

# case study samples

On the following pages, three examples of successful cases from the Positive Change Effie Awards competition are featured. We encourage teams to review these case studies and the feedback judges provided.

Please note that as part of Effie’s publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Some of these sample case studies have been edited. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.

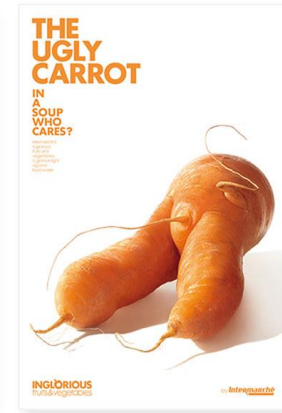
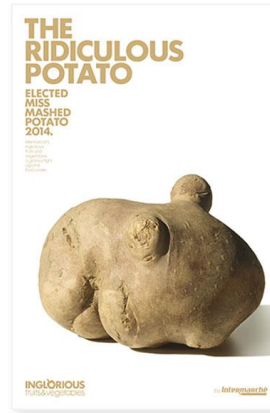
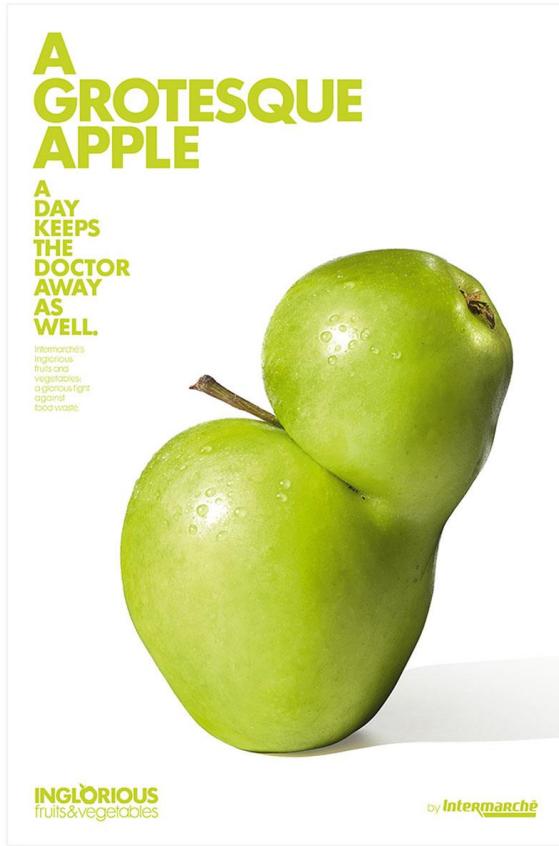
Reviewing these past winning case studies is encouraged; however, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, the published case study may have specific objectives or results removed. Additionally, Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.

When writing your entry, thoroughly review the questions and detailed instructions within the entry form and review the entry resources for further guidance.

# case study #1

Inglorious Fruits & Vegetables  
 MARCEL / Intermarché  
 2015 Gold / Positive Change Europe

**READ THE CASE STUDY.**  
 Watch the creative reel.  
 View the case summary and credits.



**Judge Insight:**

**“Ultimate way to fight against waste with a single idea – brilliantly executed, and benefits all partners – supplier, retailer, consumer.”**

**“The insight was amazing and the implementation was even better. A truly great example of marketing as a solution to a sustainability problem.”**

**“Creative insight beautifully executed. Loved the brave and disruptive idea. Link to broader Intermarché brand was great.”**

# case study #2

Clean Our Cloud  
The VIA Agency / Greenpeace  
2015 Bronze / Positive Change North America

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.



**Judge Insight:**

**“Clever strategy.”**

**“A rare instance of consumer friendly activism with crystal clear focus + a human touch.”**

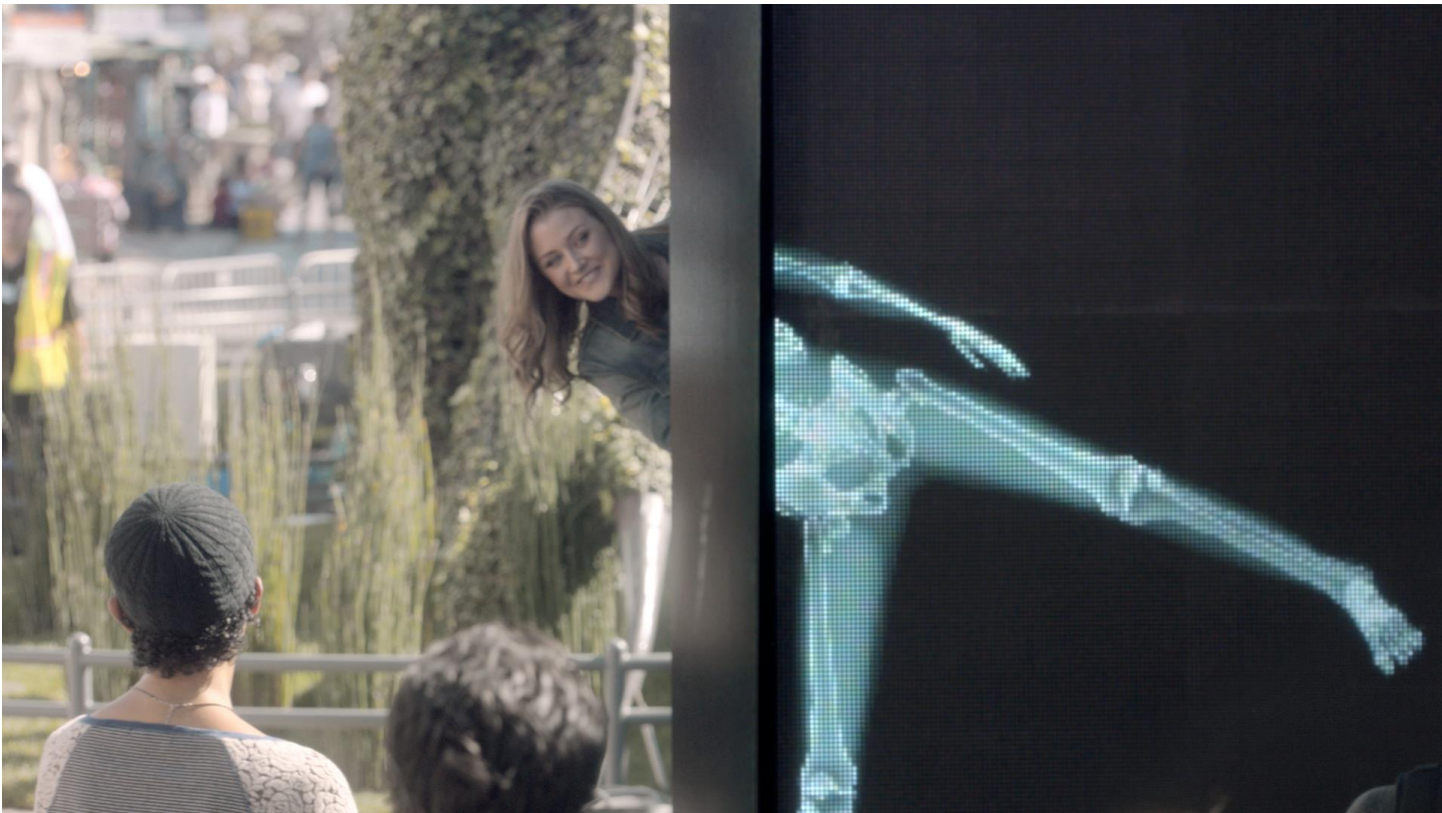
**“Strong connection of the consumer to the issue combined with a clear objective and mission.”**

**“Strong idea to demystify cloud with small budget – drove change & progress.”**

# case study #3

Love Has No Labels  
R/GA / Ad Council  
2016 Silver / GoodWorks – Non-Profit  
(NOW Positive Change: Social – Non-Profit)

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.



Judge Insight:

**“The communications challenge was clear and resulted in inspiring activation.”**

**“The strategic challenge was the strongest element of this case study because it was so big, bold, & audacious.”**

**“Specific goals with well-researched benchmarks.”**

**“Well written entry with strong objectives and insights. Amazing creative and strong message.”**