|  |  |
| --- | --- |
|  | **2020 Entry Form Template** |
| As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organisational growth. Since 1996, Effie Awards Europe has been rewarding effective marketing efforts that have run in two or more European markets. Please note that Positive Change, Marketing & Business Solutions and Best of Europe are the only single-market categories.When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness takes into account the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant’s role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business. The information outlined on this form will be seen by judges and must be submitted via the [**Entry Portal**](https://effie-europe.acclaimworks.com).Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.  |
| **TOP TIPS FROM THE JURY*** **BREVITY:** Be clear, concise, compelling and honest. **Shorter, well-written entries** typically stand out, as judges review up to 10 entries in a half-day session.
* **CONTEXT:** Context is critical to understanding your challenge, business situation and the significance of your results. Because judges typically do not work in your brand’s category, it is important to provide them with this context. Limit industry jargon & define all industry terms.
* **TELL A STORY:** We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions that they may have.
* **REVIEW:**  Entrants are encouraged to ask colleagues who don’t work on the brand to review the entry. Ask what questions they have after reading the case – what was unclear? Where did the case fall flat? Entrants are also encouraged to have a strong proofreader review the case.

Review more Judge Advice in the [**Effective Entry Guide**](https://www.effie-europe.com/wp-content/uploads/2020/02/2020_effective_entry_guide.pdf) & access the [**Entry Kit & other entrant resources here**](https://www.effie-europe.com/call-for-entries/entry-materials/). | **FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION*** **WORD LIMITS:** Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space.
* **CHARTS & GRAPHS: E**ntrants are encouraged to display data via charts & graphs within the limits allotted in each question.To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).
* **NO PICTURES/SCREENGRABS:** Do not include images of your creative or other images, including social media screenshots, in your written entry.
* **NO EXTERNAL LINKS:** Do not direct judges to external websites – the judges can only review the content provided in your written entry and creative examples.
* **NO AGENCY NAMES/LOGOS:** Effie is an agency-blind competition. No agency names/logos may be included in your written case, creative work, or sources.
* **SOURCES**: All data, presented **anywhere in the entry form**, must reference a specific, verifiable source.

Review all [Reasons for Disqualification here.](https://eaca.eu/wp-content/uploads/2020/01/2020_reasons-for-disqualification.pdf) |

**ELIGIBILITY**

Your effort must have run in Europe at some point between 1 January 2019 and 31 March 2020. All results must be isolated to Europe during this time period. Including results beyond the end of the eligibility period is grounds for disqualification. It is encouraged to include prior year data for context. Do not include results beyond the end of the eligibility period. The final deadline for general categories is **22 May 2020**, for Positive Change, Marketing & Business Solutions and Best of Europe it is 31 July.

Work may have started running before 1/1/19 and it may continue running after 31/03/20. All presented work must have run at some point during the eligibility period and the results score will be based on data within the eligibility period. Review category definitions for additional requirements. Judges evaluate work on effectiveness in the context of the category definition and will lower their score if requirements are not met. When entering an effort into multiple categories (4 categories max.), tailor each entry to speak to the specific category definition.

Review the case study samples in this category [here](https://www.effie-europe.com/call-for-entries/entry-materials/).

**CREATIVE REQUIREMENTS**

Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life. Because j**udges are required to read the written case before reviewing the creative work,** the creative reel should focus on creative examples. The reel is not meant to be a video version of the written case – judges are eager to view the work after reading the case.

* **CREATIVE REEL:** At minimum, 70% of the reel must be examples of the creative work and marketing solutions used to meet your business goals. At least one complete example of each integral communications touchpoint must be shown on the reel. No results may be included in the reel.
* **CREATIVE IMAGES:** This is an opportunity to highlight your creative work and marketing solutions via still images.

Review additional guidance on creative requirements in the [Entry Kit](https://www.effie-europe.com/wp-content/uploads/2020/03/2020_Effie-Europe_Entry-Kit.pdf).

|  |
| --- |
| **ENTRY FORM** **All questions are required and responses will be seen by judges. Responses must be uploaded to the** [**Entry Portal**](https://effie-us.acclaimworks.com/).**In addition to the materials reviewed by judges, entrants are required to provide additional information in the** [**Entry Portal**](https://effie-us.acclaimworks.com/) **before they can submit. These items include company & individual credits, publicity materials, permissions, and background data for research/database purposes. These materials help us fulfill our educational initiatives and promote our finalists/winners. Thank you for your support.****Please ensure you give yourself plenty of time to fulfill these requirements in advance of the Entry Deadline. In addition to** [**starting your entry in the Entry Portal here**](https://effie-europe.acclaimworks.com/)**, you may** [**download an outline of these additional requirements here.**](https://eaca.eu/wp-content/uploads/2020/01/2020_additional-case-data.pdf) |
|  |
| **ENTRY DETAILS** |
|  |
| **BRAND NAME***Note: The parent company will be listed in the Client Company field of the online Entry Portal credits area so should not be listed here. Please list the specific brand name here.* |  |
| **ENTRY TITLE***List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognised with the entry title, so it is not required to include the brand name here.* |  |
| **TYPE OF PRODUCT/SERVICE***Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include the brand name.**Examples: Airline; Cosmetic, Credit Card; Streaming Service.* |  |
| **DATES EFFORT RAN***List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.*  | MM/DD/YY – MM/DD/YY |
| **COUNTRIES EFFORT RUN IN***List the countries effort run in.* |  |
| **REGIONAL CLASSIFICATION** | Local / Regional/ National / Multinational / Non-English(Select all that apply) |
| **CATEGORY SITUATION** | Growing / Flat / In Decline |

|  |
| --- |
| **EXECUTIVE SUMMARY** |

|  |
| --- |
| **Give the judges an understanding of the case they are about to read by providing a one-sentence summary for each of the scoring sections.** *(Maximum per line: One sentence: 20 words.)* |
| **The Challenge:** | Provide **one-sentence** summary. |
| **The Insight:** | Provide **one-sentence** summary. |
| **The Idea:** | Provide **one-sentence** summary. |
| **Bringing the Idea to Life:** | Provide **one-sentence** summary. **one-sentence** summary. |
| **The Results:** | Provide **one-sentence** summary. |
| **Specific to the category you are entering, why is this case worthy of an award for marketing effectiveness?** **Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organisation.****If you are entering this effort into multiple categories, your response to this question is required to be different for each category submission.***(Maximum: 100 words)* |
| Provide answer. |

|  |
| --- |
| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES23.3% OF TOTAL SCORE****This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case’s effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.**  |

[***Click here to review judge feedback on the scoring sections.***](https://www.effie-europe.com/wp-content/uploads/2020/02/2020_effective_entry_guide.pdf)

|  |  |
| --- | --- |
| **1A. Before your effort began, what was the state of the brand’s business and the marketplace/category in which it competes? What was the strategic communications challenge that stemmed from this business situation?** **Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.** *(Maximum: 275 words; 3 charts/graphs)* | **Effie Tips:*** Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?
* Keep in mind judges may not be familiar with your brand’s industry. This context is critical for judges to understand your degree of difficulty.
 |
| Provide answer. |
| **1B. Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand’s business?** *(Maximum: 200 words; 3 charts/graphs)* | **Effie Tips:*** Describe your audience(s) using demographics, culture, media behaviours, etc.
* Explain if your target was a current audience, a new audience, or both.
* What perceptions or behaviours are you trying to affect or change?
 |
| Provide answer. |
| **1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.****Provide context, including category background, for why the objectives were important for the brand and growth of the business.****Effie is open to all types of objectives: Business, Behavioural, Perceptual/Attitudinal. It is the entrant’s responsibility to explain why their particular objectives are important to the business and challenging to achieve.** *(Maximum: 175 words; 3 charts/graphs)* | **Effie Tips:*** Provide specific, measurable objectives.
* Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging?
* If you did not have specific, numerical objectives, explain why. Outline how you planned to measure your KPIs.
* Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).
 |
| Provide answer. |
| **Sourcing: Section 1** | * You must provide a source for all data and facts.
* Use footnotes to provide sourcing information in each scoring section.
* Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research.
* Judges encourage third-party data where available.
* [**See a full guideline on sourcing here.**](https://eaca.eu/wp-content/uploads/2020/01/2020_sourcing.pdf)
 |
| Provide sourcing. |

|  |
| --- |
| **SECTION 2: INSIGHTS & STRATEGIC IDEA23.3% OF TOTAL SCORE****This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.** |

[***Click here to review judge feedback on the scoring sections.***](https://www.effie-europe.com/wp-content/uploads/2020/02/2020_effective_entry_guide.pdf)

|  |  |
| --- | --- |
| **2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.*** **Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.**
* **Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.** *(Maximum: 200 words; 3 charts/graphs)*
 | **Effie Tips:*** Explain how you arrived at your insight. Include how your audience’s behaviours and attitudes, your research and/or business situation led to the unique insights that would lead to the brand’s success and how those insights informed your strategic idea.
* Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.
* It may be helpful to tell judges how you define an insight.
 |
| Provide answer. |
| **2B. In one sentence, state your strategic big idea.***(Maximum: One-Sentence: 20 words)* | **Effie Tips:*** What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.
 |
| Provide a one-sentence answer. |
| **Sourcing: Section 2** | * You must provide a source for all data and facts.
* Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research. Judges encourage third-party data where available.
* [**See a full guideline on sourcing here.**](https://eaca.eu/wp-content/uploads/2020/01/2020_sourcing.pdf)
 |
| Provide sourcing |

|  |
| --- |
| **SECTION 3: BRINGING THE IDEA TO LIFE23.3% OF TOTAL SCORE****This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.****Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.**  |

[***Click here to review judge feedback on the scoring sections.***](https://www.effie-europe.com/wp-content/uploads/2020/02/2020_effective_entry_guide.pdf)

|  |  |
| --- | --- |
| **3. How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimise and adapt the strategy?Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.***(Maximum: 475 words; 3 charts/graphs)* | **Effie Tips:*** Tell the judges how you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.
* Tell the judges where you brought the idea to life and why you chose those channels. Why were your channel choices and media strategy right for your specific audience and idea?
* Why did you choose certain channels and not others? Explain the media behaviours of your audience.
* How did your communications elements work together? Did they change over time? If so, how?
 |
| Provide answer. |
| **Sourcing: Section 3** | * You must provide a source for all data and facts.
* Use footnotes to provide sourcing information in each scoring section.
* Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research.
* Judges encourage third-party data where available.
* [**See a full guideline on sourcing here.**](https://eaca.eu/wp-content/uploads/2020/01/2020_sourcing.pdf)
 |
| Provide sourcing. |

|  |
| --- |
| **SECTION 4: RESULTS30% OF TOTAL SCORE****This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand’s business. Tie results back to the objectives outlined in Section 1 - your response to question 1C – objectives will appear above your response to question 4A as a reference to judges.****Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organisation within the context of the submitted category.** **Entrants are encouraged to use charts/graphs to display data whenever possible.** **As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond 31/03/20– this is grounds for disqualification.** |

[***Click here to review judge feedback on the scoring sections.***](https://www.effie-europe.com/wp-content/uploads/2020/02/2020_effective_entry_guide.pdf)

|  |  |
| --- | --- |
| **4A. How do you know it worked?** **Explain, with category and prior year context, why these results are significant for the brand’s business.** **Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.** *(Maximum: 300 words; 5 charts/graphs)* | **Effie Tips:*** The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to **re-state their objectives** **from section 1 along with their corresponding results**.
* Tie together the story of how your work drove the results.
* Prove the results are significant using category, competitive, prior year, and brand context.
* **Charts and graphs are encouraged.**
 |
| Provide answer. |
| **4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?** | **Effie Tips:*** Judges are industry executives and expect entrants to address any other factors here. **Judges discourage entrants from responding “No Other Factors”.** The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors.
* Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A.
 |
|  **Couponing** |  **Other marketing for the brand,  running at the same time as this effort** |
|  **CRM/Loyalty Programs** |  **Pricing Changes** |
|  **Economic Factors** |  **Weather** |
|  **Giveaways/Sampling** |  **None** |
|  **Leveraging Distribution** |  **Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **4C. Explain the influence of the factors you selected above. This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors.** *(Maximum: 150 words; 3 charts/graphs)* | * This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors.
* You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.
* We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.
 |
| Provide answer. |
| **Sourcing: Section 4** | * You must provide a source for all data and facts.
* Use footnotes to provide sourcing information in each scoring section.
* Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research.
* Judges encourage third-party data where available.
* [**See a full guideline on sourcing here.**](https://eaca.eu/wp-content/uploads/2020/01/2020_sourcing.pdf)
 |
| Provide sourcing. |

|  |
| --- |
| **MEDIA ADDENDUM****The Media Addendum is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Creative Reel and Images of Creative. These elements together account for 23.3% of your score.**  |

**The Media Addendum, like the full entry form, is completed in the Entry Portal. The below is simply a visual to share with your team to gather data. If you’d like to share your responses with your team prior to answering in the online entry area, we suggest highlighting your selected responses on the following pages.**

|  |
| --- |
| **PAID MEDIA EXPENDITURES****Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.** **Given the ‘spirit’ of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.**  |
| **Year That Campaign Ran In** | **Year Prior To Year That Campaign Ran In** |
| **Under €50,000**  | **Under €50,000**  |
| **€50,000 - €200,000** | **€50,000 - €200,000** |
| **€200,000 - €500,000** | **€200,000 - €500,000** |
| **€500,000 - €999,000** | **€500,000 - €999,000** |
| **€1,000,000 - €2,000,000** | **€1,000,000 - €2,000,000** |
| **€2,000,000 - €3,000,000** | **€2,000,000 - €3,000,000** |
| **€3,000,000 - €5,000,000** | **€3,000,000 - €5,000,000** |
| **€5,000,000 - €8,000,000** | **€5,000,000 - €8,000,000** |
| **€8,000,000 - €10,000,000** | **€8,000,000 - €10,000,000** |
| **€10,000,000 and over** | **€10,000,000 and over** |
|  | **Not Applicable** |
|  |
| **Compared to other competitors in this category, this budget is:** | **Less** |
| **About the Same** |
| **More** |
| **Not Applicable (Elaboration Required)** |
|  |
| **Compared to prior year spend on the brand overall, the brand’s overall budget this year is:** | **Less** |
| **About the Same** |
| **More** |
| **Not Applicable (Elaboration Required)** |
|  |
| **Budget Elaboration: Provide judges with the context to understand your budget.****In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.***(Maximum: 100 words)* | **Effie Tips:*** What was the balance of paid, earned, owned, and shared media?
* What was your distribution strategy?
* Did you outperform your media buy?
* If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.
 |
| Provide answer. |

|  |  |
| --- | --- |
| **OWNED MEDIA****Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.**  | **Effie Tips:*** If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.
* Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the “Communications Touchpoints” chart.
 |
| Provide answer. |

|  |
| --- |
| **SPONSORSHIPS****Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.** |
| Provide answer. |

|  |  |
| --- | --- |
| **COMMUNICATIONS TOUCHPOINTS****Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.**  | **Notes:*** On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort’s success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.
 |
| **Branded Content** | **OOH** | **Radio** |
| **Cinema** | **Airport** | **Merchandizing** |
| **Direct** | **Billboard**  | **Program/Content** |
| **Email**  | **Place-Based** | **Promo/Endorsements** |
| **Mail** | **Transit** | **Spots** |
| **Retailer Specific** | **Other** | **Retail Experience** |
| **Distribution Changes** | **Packaging** | **In-Store Merchandizing**  |
| **Ecommerce** | **Point of Care (POC)** | **In-Store Video/Kiosk** |
| **Events** | **Brochures**  | **Pharmacy** |
| **Guerrilla** | **Coverwraps**  | **POP** |
| **Ambient Media**  | **Electronic Check-In** | **Retailtainment** |
| **Buzz Marketing** | **Video (HAN, Accent Health)** | **Sales Promotion** |
| **Sampling/Trial** | **Wallboards** | **Store within a Store** |
| **Street Teams** | **Other** | **Other** |
| **Tagging** | **PR** | **Sales Promotion** |
| **Wraps** | **Pricing** | **Sampling** |
| **Interactive/Online** | **Couponing**  | **Direct Mail**  |
| **Brand Website/Microsite**  |  **Trade** | **In-Store** |
| **Contests** | **Print** | **OOH (event)** |
| **Developed Retailer  Site Content** | **Custom Publication**  | **Search Engine Marketing (SEM/SEO)** |
| **Digital Video** | **Magazine - Digital**  | **Social Media** |
| **Display Ads** | **Magazine – Print**  | **Sponsorship** |
| **Gaming** | **Newspaper - Digital** |  **Trade Communications /Promo** |
| **Location-based Communications / Real Time Marketing** | **Newspaper – Print** | **Trade Shows** |
| **Manufacturer/Retailer Website** | **Retailer Publication** | **TV** |
| **Podcasts** | **Trade/Professional** | **Branded Content**  |
| **Video Skins/Bugs** | **Product Design** |  **Co-Op** |
| **Other** | **Account Specific** | **Interactive TV/Video on Demand** |
| **Internal Marketing** | **Promo Specific** | **National Tagged Spots** |
| **Mobile/Tablet** | **Professional Engagement** | **Product Placement** |
| **App** | **Closed Loop Marketing (CLM)** | **Sponsorship** |
| **Display Ad**  | **Congresses** | **Spots** |
| **In-App or In-Game Ad** | **Continuing Engagement** | **User Generated** |
| **Location-based Communications / Real Time Marketing** | **Detail/E-Detail/Interactive Visual Aids (IVAs)** | **Consumer Generated**  |
| **Messaging/Editorial/Content** | **Informational/Documentary Video**  | **Viral**  |
| **Other** | **In-Office** | **Word of Mouth** |
|  |  |  |
| **Other:** |