

# 2020 Effie Awards Europe

## Additional Data Captured in the Online Entry Area

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This document outlines the additional information you will be required to submit in the online entry area as part of your entry. Focus on telling an effective story in your written entry form and selecting the integral creative work to feature in your creative reel and the images for judging.













Please note that this information is provided as a guideline; however, questions may be added or modified in the online entry area.

## MEDIA ADDENDUM

The Media Addendum questions are included at the end of the entry form template for your review. All questions must be answered in the online entry area to be seen and reviewed by judges.

## CASE BACKGROUND

This information is for research and database purposes. These responses are not seen by judges.

-  **Industry Sector**  
 Select your brand's industry sector via a **drop-down**.
-  **Type of Effort (B2B vs. B2C)**  
 Effie is open to both B2B and B2C efforts. Select the type your effort aligns with.
-  **Sponsorship**  
 Select the types of sponsorship used in your case.
  -  Product placement - Occasional
  -  Product placement - Ongoing
  -  Sports sponsorship - At Venue
  -  Sports sponsorship - Live activation
  -  Sports sponsorship - Player/car
  -  Unique opportunity
  -  Not Applicable
-  **Sustainable Development Goals – Primary & All**  
 Effie has partnered with the PVBLIC Foundation to support the **UN's 2030 Agenda for Sustainable Development** and its **17 Sustainable Development Goals (SDGs)**. Select the SDGs that were aligned with your effort.
  -  Affordable & Clean Energy

- ☐ Clean Water & Sanitation
- ☐ Climate Action
- ☐ Decent Work & Economic Growth
- ☐ Gender Equality
- ☐ Good Health & Well-Being
- ☐ Industry, Innovation & Infrastructure
- ☐ Life Below Water
- ☐ Life on Land
- ☐ No Poverty
- ☐ Partnerships for the Goals
- ☐ Peace, Justice & Strong Institutions
- ☐ Quality Education
- ☐ Reduced Inequalities
- ☐ Responsible Consumption & Production
- ☐ Sustainable Cities & Communities
- ☐ Zero Hunger
- ☐ **Research – Primary & All**  
Select the most important research done for your case.  
Additionally, select all research done for your case.
  - ☐ Copy testing
  - ☐ Focus groups
  - ☐ Neuroscience
  - ☐ Positioning/concept testing
  - ☐ Strategic (segmentation, market structure, U&A)
  - ☐ Tracking
  - ☐ Not Applicable
  - ☐ Other (specify)
- ☐ **Research Partners**  
Indicate research partners used for this effort. Up to three companies.
- ☐ **Target Audience – Primary & All**  
Entrants will be asked to select their primary audience.  
Additionally, select all targeted audiences from the below list.
  - ☐ Boomers (45+)
  - ☐ Brand Influencers
  - ☐ Children (12 and under)
  - ☐ Cultural or Ethnic Group

- ☐ Employees
  - ☐ Families
  - ☐ Fathers
  - ☐ Men
  - ☐ Mothers
  - ☐ New Audience
  - ☐ Teens (13-20)
  - ☐ Women
  - ☐ Young Men (20-35)
  - ☐ Young Women (20-35)
  - ☐ Other
- ☐ **Entry Objectives – Primary & All**
- Entrants will be asked to select their primary objective.  
Additionally, select all objectives from the below list.
- ☐ Attract, support distribution
  - ☐ Attract, support suppliers
  - ☐ Brand launch
  - ☐ Brand relaunch, reposition
  - ☐ Build brand equity
  - ☐ Build, change corporate image
  - ☐ Build, defend brand position
  - ☐ Change brand image
  - ☐ Develop, revitalize market
  - ☐ Financial, shareholder relationships
  - ☐ Fund-raising
  - ☐ Gain new customers
  - ☐ Gain trial
  - ☐ Global branding
  - ☐ Government and social aims
  - ☐ Increase awareness
  - ☐ Increase brand loyalty
  - ☐ Increase sales, volume
  - ☐ Increase web traffic, bookings
  - ☐ IPOs
  - ☐ Maintain price premium

- ☐ Market share - increase
  - ☐ Political campaigns
  - ☐ Recruitment
  - ☐ Retain existing customers
  - ☐ Staff relationships, motivation
  - ☐ Support event, exhibition
  - ☐ Support promotion
  - ☐ Support sponsorship
  - ☐ Other
- ☐ **Results – Primary & All**  
 Select the most important results achieved by your case. Then, select all results achieved by your case.
- ☐ Awareness shift
  - ☐ Customer retention/loyalty increase
  - ☐ Defend market share/arrest decline
  - ☐ New customer acquisition/penetration gain
  - ☐ Profit gain
  - ☐ Revenue gain
  - ☐ ROI
  - ☐ Share gain
  - ☐ Strategic Perception shift
  - ☐ Other (specify)

## CREATIVE BACKGROUND

This information is for research and database purposes. These responses are not seen by judges. This information is separate from the Media Addendum, which you will find at the end of your entry form. The Media Addendum is reviewed by judges.

- ☐ **Creative Materials Included on your 4-minute Reel**  
*(5-minute for Sustained Success)*  
 Check off the overarching communications touchpoints featured on your reel (see header touchpoints in the Media Addendum chart).
- ☐ **Social Media Platforms**  
 Select social media platforms used (Facebook, Twitter, Instagram, etc.).
- ☐ **Primary, Specific & Main Touchpoints**  
 What was the primary communications touchpoint that brought the marketing communications effort to life? Select from the header touchpoints listed in the Media Addendum chart. Then, select the top three beyond that.

## COMPANY CREDITS

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

Credits cannot be removed or replaced after the entry is submitted – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. See the entry kit for full credit information.

In order for points to accumulate in the Effie Index, please ensure all submissions within your agency office are submitted with the same agency name (including punctuation, capitalisation, etc.) Agency network and holding points are accumulated via selected options. Lead agencies should communicate with contributing companies to ensure they are submitted accurately. See [past Effie Index rankings](#) to see how agencies were credited last year.

You may credit a maximum of two lead agencies\*, two clients, and four contributing agencies.

\*Second lead agencies must have contributed so integrally to the success of the effort that this agency should receive equal billings as the entering Lead Agency.

You will need to supply:

- **Company Name**
- **Address**
- **Contact Person** (name, title, phone, email)
- **Company Details**
  - Type of Company (Full-Service Ad Agency, Media Agency, Media Company, Advertiser, PR firm, etc.)
  - Company Size (1-50 / 51-200 / 200-500 / 500+)
  - Website
  - Network
  - Holding Company

LEAD AGENCY ONLY:

- **Agency PR Contact** (name, title, company, email, phone)
- **Agency CEO/Top Ranking Executive** (name, title, company, email, address)

CLIENT ONLY:

- **CEO/Top Ranking Executive** (to send a congratulatory note to if your case becomes a finalist or winner) (name, title, company, email, address)

## INDIVIDUAL CREDITS

Each entry may credit up to ten primary individuals and ten secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies. Provide name, title, company, and email information. Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted on a case by case basis.

- 🏆 **Primary Individual Credits** (Individuals appear in the Winners Journal and on the **Effie Case Studies database**).
- 🏆 **Secondary Individual Credits** (Individuals only appear on the Effie Case Study Database and do not appear elsewhere).

## PUBLICITY MATERIALS

### 🏆 90 Word Public Case Summary

Provide a snapshot of the effectiveness of your case. The case summary will be published in the Effie Awards Winners Journal and Effie Case Study Database. It may also be used for promotional purposes.

The summary should be written as though it will be judged. Using at least three complete sentences summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.

Examples of well-written summaries:

[http://www.effie.org/case\\_studies/case/2243](http://www.effie.org/case_studies/case/2243)

[http://www.effie.org/case\\_studies/case/2184](http://www.effie.org/case_studies/case/2184)

### 🏆 Statement of Effectiveness (15 words max)





Please provide a 15 words (maximum) statement on the effectiveness of your case. If your case is a winner, it may be shown on screen at the awards gala. It may also be used in the promotion of your case if it is a finalist or winner.

The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.






Examples:

- 🏆 Moved familiarity from 24% to 62% with the core gaming audience.
- 🏆 Earned over 600 million media impressions in just 8 weeks.
- 🏆 Brought new users into a declining category and increased social interactions.







### 🏆 Files for Publicity (Uploads)

-  **Primary Publicity Image (.jpg)**  
 Upload one high-res image of your creative work that best represents the essence of your case. This is the image Effie may use for publicity purposes & printed in the Winners Journal.
-  **Creative Work** (Creative Reel and Images of Creative Work) of an entry will be used for publicity purposes if the entry becomes a finalist or winner. These may appear on the [Effie Case Studies database](#).
-  **Company Logos** for all Lead Agencies/Clients (.eps or .ai)
-  **Team Photos** for all Lead Agencies/Clients (.jpg)  
**(Optional)** Upload one or two team photos of the lead agency and client team as 300 dpi .jpgs/.jpegs, at least 1000 pixels wide or tall. 5MB maximum for each file. Team photos may be featured online and at the Effie Awards Gala. If none available, you can submit a team photo filler image (provided in the online entry area) and email a real team photo if you become a winner.

## JUDGING MATERIALS

-  **Entry Form** (responses to individual questions are answered through the online Entry Portal – the final PDF generated from these answers is downloadable)
  -  **Media Addendum** (visual provided at end of entry form template/guide – completed in the online Entry Portal)
-  **Creative Reel (.mp4)**
  -  See complete instructions in the [entry kit](#).
-  **2-6 Images of Creative Work (.jpg)**  
 Upload images of your creative work that ran in the marketplace. These images will also be used for publicity purposes.

## PERMISSIONS & AUTHORIZATION

-  **Publication Permission Settings**  
 Select publication permission settings for your written entry. For more information, please review the Entry Kit.
  -  Publish My Written Case As It Was Submitted
  -  Publish My Written Case As An Edited Version
  -  After 3 Years, Publish My Written Case As It Was Submitted
  -  After 3 Years, Publish My Written Case As An Edited Version
-  **Authorisation & Verification Form**  
 Upload signed Authorisation & Verification Form, confirming the accuracy of entry information and authorisation of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners

are credited properly for the Effie Index and awards recognition.

The Authorisation & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.



### **Competition Terms & Rules**

Agree to competition terms & rules.