

LIA extends entry deadline to 24 August

Entries to the 2016 London International Awards (LIA) may still be submitted until 24 August 2016, following a deadline extension. Work submitted must have been broadcast, published or released in a commercial environment, with client approval, between 1 July 2015 and 31 July 2016.

A new medium, 'Verbal Identity', has been added for 2016, complete with its own dedicated Jury. Verbal Identity centres on the long-term verbal assets of a brand, from hard-hitting taglines and end lines to unique tones of voice. The other categories are Billboard, Branded Entertainment, Design, Digital, Integration, Music & Sound, Music Video, Non-Traditional, Package Design, Poster, Print, Production & Post-Production, Radio & Audio, The NEW and TV/Cinema/Online Film.

For more information, click [here](#).

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