**LINE Biz-Solutions Awards 2025  
Call for Entries**

**1. Award Overview**

**Origin of the Awards**  
LINE Biz-Solutions integrates creativity, technology, data, and experience to not only drive marketing innovation but also serve as a vital partner for businesses in membership management, service optimization, and business model innovation.

Co-hosted by **LINE Taiwan Limited** and **Business Next Media Corp.**, the 3rd annual **LINE Biz-Solutions Awards 2025** continues to honor innovative cases that deliver customer value and business results. The Awards aim to provide winning brands and technology partners with exclusive resources and collaboration opportunities, fostering growth momentum beyond marketing strength, connecting to a broader ecosystem, future business opportunities, and co-creating an impactful future with industry partners.

**2. Eligibility**

* **2-a.** Brands, partners, or agencies that have created marketing campaigns through **LINE Biz-Solutions** (including but not limited to the use of **LINE Official Account**).
* **2-b.** The submitted work must have been launched between **August 1, 2024 and July 31, 2025**.
* **2-c.** No restriction on industry category.

**3. Award Categories & Content Guidelines**

**3-a. Categories**

The **LINE Biz-Solutions Awards** include eight categories, all open to Entries from any industry:

1. **Best Data Integration**
2. **Best ESG**
3. **Best Local Champion**
4. **Best Content**
5. **Best Innovation**
6. **Best OMO**
7. **Best Breakthrough**
8. **Best Industry Leader**

**3-b.** A panel of experts from academia, consulting, associations, digital marketing, and innovation fields will judge Entries. For each of the following categories, **one Gold Award** and **one Silver Award** will be given:

* Best Data Integration
* Best ESG
* Best Local Champion
* Best Content
* Best Innovation
* Best OMO

**3-c.** Entries must have been launched within the eligibility period (Aug 1, 2024 – Jul 31, 2025). The same entry may be submitted to different categories, but **cannot** be submitted to the same category more than once. In case of duplicate submissions for the same category, the co-organizer (Business Next Media Corp.) will notify the entrants to coordinate and decide the official representative within the submission period. Failure to do so will result in disqualification.

**3-d. Organizer Nominations**

* The **Best Breakthrough** winner will be directly nominated by the organizers (1 Gold Award).
* The **Best Industry Leader** winners will be directly nominated by the organizers (3 Gold Awards).

**3-e. Authorization & Representation**

EntriesThe Entrant (as indicated by the "Contact Person" in the registration form) shall warrant that they have the authority to represent the nominating company and to agree to these competition rules on behalf of the nominating company, as well as the authority to submit the entry for the competition. In the event of any disputes or damages to third parties arising therefrom, the Entrant shall be solely responsible. The Organizers reserve the right to disqualify the entry from participation or award eligibility and to remove the entry from the event.

**3-f. Third-Party Authorization**

If the entry involves a specific LINE Official Account or brand, the Entrant must obtain authorization and submit a signed authorization letter (format provided by the organizers).

**3-g. Submission Method**

Complete the registration form on the official website (<https://line-biz-solutions-awards.landpress.line.me/>).

**4. Judging Criteria**

| **Award Category** | **Description** | **Gold/Silver** | **Scoring Criteria (%)** |
| --- | --- | --- | --- |
| **Best Data Integration** | Effective use of LINE Business Manager or integration with the brand’s own system, leveraging first-party data to connect LINE Official Account and LINE Display Ads, fully utilizing the LINE ecosystem (e.g., UID, Beacon, etc.) to achieve marketing goals. | 1 Gold + 1 Silver | Innovation 10 / User Experience 10 / Technical Application 40 / Goal Achievement 40 |
| **Best ESG** | Recognizes brands, government agencies, and NGOs that excel in environmental, social, and governance contributions while leveraging LINE functions to foster strong communities. | 1 Gold + 1 Silver | Innovation 30 / User Experience 30 / Technical Application 10 / Goal Achievement 30 |
| **Best Local Champion** | Honors SMEs that integrate local culture into campaigns, leveraging LINE Biz-Solutions to successfully connect with local markets. | 1 Gold + 1 Silver | Innovation 30 / User Experience 30 / Technical Application 20 / Goal Achievement 20 |
| **Best OMO** | Uses LINE Biz-Solutions online tools, partner modules, or in-house modules to integrate LINE Beacon or offline applications for seamless online-offline brand experiences. | 1 Gold + 1 Silver | Innovation 30 / User Experience 20 / Technical Application 30 / Goal Achievement 20 |
| **Best Content** | Combines brand content with diverse LINE Biz-Solutions formats to boost engagement and brand influence. | 1 Gold + 1 Silver | Innovation 50 / User Experience 20 / Technical Application 10 / Goal Achievement 20 |
| **Best Innovation** | Uses LINE Official Account APIs with emerging tech (AI, VR, AR, NFT) to create new modules that break traditional frameworks. | 1 Gold + 1 Silver | Innovation 20 / User Experience 20 / Technical Application 40 / Goal Achievement 20 |
| **Best Industry Leader** | Fully utilizes LINE Biz-Solutions to precisely reach target audiences and achieve significant market impact. | 3 Gold | (Organizer nomination) |
| **Best Breakthrough** | Unique, breakthrough use of multiple LINE Biz-Solutions to achieve marketing goals. | 1 Gold | (Organizer nomination) |

**5. Timeline**

* **Call for Entries:** June 23, 2025 – August 19, 2025 (23:59 Taiwan time)
* **Preliminary Review:** September 2025
* **Final Judging:** October 9, 2025
* **Award Announcement & Ceremony:** November 2025

**6. Judging Process**

* **Preliminary:** Judges will select the top 30 Entries to advance to the finals.
* **Final:** Judges will review materials and deliberate to determine winners.

*Note: For each category, the top 5 scoring Entries will advance. In case of ties, all tied Entries will advance.*

**7. Important Notes**

1. The organizer of this event shall mean LINE Taiwan Limited (the “Organizer”), and the co-organizer shall mean Global Views – Commonwealth Publishing Group (the “Co-organizer”), collectively referred to as the “Organizers.”.
2. Company and product/service names will be printed on trophies—no changes allowed after submission.
3. Company logo (AI or PSD format) must be uploaded; winners’ logos will be used in award visuals.
4. The Entrant shall retain the intellectual property rights to its entry but warrants that the content does not involve unlawful reproduction, adaptation, plagiarism, counterfeiting, or other infringement of third-party rights. Any violation will result in disqualification and loss of award eligibility, with all related liabilities borne by the Entrant. The Organizers may, for research, promotion, and publicity, photograph, publish, reproduce, exhibit, and otherwise use shortlisted or winning entries, and Entrants shall not object and shall provide necessary materials.
5. The Organizers may use entries and their images for publicity, announcement, publication, decoration, exhibition, and similar purposes, and may upload winning works to the official website or other online platforms for public sharing.
6. The Entrant represents and warrants that:  
   6-a. It holds and will maintain all necessary rights in the authorized content, enabling the Organizers to lawfully use it within the competition scope.  
   6-b. The authorized content does not infringe third-party rights or violate laws, and no further authorization or payment is required.  
   6-c. The authorized content contains no obscene, defamatory, or privacy-infringing material.
7. The Organizers reserve the right to terminate, modify, or cancel the event.
8. Entrants must comply with the above terms or risk disqualification. The Organizer may terminate, modify, or cancel the event, with the official website announcement as the final notice.
9. Any matters not covered herein are subject to the Organizers’ interpretation and announcements.
10. The Organizer, LINE Taiwan Limited, will collect your personal information for the purposes of confirming your intention to register for this event, sending you information related to this event (including reminders to submit the application form and related deadlines), contacting you regarding matters related to this event, managing and providing customer services in connection with this event, and analyzing the effectiveness of this event.
11. After collection, the Organizer may process or use your personal information by itself or by engaging a third party, within the scope of the purposes stated above. In accordance with applicable law, you may request the Organizer to check or review your personal information, obtain a copy of your personal information, supplement or correct your personal information, or request the cessation of collection, processing, use, or deletion of your personal information.

For inquiries, contact:  
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