composing and using original music. The music should be integral to the storytelling, enhancing the emotional impact, and creating a unique and memorable atmosphere. The composer should have a deep understanding of the audio program's tone, style, and narrative, and be able to use music to evoke specific emotions and complement the audio elements. The music should be well-integrated with the audio piece's sound design and contribute to the overall sonic experience.
Best use of music (Licensed)	To qualify for "Best Use of Licensed Music" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional creativity and skill in selecting and utilizing existing music to enhance the storytelling and emotional impact of the audio piece. The licensed music should be seamlessly integrated with the audio program's narrative, tone, and audio elements, creating a cohesive and immersive listening experience. The use of licensed music should add value to the audio piece by evoking specific emotions, setting the mood, or complementing the audio elements. The overall effect should be significant, contributing to the audio program's artistic merit and audience engagement.
Best non-English (Nigeria)	To qualify for "Best Non-English Nigerian Language Audio" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional creativity, technical skill, and cultural relevance in producing audio content in a Nigerian language other than English. The audio program should be engaging, informative, and culturally appropriate, catering to the specific needs and interests of the target audience. The content should be well-produced, with high-quality audio and engaging storytelling. The audio program should contribute to the preservation and promotion of Nigerian languages and cultures, while also providing valuable information and entertainment to listeners.

AUDIO CRAFT CATEGORIES

Best non-English (West African)	To qualify for "Best Non-English Nigerian Language Audio" in the Audio Craft category at the LAIF awards, your work should demonstrate exceptional creativity, technical skill, and cultural relevance in producing audio content in a Nigerian language other than English. The audio program should be engaging, informative, and culturally appropriate, catering to the specific needs and interests of the target audience. The content should be well-produced, with high-quality audio and engaging storytelling. The audio program should contribute to the preservation and promotion of Nigerian languages and cultures, while also providing valuable information and entertainment to listeners.
Best branded audio content (podcasts)	For an entry in the Best Branded Audio Content in the Digital and Mobile Craft category at the LAIF Awards, the advertising work should showcase exceptional creativity and effectiveness in using audio to engage and resonate with audiences. The submission should highlight how the branded audio content—such as podcasts, audio ads, or branded soundscapes—delivers a compelling and memorable brand experience through high-quality production, engaging storytelling, and a strategic use of sound. It should demonstrate how the audio content effectively captures attention, conveys the brand's message, and creates a strong emotional connection with listeners. The work should stand out for its originality, clarity, and ability to drive meaningful engagement while seamlessly integrating the brand into the audio experience.

LAIF 2026 AWARD PRINT CRAFT CATEGORIES

PRINT CRAFT

For an entry in the Print Craft category at the LAIF Awards, the advertising work should demonstrate exceptional creativity and craftsmanship in the creation of print ads. This includes mastery in layout, typography, imagery, and design to effectively convey a brand's message or tell a compelling story. The ad should not only grab attention but also evoke emotion, resonate with its audience, and showcase the strategic use of print media. Every visual and textual element should work harmoniously to enhance the overall impact of the message, highlighting both the aesthetic and communicative strength of the print medium.

PRINT CRAFT CATEGORIES

Best Use of Photo Manipulation	For an entry in the Best Use of Photo Manipulation in the Print Craft category at the LAIF Awards, the advertising work should showcase exceptional skill in transforming imagery to create a powerful and visually striking print ad. The manipulation should go beyond basic edits, utilizing advanced techniques to blend, enhance, or modify images in a way that elevates the creative concept. The result should be a seamless integration of various visual elements that amplifies the ad's message, captivates the audience, and demonstrates how photo manipulation can be used as an artistic tool to deliver impactful storytelling.
Best Use of Illustration	For an entry in the Best Use of Illustration in the Print Craft category at the LAIF Awards, the advertising work should feature outstanding hand-drawn or digitally-created illustrations that enhance the concept and message of the print ad. The illustration should not only serve as a decorative element but play a central role in communicating the brand's story or idea in a visually compelling way. It should display a high level of artistic skill, creativity, and originality, with attention to detail that complements the overall design. The use of illustration should elevate the ad's impact, making it memorable and engaging for the audience.
Best Use of Copy	For an entry in the Best Use of Copy in the Print Craft category at the LAIF Awards, the advertising work should demonstrate exceptional skill in the use of language to convey a compelling and persuasive message. The copy should be creative, concise, and perfectly tailored to the ad's target audience, adding depth and meaning to the visual elements. It should enhance the narrative, evoke emotions, and leave a lasting impression through clever wordplay, impactful storytelling, or a memorable tagline. The integration of the copy with the overall design should be seamless, contributing to a cohesive and powerful piece that stands out in print media.

PRINT CRAFT CATEGORIES

Best Use of Art Direction	For an entry in the Best Use of Art Direction in the Print Craft category at the LAIF Awards, the advertising work should exhibit exceptional creative vision and execution in the visual presentation of the print ad. This includes the harmonious integration of all visual components—such as layout, color schemes, typography, imagery, and composition—to create a compelling and cohesive narrative. The art direction should enhance the message, guiding the viewer's eye and evoking the intended emotions while maintaining a strong, distinct aesthetic. It should demonstrate a meticulous attention to detail and an innovative approach to visual storytelling, making the ad not just a piece of communication but a work of art.
Best Use of Original Photography	For an entry in the Best Use of Original Photography in the Print Craft category at the LAIF Awards, the advertising work should showcase outstanding and innovative use of photography specifically created for the print ad. The original photographs should not only be of high technical quality but also contribute significantly to the ad's narrative and impact. They should capture the essence of the brand or message through unique perspectives, compelling compositions, and emotive visual storytelling. The use of photography should be integral to the concept, demonstrating creativity and skill in capturing moments that resonate with the audience and enhance the overall effectiveness of the ad.
Best use of typography	For an entry in the Best Use of Typography in the Print Craft category at the LAIF Awards, the advertising work should demonstrate exceptional creativity and precision in the use of text to enhance the overall design and message of the print ad. The typography should go beyond mere legibility, using font choice, size, spacing, and arrangement to convey emotion, tone, and brand identity. It should work seamlessly with other visual elements, guiding the reader's eye and adding a layer of meaning or emphasis to the ad’s concept. The innovative use of typography should not only capture attention but also enrich the storytelling, making the ad both visually and intellectually engaging.

LAIF 2026 AWARD OUTDOOR CRAFT CATEGORIES

OUTDOOR CRAFT

For an entry in the Outdoor Craft category at the LAIF Awards, the advertising work should exhibit exceptional creativity and craftsmanship in utilizing outdoor media to captivate and engage audiences. The submission should showcase a masterful integration of visual and textual elements—such as art direction, typography, photography, and illustration—that effectively communicates the brand's message in a compelling and memorable way. The design should be optimized for the unique challenges of outdoor advertising, including visibility from a distance and impact in a diverse and dynamic environment. The work should stand out through innovative approaches and meticulous execution, demonstrating a clear understanding of how to leverage the scale and visibility of Outdoor media to achieve maximum impact.

OUTDOOR CRAFT CATEGORIES

Best Use of Photo Manipulation	For an entry in the Best Use of Photo Manipulation in the Outdoor (Out of Home) Craft category at the LAIF Awards, the advertising work should demonstrate exceptional skill in altering or enhancing images to create a captivating visual experience for outdoor media. The manipulation should be executed with a high level of creativity and technical proficiency, transforming original photographs into striking visuals that stand out in public spaces. This can include surreal transformations, seamless blending of elements, or the creation of compelling visual illusions that capture attention even in a fast-paced environment. The manipulated imagery should amplify the ad's message, creating an impactful and memorable experience for viewers.
Best Use of Illustration	For an entry in the Best Use of Illustration in the Outdoor Craft category at the LAIF Awards, the advertising work should feature remarkable and eye-catching illustrations specifically designed for outdoor media. The illustration should serve as the focal point of the ad, creatively conveying the brand's message or story in a way that captures attention in public spaces. It should demonstrate a high level of artistic skill, with a style that enhances the overall concept and resonates with the target audience. Whether hand-drawn or digitally created, the illustration should be bold and vibrant, making an immediate and lasting impression on viewers, and effectively utilizing the scale and context of outdoor advertising to stand out in its environment.
Best Use of Copy	For an entry in the Best Use of Copy in the Outdoor Craft category at the LAIF Awards, the advertising work should demonstrate exceptional creativity and impact in the use of text for outdoor media. The copy should be concise yet powerful, crafted to deliver a clear and compelling message in the brief moments viewers have to engage with the ad. It should leverage the unique aspects of the Outdoor environment, using clever wordplay, striking slogans, or memorable taglines that resonate with the audience and enhance the overall concept. The text should be strategically placed and designed to capture attention quickly, making a lasting impression even in a fast-paced, public setting.

OUTDOOR CRAFT CATEGORIES

Best Use of Art Direction	For an entry in the Best Use of Art Direction in the Outdoor Craft category at the LAIF Awards, the advertising work should exemplify outstanding creative vision and execution in the visual composition of outdoor media. The art direction should skillfully integrate all visual elements—such as imagery, typography, color, and layout—to create a cohesive and eye-catching design that stands out in the public environment. It should consider the unique characteristics of Outdoor advertising, ensuring the message is impactful and immediately recognizable from a distance or in a brief glance. The work should demonstrate an innovative approach to design that enhances the brand's story, engages viewers, and makes a bold statement in its outdoor setting.
Best Use of Original Photography	For an entry in the Best Use of Original Photography in the Outdoor Craft category at the LAIF Awards, the advertising work should showcase exceptional use of custom photography specifically crafted for outdoor advertising. The original photographs should be striking, high-quality, and composed in a way that grabs attention and communicates the message effectively in a fleeting moment. The imagery should be powerful and engaging, utilizing the scale and impact of Outdoor media to leave a lasting impression on viewers. This includes creative composition, lighting, and subject matter that not only captures the essence of the brand but also stands out in the dynamic and diverse outdoor environment.
Best use of typography	For an entry in the Best Use of Typography in the Outdoor Craft category at the LAIF Awards, the advertising work should demonstrate innovative and strategic use of text that enhances the visual impact and readability in an outdoor setting. The typography should be bold, clear, and designed to capture attention instantly, making the message easily digestible at a glance, even from a distance. This includes creative font choices, sizes, spacing, and arrangements that not only complement the overall design but also add a dynamic element to the ad. The use of typography should be integral to the concept, effectively conveying the brand's voice and message in a way that resonates with passersby and maximizes the unique opportunities of outdoor media.

LAIF 2026 AWARD DIGITAL & MOBILE CRAFT CATEGORIES

DIGITAL & MOBILE CRAFT

For an entry in the Digital and Mobile Craft category at the LAIF Awards, the work should highlight exceptional creativity and technical proficiency in engaging users through digital and mobile platforms. The submission should showcase innovative design, functionality, and interactivity that effectively captivate and involve the audience. This includes thoughtful user experience (UX) design, compelling visuals, and seamless integration of interactive elements that enhance user engagement and convey the brand's message. The work should demonstrate a keen understanding of digital and mobile environments, optimizing content for various devices and screen sizes while delivering a memorable and impactful user experience.

DIGITAL & MOBILE CRAFT CATEGORIES

Best Use of Digital	For an entry in the Best Use of Digital in the Digital and Mobile Craft category at the LAIF Awards, the work should demonstrate outstanding innovation and effectiveness in leveraging digital platforms to engage and influence users. The submission should highlight a creative and strategic approach to digital media, incorporating advanced technology, interactive features, or immersive experiences that enhance user interaction and convey the brand's message in a compelling way. This could involve effective use of web design, app functionality, or digital campaigns that stand out for their originality, technical execution, and impact. The work should not only capture attention but also drive meaningful user engagement and deliver measurable results, showcasing a deep understanding of digital environments and audience behavior.
Best use of social media	For an entry in the Best Use of Social Media in the Digital and Mobile Craft category at the LAIF Awards, the work should showcase exceptional creativity and strategic insight in utilizing social media platforms to engage and connect with audiences. The submission should highlight innovative content strategies, compelling visuals, and interactive elements that drive user interaction, foster community engagement, and amplify the brand's message. This includes effective use of platform-specific features, such as stories, reels, or live streams, and a keen understanding of social media trends and audience behavior. The work should not only stand out in a crowded social media landscape but also deliver impactful results, demonstrating a strategic approach to leveraging social media for maximum reach and engagement.
Best use of Mobile	For an entry in the Best Use of Mobile in the Digital and Mobile Craft category at the LAIF Awards, the work should exemplify innovative and effective use of mobile technology to engage users and deliver a compelling brand experience. The submission should showcase exceptional design and functionality optimized for mobile devices, including responsive layouts, intuitive navigation, and seamless interactions. It should highlight creative solutions that leverage mobile-specific features, such as geolocation, push notifications, or touch interactions, to enhance user engagement and drive meaningful results. The work should stand out for its ability to create a memorable and impactful mobile experience, demonstrating a deep understanding of mobile user behavior and technology.

DIGITAL & MOBILE CRAFT CATEGORIES

Best use of Data and Insight	For an entry in the Best Use of Data Insights in the Digital and Mobile Craft category at the LAIF Awards, the advertising work should demonstrate exceptional skill in leveraging data to inform and enhance the campaign's strategy and execution. The submission should highlight how data insights were utilized to drive decision-making, optimize targeting, and personalize user experiences, resulting in a highly effective and measurable impact. This includes the strategic application of analytics, audience segmentation, and performance metrics to refine and improve campaign elements. The work should showcase a clear connection between data insights and creative outcomes, illustrating how data-driven decisions led to a more engaging, relevant, and successful digital or mobile campaign.
Best use of influencer	For an entry in the Best Use of Influencer in the Digital and Mobile Craft category at the LAIF Awards, the advertising work should highlight a strategic and innovative approach to leveraging influencers to amplify the brand's message and engage target audiences. The submission should showcase how influencers were selected and partnered with to align authentically with the brand's values and objectives, creating compelling and relatable content that resonates with their followers. It should demonstrate effective collaboration, creative execution, and measurable impact, such as increased engagement, reach, or conversions. The work should illustrate a thoughtful and impactful integration of influencer marketing, driving meaningful connections and delivering standout results in the digital and mobile landscape.

LAIF 2026 AWARD
DESIGN CRAFT
CATEGORIES

DESIGN CRAFT

For an entry in the Design Craft category at the LAIF Awards, the advertising work should exemplify exceptional creativity and technical proficiency in design. The submission should highlight how the design effectively communicates the brand's message through innovative use of color, typography, imagery, layout and functionality. It should demonstrate a keen understanding of design principles, creating a cohesive and visually compelling piece that captures attention and enhances the overall user experience. The work should stand out for its originality, attention to detail, and ability to deliver a strong, memorable impact, showcasing how thoughtful design can elevate a brand's presence and message.

DESIGN CRAFT CATEGORIES

Best Environmental Design	For an entry in the Environmental Design – Best Use of Public Space and Installations that Fit into Ambience in the Design Craft category at the LAIF Awards, the advertising work should exemplify exceptional creativity in transforming public spaces through thoughtful and harmonious design. The submission should highlight how the installation or design integrates seamlessly with the existing environment, enhancing the ambience and engaging the public in a meaningful way. It should showcase innovative use of materials, forms, and interactive elements that complement and elevate the space, creating a visually appealing and immersive experience. The work should demonstrate an acute sensitivity to the surroundings, ensuring that the design not only stands out but also enriches the overall atmosphere and user experience.
Package Design	For an entry in the Best Package Design in the Design Craft category at the LAIF Awards, the advertising work should showcase outstanding creativity and functionality in the design of packaging. The submission should highlight how the package stands out with innovative aesthetics, exceptional craftsmanship, and effective use of materials to enhance the brand's identity and appeal. It should demonstrate a thoughtful approach to both form and function, ensuring that the design not only captures attention but also provides a practical and user-friendly experience. The work should exemplify how thoughtful packaging design can elevate a product, create a memorable first impression, and effectively communicate the brand's message.
Merchandise Design	For an entry in the Best Merchandising Design in the Design Craft category at the LAIF Awards, the work should demonstrate exceptional creativity and strategic insight in designing merchandising displays that effectively showcase products and enhance the shopping experience. The submission should highlight how the design integrates innovative visual elements, materials, and layouts to attract attention, drive consumer engagement, and elevate the brand's presence in retail environments. It should showcase a thoughtful approach to spatial arrangement, product presentation, and branding, ensuring that the merchandising design not only captures consumer interest but also facilitates a seamless and impactful shopping experience. The work should exemplify how effective merchandising design can influence purchasing decisions and reinforce the brand's identity.

DESIGN CRAFT CATEGORIES

Best Logo Design	For an entry in the Best Logo Design in the Design Craft category at the LAIF Awards, the advertising work should demonstrate exceptional creativity and precision in developing a distinctive and memorable logo. The submission should highlight how the design captures the essence of the brand through innovative use of shape, color, and typography, creating a visually striking and versatile mark. It should showcase a thoughtful approach to branding, ensuring that the logo is not only aesthetically pleasing but also functional across various applications and media. The work should exemplify how effective logo design can establish a strong brand identity, foster recognition, and communicate the brand's core values with clarity and impact.
Best UI/UX	For an entry in the Best UI/UX Design in the Design Craft category at the LAIF Awards, the advertising work should showcase outstanding creativity and technical skill in crafting an exceptional user interface (UI) and user experience (UX). The submission should highlight how the design thoughtfully integrates visual aesthetics with intuitive functionality to create a seamless and engaging user journey. It should demonstrate an effective balance between form and function, ensuring that the interface is not only visually appealing but also easy to navigate and interact with. The work should exemplify innovative approaches to design challenges, providing a user-centric experience that enhances overall satisfaction and effectively achieves the project's goals.

LAIF 2026 AWARD MEDIA & MEDIA CRAFT CATEGORIES

MEDIA CRAFT

For an entry in the Media Craft category at the LAIF Awards, the advertising work should highlight exceptional creativity and strategic execution in utilizing media channels to effectively deliver and amplify the brand's message. The submission should showcase innovative approaches in media planning, buying, and integration, demonstrating how the media strategy enhances the overall campaign and engages the target audience. It should reflect a thoughtful consideration of media channels, timing, and placement, ensuring that the media execution aligns with the campaign's objectives and maximizes impact. The work should exemplify how effective media craft can drive engagement, optimize reach, and achieve measurable results, showcasing a deep understanding of the media landscape and audience behavior.

MEDIA CRAFT CATEGORIES

MEDIA CATEGORY	DESCRIPTION	MEDIA CRAFT
EXCELLENCE IN MEDIA CRAFT	*Work that exhibits ingenuity and outstanding craftsmanship in harnessing media to deliver a brand message, change behaviour or engage consumers at scale. The work in this section can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this section.*	Best use of Channel integration
		Best Use of Media insights & Strategy
CHANNEL STRATEGY	*Work in these categories will be judged on media creativity and channel innovation. Work should unleash the media opportunities beyond existing formats to effectively communicate the brand message.* *Work in this category should show how media channels were used innovatively and distinctively to amplify the campaign idea*	Best use of screens & Audio-visual platforms Best use of Use of audio Best use of Use of OOH Best use of Use of Digital Platforms

LAIF AWARDS 2026 SPECIAL CATEGORIES

WHY SPECIAL?

Well, as the name implies, the Special category is made up of awards with unique entry or winning criteria that may be slightly different from the Main and Craft category. To make sure you get the best out of your entry, we have located them in the special category.

The Special category is further divided into two categories

- **LAIF SPECIAL AWARDS**
  These are awards that need to be entered for to win and adds up in the overall LAIF point system

- LAIF SPECIAL RECOGNITIONS
  These are recognitions that do not need to be entered in for and do not add up to the overall LAIF point system.

HOW TO ENTER THE LAIF AWARDS SPECIAL AWARDS CATEGORY IN 3 EASY STEPS

- Choose a LAIF
- Read the descriptions
- Enter the work in the appropriate CATEGORY

SPECIAL AWARDS CATEGORIES

LAIF	DESCRIPTION	CATEGORY
Good LAIF (Formerly Impact LAIF)	Work that pushes for social change, fights stigmatisation and builds a better society	• Film • Audio • Print • OOH • DIgital & Mobile • Design • Promo & Direct • Campaign • Effectiveness • Media
HER LAIF	Best work that showcases and empowers women	
Innovation LAIF	Best application of technology in brand and marketing	
AGENCY - Viewers Choice Award (Ad Film)	AGENCY - Viewers Choice Award (Ad Film)	
Grand Prix	The best work to emerge from each category ** (The Grand Prix cannot be entered for)*	

NON AD - CATEGORIES

LAIF	DESCRIPTION	CATEGORY
CULTURAL & SOCIAL IMPACT INITIATIVE	Honours an outstanding initiative that has transformed communities through urban regeneration, essential infrastructure, or the preservation and promotion of cultural heritage. Recognises measurable social impact, sustainability, accessibility, meaningful community engagement, and innovative approaches that improve the lives, identity, and cultural heritage of Nigerian or African communities.	• Film • Audio • Print • OOH • DIgital & Mobile • Design • Promo & Direct • Campaign • Effectiveness • Media
BEST ORIGINAL SHORT FILM OR WEB SERIES (non Commercial)	Honours an outstanding short film or episodic web series not created for direct brand promotion. Recognizes originality, storytelling craft, cultural relevance, and production quality across fiction, documentary, or animation.	
BEST CREATIVE USE OF TECHNOLOGY	Honours an outstanding initiative technology creatively to address social challenges, empower communities, or create meaningful opportunities for young people. Recognises innovation, measurable impact, accessibility, meaningful engagement, and the potential to drive sustainable change across areas such as education, health, governance, entrepreneurship, skills development, and creative development.	
BEST CREATIVITY - SOCIAL IMPACT CAMPAIGN/INITIATIVE	Honours an outstanding initiative that has created meaningful opportunities and positive change for young people through education, skills development, mentorship, entrepreneurship, or creative development. Recognises the strength of the idea, relevance to its audience, meaningful youth engagement, reach, and demonstrable impact on the lives and future potential of young people.	

SOCIAL/DIGITAL CREATOR CONTENT CATEGORIES

LAIF	DESCRIPTION
BRAND+CREATOR COLLABORATION OF THE YEAR	Recognises the most impactful collaboration between a brand and a content creator, where the creator's authentic voice and the brand's objectives come together to deliver measurable commercial or behavioural results. Entries should demonstrate creative alignment, authenticity of integration, strong audience engagement, and evidence that the collaboration drove awareness, trial, conversion, or meaningful action beyond passive viewing.
CONTENT CREATOR OF THE YEAR (Overall)	The highest honour in the creator economy category, awarded to the individual creator judged to have had the most significant overall influence on consumer conversion, trial, and brand awareness across the eligibility period, through consistency, creativity, and measurable commercial impact.
CREATOR VIEWERS CHOICE AWARD (Digital/Social Content)	This award celebrates the digital and social content that made people stop, watch, engage, share and talk. From creator-led content and social films to branded entertainment, short-form video and digital experiences, we're looking for the work that won the hearts and can win the votes of the people who experienced it. No jury. No industry bias. Just the audience deciding which work deserves to be crowned their favourite.

JUDGING THE LAIF AWARDS 2026

JUDGING CRITERIA

For the **LAIF Awards**, the judging criteria focuses on key elements that reflect creativity across various categories. While the specific emphasis may vary slightly based on the category, the overall criteria are as follows:

1. Idea (40%)

- **Conceptualisation:** The brilliance, strength and clarity of the central idea behind the work.
- **Originality**: The uniqueness and creativity of the concept.
- **Resolution**: How well the idea addresses a specific challenge or opportunity.

2. Execution (20%)

- **Craftsmanship**: The quality of the finishing of the work.
- **Articulation:** Excellence in how the work conveys the message.
- **Integration**: How effectively the work is executed in its chosen medium.

3. Impact (20%)

- **Effectiveness**: The results and impact on the brand, business, or social outcome.
- **Engagement**: The work's ability to captivate and resonate with the target audience.
- **Reach**: The extent to which the work successfully connected with its intended audience.

4. Relevance (10%)

- **Brand Alignment**: How well the idea fits with the brand's message and objectives.
- **Cultural Context**: How the work taps into relevant cultural or market-specific insights.

5. Inspiring (10%)

- **Raise the bar:** How well does the work raise the standards of the business, sector, society
- **Raise the game:** How well does the work raise the standards of the creative practice and industry

These criteria ensures that the **LAIF Awards** recognize creativity, however LAIF Awards will always rely on the judges keen discernment in judging work.

JUDGING PROCESS

Each year, members of the Jury are chosen by the Jury Committee of the LAIF Management Board. The criteria includes but is not limited to pedigree in the industry, past performance, Excellence in related fields, inclusivity etc. A Jury President is also appointed for each of the LAIF categories. Each member of the LAIF Jury will get their Jury code with which to gain access to the jury only segment of the LAIF.com.ng portal. Judging period is within 1 week of closing entries.

1. MAIN / CRAFT CATEGORY

- The Point system outlined in the judging criteria segment applies here
- Place your vote by ticking/checking the necessary space
- A work would have won if it has gathered the highest number of votes

3. SPECIAL AWARDS

- At the end of voting, all Jury Presidents will nominate from their category not more than 3 works that are eligible for Grand Prix
- Each Jury President will then cast one vote in support of one work they feel best captures the objectives outlined in the description
- Jury Presidents must abstain from voting in their category
- Where any Jury President feels no work meets the necessary criteria for winning, they can abstain from voting
- The winning work must poll more than half of the Jury votes
- Where no work polls more than half in a particular category, no winner will emerge or be announced for that category
- HER, Innovation, GOOD will be judged based on the objectives of their entry criteria by the jury presidents

JUDGING DO’S & DON'TS

For the **LAIF Awards**, the judging criteria focuses on key elements that reflect creativity across various categories. While the specific emphasis may vary slightly based on the category, the overall criteria are as follows:

- Judges are NOT to reach out to any agency to discuss their role during or after judging
- Judges are not to disclose how they voted
- Judges are not to coerce/lobby other judges to vote for a work or agency
- Please abstain if the work is from your agency/network or if you contributed in anyway to its Conceptualization/Production
- Judge the work only based on the category/industry/craft it was entered for, please refrain from re-allocating work to another category/Industry/craft
- Where you feel work has been entered into the wrong category/Industry/craft please Jury Presidents are to kindly notify the LAIF secretariat.
- Please kindly refrain from coercion/lobbying for votes and report and fellow Judge indulging in such practice

LAIF AWARDS 2026 STATUETTE & POINTS

STATUETTE TABLE /JUDGES LAIF AWARDS 2026

CATEGORY	STATUETTE			JUDGES
Main	Gold	Silver	Bronze	Jury
Craft	Gold	Silver	Bronze	Jury
Special Awards				
Grand Prix	Platinum			Jury Presidents
Good LAIF (Formerly Impact LAIF)	Bronze			Jury Presidents
HER LAIF	Bronze			Jury Presidents
Innovation LAIF	Bronze			Jury Presidents



***In MAIN & CRAFT CATEGORY, except otherwise communicated, Campaign and Effectiveness will be judged by Jury Presidents exclusively**

POINTS TABLE LAIF AWARDS 2026

STATUETTE	POINTS
Platinum (Grand Prix)	300
Gold	110
Silver	40
Bronze	15
Finalist	1.5 (Limited at 45 points in total)

LAIF AWARDS 2026 FINAL NOTES

FINAL NOTE BEFORE YOU ENTER FOR THE LAIF AWARDS 2026

ELIGIBILITY PERIOD

All work created or exposed between the 1st July 2025 and 30th June 2026 are eligible to enter for the LAIF Awards 2026

- In cases where some materials of the same campaign was published prior or after the eligibility period, e.g. if two pieces of a campaign were published prior to 1 July 2025, and three remaining pieces after, then the full campaign (all five pieces) are eligible for entry this year. If you have previously entered any of the pieces into LAIF awards, you can enter all pieces together this year in the campaign category

ENTRY CREDITS

- Please ensure that all your credits (names, titles etc) on the entry form are 100% correct.
- Entrants are responsible for credit and spelling errors.
- Credits will be used at the awards and in all other communication exactly as you have entered them.
- Credits will be used to calculate the Official Agency rankings e.g Agency of the year etc and once published, no changes to the credits will be accepted.

ENTRY CANCELLATIONS AND REFUNDS

- No Refunds on Entries: Under no circumstances will refunds of any fees or costs relating to entering for the LAIF Awards 2026 be issued to Entrants
- All requests to withdraw and replace an entry must be made in writing to hello@laif.com.ng
- Requests made prior to the Entry Deadline may be replaced with another entry.
- Entries cancelled after the Entry Deadline will not be replaced.
- Any Entries disqualified by LAIF will not be refunded. This includes duplicate entries and Entries that do not follow the specified rules.

LAIF AWARDS 2026 GOOD LUCK & CHEERS TO A GOOD LAIF