|  |  |
| --- | --- |
|  | **2020 Best of Europe 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 Europe. Please note that Marketing & Business Solutions require a different [entry form](https://www.effie-europe.com/call-for-entries/entry-materials/).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**

In this category, we welcome 2019 Gold Effie Winners, as well as entries from countries without an Effie programme that run between 1 January 2018 and 31 March 2020. The category is split into an Effie Partner Fast track (for the 2019 Gold Winners) and a track for the non-Effie markets.

**Best of Europe - Effie Partner Track**: any 2019 Gold Effie-winning campaign for a local Effie programme in Europe may be submitted and will automatically qualify for Final Round Judging:

* + 2019 Gold Effie winners at the national level are asked to transfer their winning case into this template and select an overarching category from the Best of Europe category list [here](https://www.effie-europe.com/call-for-entries/best-of-europe/) that best fits the campaign. Please note that the online form requires you to submit some additional background information on your market.
	+ Please note you are required to update your case to the eligibility time period for Best of Europe. The eligibility period is 1 January 2018 - 31 March 2020.
	+ All European Effie programs can be seen [here](https://www.effie.org/program/region/39).

**Best of Europe – non-Effie markets**: countries without an Effie program are welcomed to participate as well. Any effective marketing effort that ran in a country in Europe that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2018 and 31 March 2020 may be submitted.

Work may have started running before 1/1/18 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. 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 this category is **31 July 2020.**

**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.

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the [creative requirements document](https://eaca.eu/wp-content/uploads/2020/01/Best-of-Europe_creative-requirements.pdf).

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

|  |  |
| --- | --- |
| **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) |
| **BEST OF EUROPE CATEGORY***List the Best of Europe category you plan to enter this case in here.* |  |
| **NATIONAL EFFIE PROGRAMME (IF APPLICABLE)***List the European Effie program in which the campaign won Gold in 2019.* |  |
| **ORIGINAL CATEGORY***List the original category in which the campaign won a Gold Effie in 2019.* |  |

|  |
| --- |
| **Market background.**Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.*(Maximum: 250 words)* |
| Provide answer. |
| **Case summary.**Provide a snapshot of the effectiveness of your case. The case summary will be published in the Effie Awards 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 summarise 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 "significant success"). Think of the case summary as a mini-case or an elevator speech.*(Maximum: 250 words)* |
| Provide answer. |
| **Top three competitors.**Enter your brand's top three competitors. If no competitors exist, write "No Competitors".*(Maximum: 50 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.**  |

|  |
| --- |
| **1A. Marketing Challenge.****Before your effort began, what was the state of the brand’s business and the marketplace/category in which it competed? What was the marketing 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)* |
| Provide answer. |
| **1B. Target Audience.****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)* |
| Provide answer. |
| **1C. Campaign Objectives.****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.***(Maximum: 175 words)* |
| Provide answer. |
| **Sourcing: Section 1*** **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.**
 |
| 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.**  |

|  |
| --- |
| **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)* |
| Provide answer. |
| **2B. Your strategic big idea.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.***(Maximum: 20 words)* |
| Provide 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.**
 |
| 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.**  |

|  |
| --- |
| **3A. Communications Strategy.****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)* |
| Provide answer. |
| **Sourcing: Section 3*** **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.**
 |
| 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. The results must relate directly to campaign objectives. All data presented here MUST reference a specific source. This could be advertiser data, agency research or third-party research companies. Not referencing a source will result in disqualification. Agency names MUST NOT be mentioned. If your agency is the source of your research, refer to ‘Agency Research’. We reserve the right to verify the accuracy of any data submitted.** |

|  |
| --- |
| **4A. How do you know it worked?** **Explain 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.** Please note the eligibility runs between 1 January 2018 and 31 March 2020, though your entry may not include results for more than 15 consecutive months. *(Maximum: 300 words)* |
| 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?** |
|  **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.** **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.** *(Maximum: 150 words)* |
| Provide answer. |
| **Sourcing: Section 4*** **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.**
 |
| 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. These elements together account for 23.3% of your score.**  |

**The Media Addendum, like the full entry form, is completed in the Entry Portal.**

|  |
| --- |
| **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)* |
| 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.**  |
| 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.**   |
| **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:** |