



# Welcome

It is my pleasure to invite you to another edition of the Effie competition! Since 1996, the European programme is rewarding the most effective marketing efforts in Europe. Effie celebrates ideas that work. Ideas which have been brilliantly executed and demonstrated proven results in meeting challenging objectives and that brought significant business outcomes for clients and their brands.

2019 has been extremely busy for our programme. We have introduced new categories to better represent the marketing and business challenges facing our industry and, for the first time ever, we had two jury chairs – one from the client side and one from the agency side. It was a first for our dedicated Grand Jury too. All in all, very exciting developments to raise the standards in recognising effectiveness in marketing in Europe.

2020 will be equally busy as we have introduced updates to the Best of Europe category (formerly Best of the Best), a single-market track that puts the spotlight on the national Gold winners. As of this year, Best of Europe will also be open to entries from countries without an Effie-programme, so that the most the most effective marketing across Europe can participate. In addition, all Best of entries will be able to update their cases to address the Effie Europe eligibility time period (1 2018 – 31 March 2020). Exciting times ahead!



**Tamara Daltroff**  
Director General, EACA

Europe  
January

## COMPETITION UPDATES

The Best of Europe competition is split into an Effie Partner track (for the 2019 Gold Winners from European countries with an Effie programme) and a track for entries from countries without an Effie programme. \*Entries to both tracks are required to update their case to address the 2020 Best of Europe eligibility timing, which is 1 January 2018 – 31 March 2020.

2019 Gold winners with updated eligibility will move directly to the second round of judging. Entries from countries without a local Effie program will go through a first round of judging. Please refer to the Best of Europe section of this Entry Kit for more details.

\*Please note that Positive Change Effies, as well as Marketing & Business Solutions category are open to all entries across Europe.

## HELPFUL RESOURCES

All entrants are encouraged to visit [www.effie-europe.com](http://www.effie-europe.com) to find entry materials, as well as advice from past juries and sample case studies. Follow us on [Twitter](#) and [Facebook](#) to stay tuned.

I look forward to seeing many of you at our judging sessions and at the Awards Gala on 13 October. All the best in this year's competition. Please do not hesitate to contact us if you have any questions. We are here to help.

Kind regards,

**Tamara Daltroff**

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# entry basics

# deadlines & fees

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## ENTRY DEADLINES & FEES

**Due to the coronavirus outbreak, Effie Europe has decided to extend the deadlines and decrease the entry fees.**

ENTRY DEADLINES	DATE	ENTRY FEES - Member/non-member
First Deadline	31 July 2020	€100/€500
Second Deadline	31 August 2020	€200/€750
Third Deadline	15 September 2020	€300/€1000

Please note that once selected a winner, there will be additional fee of 650€ to cover the operational costs.

All EACA's members and member associations are listed on [EACA's website](#).

Increased entry fees do not go into effect until the morning after the entry deadline at 6 AM CET. All materials required to complete an entry must be submitted by the indicated deadline in order to receive the associated rate.

## INSIGHT GUIDES

Insight guides provide feedback from the judges who scored your submission and can be purchased at the time of entry. The cost is €150.

## COMPETITION DATES

## EVENT

April – September	Competition open for entries
September	Round 1 Judging
October	Final Round Judging
October	Grand Judging

# entry basics

# eligibility & rules

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**MULTI-MARKET CATEGORIES:** All marketing efforts that ran in two or more countries in Europe at any point between: 1 January 2019 and 31 March 2020\* are eligible to enter.

**POSITIVE CHANGE EFFIES AND MARKETING & BUSINESS SOLUTIONS:** All marketing efforts that ran in a single country in Europe at any point between: 1 January 2019 and 31 March 2020\* are eligible to enter.

**BEST OF EUROPE:** All marketing efforts that ran in a single country in Europe at any point between: 1 January 2018 and 31 March 2020\* are eligible to enter.

\* The Best of Europe competition is split into an Effie Partner track (for the 2019 Gold Winners from European countries with an Effie programme) and a track for entries from countries without an Effie programme. Entries to both tracks are required to update their case to address the 2020 Best of Europe eligibility timing.

- Any and all marketing cases, whether **full campaigns or unique efforts within a campaign** are eligible to enter. You may submit any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your objectives. You must detail the “why” behind the strategy and provide proof that your work achieved significant results.
- **Do not include results after 31 March 2020.** This will result in disqualification. Data presented must be isolated to Europe.
- Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. **Elements of the work may have been introduced earlier and may have continued after**, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.
  - It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry.
- Effie Worldwide does not accept test efforts into the Effie Awards competition.
- A single effort cannot be submitted as different entries in the same category by different organisations. Teams must collaborate on a single entry. Different teams may take the lead on entering the same work in different categories.
- The Effie Awards Europe reserves the right to re-categorise entries, split/redefine categories and/or refuse entry at any time.

## SPECIAL CIRCUMSTANCES

- **Sustained Success:** At a minimum, entries in the Sustained Success category must include results that date back to 1 January 2017. Results must be provided through the current competition year. Refer to the **Sustained Success category definition & entry form** for further information.
- **Best of Europe** and **Marketing & Business Solutions** require different entry forms. [Here](#) you can find the necessary files.






# entry basics

# eligibility & rules

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## RE-ENTERING PAST WINNING WORK

If your work continued running in this year's eligibility window and you have results from this eligibility window, you may re-enter past winning efforts within the following requirements:

-  **2019 Gold Effie Europe winners** - can re-enter a category in which they did not win Gold and can re-enter the same category after two years.
  - Note: If you are interested in entering a different effort by the brand into the same category, it may be eligible for entry. See below.\*
-  **2019 Gold Effie winners in local Europe programmes** - can enter any Best of Europe category. Entrants must update their entry to the Best of Europe eligibility time period, which is 1 Jan. 2018 – 30 March 2020.
-  **Past Silver and Bronze Effie Europe winners** can re-enter any category.
-  **Past Gold Sustained Success Effie Europe winners** can re-enter the Sustained Success category after 3 years.
-  **2019 David vs. Goliath Effie Europe winning brands** (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category this year. This year, David vs. Goliath winners from 2018 and earlier can re-enter this category.

### \*Special Circumstances: Entering A Different Effort from a Past-Winning Brand

Entrants frequently ask if they can re-enter a category where they won gold with a different effort. Different efforts are eligible to re-enter the same category in the subsequent year. Effie Europe considers a different case to be one with different strategy and creative from the entry the year prior. It is fine for the tag line to remain the same, but everything else must be different. There are always exceptions, of course, and the Effie Europe will make judgments on a case by case basis. If you wish to re-enter a category and you are unsure if your entry would violate one of the rules above, please send a brief description of the case (target, strategy, sample of creative) and how it differs from the previous case to Kasia Gluszek ([kasia.gluszek@eaca.eu](mailto:kasia.gluszek@eaca.eu)). You are encouraged to reach out to us prior to entry, as entry fees will not be returned to entrants who violate one of these rules.

## ENTERING MULTIPLE CATEGORIES

For the **standard categories** (requires two or more markets in Europe), you may enter an effort into a **maximum of 4 categories, with no more than 1 Product/Service category**. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.

For the **Best of Europe** categories (requires the case have run in at least one country in Europe), you may enter into a maximum of 2 categories, **with no more than 1 Product/Service category**.

Each entry should be customized to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn't tailored for the category they are reviewing.

**The Effie Awards Europe reserves the right to re-categorise entries, split/redefine categories and/or refuse entry any at any time.**

# entry basics

# payment guidelines

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Entry fees are locked based on the date of submission – when all parts of the entry are complete, and the entrant clicks ‘Submit’ in the online Entry Portal. Entrants cannot submit an incomplete entry.

Deadlines (and their associated fees) do not “close” until 6:00 AM CET on the morning following the date listed.

## ACCEPTED PAYMENT METHODS

Entrants may pay for their entries via **credit card** or **bank/wire transfer**.

When submitting, if you do not wish to pay immediately via credit card, you will select “Generate Invoice & Submit.” This will allow you to download an invoice for payment. Your entry is not considered complete until payment is received in full.

**All payments must be the respective entry deadline.**

## DISCOUNTS

If you are eligible for a discount, **please do not submit your entry until you have obtained your promo code** from an Effie team member. You will not be penalised with a late fee if you are waiting for your promo code.

Please note that due to COVID-19, Effie Europe has decided to decrease the entry fees, therefore discounts do not apply.

## REFUNDS & WITHDRAWING AN ENTRY

Entries are non-refundable after submission. If you need to withdraw your entry, please email Kasia at [kasia.gluszek@eaca.eu](mailto:kasia.gluszek@eaca.eu) with a written request to withdraw the submission.

# entry basics

# resources

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## ENTRY FORM GUIDE & TEMPLATE

This document outlines each question in the order the judges will review the entry. Note: additional data points will be collected in the Online Entry System – those additional data points are used for research, database purposes, or promotional purposes. They form part of your submission but will not be seen by judges. You are not able to complete your entry without providing all information required.

## EFFECTIVE ENTRY GUIDE

Review the most common feedback judges give entrants. [The guide](#) breaks down each of the four scoring sections to show what the judges are looking for. It also provides general tips on writing a clear and effective entry.

## CASE STUDY SAMPLES

Review sample case studies from recent winners. Additional case studies can be reviewed through the subscription-based [Case Study Database](#).

- [Effie Awards Europe – Past Winners Case Study Samples](#)
- [Effie Awards Europe – Positive Change Past Winners Case Study Samples](#)

## FEEDBACK ON YOUR ENTRY VIA INSIGHT GUIDE

The Effie Insight Guide is a report that gives entrants feedback directly from the judges who reviewed their case. Some of the benefits of purchasing an Insight Guide include:

- Understand why your case did or did not achieve finalist or winner status.
- Improve your future entries. Whether the case is a winner or not, there are lessons to be learned from the feedback the judges provide.
- Develop your marketing communications strategy and technique. Judges provide constructive criticism of your strategy, creative, and metrics, so you can take these tips and apply them to future work.

The Insight Guide will be electronically distributed to the lead agency contact person, as listed on the credits page, in October 2020. The cost is €150.



# entry form & requirements

## overview

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Entries are submitted online in the Entry Portal at [effie-europe.acclaimworks.com](https://effie-europe.acclaimworks.com).

Download the [Entry Form Guide & Template](#) here.

Entrants can use the Entry Form Guide & Template to draft their responses and collaborate with team members, partner agencies, and clients. In the Entry Portal, entrants will need to copy their answers to each question of the entry form into the corresponding question.

The written entry tells the story of the effort from beginning to end. Each part of the submission should work together and tell a story. When writing your entry form, be sure to review the resources outlined on the prior page. Judges may not know about category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.

## WRITTEN ENTRY FORM

### SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)

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.

### SCORING SECTION 2; INSIGHTS & STRATEGIC IDEA (23.3% of score)

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

### SCORING SECTION 3: BRINGING THE IDEA TO LIFE (23.3% of score)

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.

### SCORING SECTION 4: RESULTS (30% of 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.

## OTHER ENTRY REQUIREMENTS

In addition to the materials for judging, you are required to submit publicity materials, company & individual credits, and additional data points for research/database purposes. You can see a full outline of these additional items [here](#).

The following pages outline additional information & requirements that will be helpful to review when preparing your submission.

# entry form & requirements

## top tips

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### TOP ENTRY TIPS FROM JUDGES

1. “Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring. Don’t try to write the rest of the entry until you’ve done that. Keep that summary in front of you and take anyone contributing to a section of the entry through it and make sure they’re as clear as you are about the overall story!”
2. “**Concise entries stand out.** They are not only refreshing -- they encourage high marks. Remember that The Effies are about effective communication. Entries that are long on words and light on substance or impact will leave a juror with the impression that the campaign was, too.”
3. “Make sure the case tells a full story that is connected throughout, rather than a bunch of individual answers to questions. Your objectives should prove you overcame the challenge, and be specific and measurable. Your results should tie directly back to the stated objectives. Overall, the case should be clear and concise.”
4. “**Clearly tie results back to your initial objectives.** When the results presented felt vague or disconnected from the case objectives, I found myself assuming that this was due to an absence of truly convincing positive metrics to be shared.”
5. “The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest. I’d recommend that all entrants have someone who doesn’t work in marketing read their entry to see if they can understand it. If they can, then it’s probably good.”
6. “My biggest issue was that the creative reels seemed to gloss over the creative rather than showcasing it. Don’t give me a video version of an over dramatized case. Showcase the creative and tell a rich, compelling story via your writing.”
7. “Tie together the story of **how your work drove the results** - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how.”
8. “Provide benchmarks, provide rationale for goals, and illustrate how the work presented drove the results.”
9. “More charts and graphs vs. words. It’s easier to see results visually than in a narrative form.”
10. “Check for grammar, typos, math, and inconsistencies.”

**For more tips and detailed guidance on each of the four scoring sections, review the [Effective Entry Guide](#).**

# entry form & requirements

# reasons for disqualification

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## The following will result in disqualification and entry fees will be forfeited:

- ✎ **Failing to adhere to the Effie Eligibility rules.** Data presented must be isolated to Europe, and the Effie eligibility period. **No results after 31/03/20 may be included.** Data prior to the eligibility period may be included for context. See the **Eligibility** section for further details.
- ✎ **Entry does not meet category definition requirements.** Entries are judged based on effectiveness within the entered category.
- ✎ **Agency names/logos** published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, media addendum, creative reel, creative images). **Do not include any agency names in your sources – this includes agency names other than your own.** The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.
- ✎ **Data not sourced.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The Entry Portal is set up to encourage sourcing via footnotes. **Refer to the “sourcing data” page for more information.**
- ✎ **Including screen grabs or other images of your creative elements in your written entry form.** Entrants may not include any images of creative work, screengrabs of social media or other websites, or any other pictorial elements in the written entry. An images of creative work must be provided as part of the Creative Examples for Judging. Charts/graphs are allowed to be included in the written case.
- ✎ **Directing Judges to External Websites.** Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.
- ✎ **Missing Translation.** All entries with non-English creative materials must include a translation page at the end of your entry form or via subtitles within the creative materials.
- ✎ **Violating Creative Example (Reel, Images) Rules.** Entrants must follow all creative reel rules as outlined in the entry kit. This includes, but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the **Creative Requirements** section of the entry kit.

# entry form & requirements

## sourcing data

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**All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified.**

In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations.

### SUGGESTED SOURCING LAYOUT

Source of Data/Research, Research/Data Type, Dates Covered.

### ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility time period, entrants are required to **include the dates covered for all results data** presented in your case.
- Judges are not permitted to visit external websites.** If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information, so that the judges know the source without clicking on the link.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency** (ad, media, or other). Because Effie is an **agency-blind competition** we require agency research to be referenced via the term "Agency Research." This applies to all agencies, **not limited to the entering agency**. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Research, Third Party Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.).
  - Research Companies should be cited by name.
- Judges encourage third-party data when available.
- The Effie Awards Europe reserves the right to check all sources provided for accuracy.



**effie reminder: When citing data, do not list any agency names. Data provided anywhere in the entry form must be sourced.**

# entry form & requirements

## creative reel

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### PURPOSE OF THE CREATIVE REEL: TO PROVIDE JUDGES WITH EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

Your creative work is scored as part of **Scoring Section 3: Bringing the Idea to Life**, which also includes your written response to Question 3 and the data presented in the Media Addendum. This section accounts for 23.3% of the total score.

### CONTENT

- 👏 **At minimum, 70% of the reel must be examples of creative work the audience experienced.**
- 👏 **Label each creative example by type of media (TV spot, Radio spot, etc.).**
- 👏 **No results (of any kind) may be included.**
- 👏 **4-minute maximum (5-minute maximum for Sustained Success submissions)**

The creative reel should showcase the creative that brought the big idea to life. **Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study.**

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

**"The creative reel should showcase all of the work that I've just read about and want to see. I'd rather clearly see the different executions over hearing setup."**

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The creative reel should complement your response to Question 3.

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft - may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

# entry form & requirements

## creative reel

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### DO NOT INCLUDE

- ✎ Results of any kind – including numbers of social media likes, followers, etc.\*
- ✎ Competitive work or logos
- ✎ Agency names, logos or images
- ✎ Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
- ✎ Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

### MUST INCLUDE

- ✎ At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)\* - includes any type of work (print, radio, web, OOH, TV, etc.)
- ✎ If time allows, additional examples of specific creative materials
- ✎ Translation for non-English work

\* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements 60 seconds or shorter must be shown in full.

### STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK

Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.

Effie Worldwide is a 501(c)(3) non-profit educational organisation that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.

### SUSTAINED SUCCESS SUBMISSIONS

- ✎ 5-minute maximum
- ✎ Feature work that ran in the **initial year** (initial year is either A) year case started or B) more than 3 competition years ago; **at least 1 interim years**, and the **most current year** (1/1/19 – 31/03/20) of the case.
- ✎ Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

# entry form & requirements

## technical

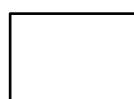
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### GUIDELINES

- 👉 Do not include any agency names in the file name.
- 👉 Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.
- 👉 Bear in mind that judges will see your .mp4 uploaded file on a laptop in Round One and on a central screen of at least 50" x 30" in the Final Round.

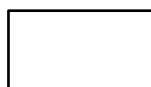
### SPECS

- 👉 1 creative reel file per entry
- 👉 4-minute maximum
  - Note: Sustained Success cases may be up to 5 minutes in length. Review the **Sustained Success** section for additional creative reel requirements.
- 👉 250 MB maximum file size
- 👉 .mp4 format
- 👉 Resolution



4:3

640 x 480



16:9

1280x 720



Letterbox

640 x 480

- 👉 Finalists whose videos will not meet the requirements for use at the gala may be asked to mail a NTSC video DVD full resolution video dub – full screen DV (720 x 480) 44K or 48K audio.

# entry form & requirements

## images

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### IMAGES OF THE CREATIVE WORK FOR JUDGES (2 required, 6 max.)

After the judges read your case and watch the creative reel, they review images of your creative work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

- 👉 This is an opportunity to showcase your creative work:
  - 👉 Highlight elements that are better seen as a still image vs. video format
  - 👉 Draw further attention to key creative elements you wish to highlight
- 👉 Upload 2-6 (2 required) examples of the creative work.
- 👉 **Technical Requirements:** .jpg format, high-res. 15 MB max.
  - 👉 Do not include agency names or logos on any creative materials submitted for judging.
- 👉 One of the top complaints from last year's judges was that entrants were not maximizing the opportunity to showcase the work in these images.





# entry form & requirements


# publicity materials


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## IMAGES FOR PUBLICITY

 **Primary Publicity Image.** This should be an image of the creative work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image may also be used in the Case Study Database. Because the case image will be printed, please upload high-res images.


-  **Technical Requirements:** .jpg, high-res for printing, CMYK format, 100% of size. 15 MB max.


 **Company Logos.** Company logos are required for all lead agencies and clients credited on the case.

-  **Technical Requirements:** .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited.

 **Team Photos (optional).** Upload team photos of the lead agency and client team. You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client. These images will be shown on screen at the Awards Gala and online by Effie Europe to promote your win. If you are unable to assemble your team for a team photo at time of entry, you will be able to provide an image once you learn your case is a winner.

-  **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.

-  If you do not have a team photo to submit at time of entry, please make a note to yourself to submit a team photo by **1 September 2020** if your submission is a winner. You are not required to upload an image at time of entry.

 **Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

# entry form & requirements

## credits

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Effie recognises the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; etc.

### COMPANY CREDITS

Space has been provided in the Entry Portal to credit a maximum of two lead agencies (1 required), two clients (1 required), and four contributing agencies (none required).

- You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry – **you may not add or remove second lead agencies after the entry period.**
- If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.
- Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

### INDIVIDUAL CREDITS

**Primary Individual Credits (10 max.):** Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case. Individuals may be listed in the [Awards Journal](#) and the [Case Study Database](#).

### CREDIT AMENDMENT POLICY

- **Effie's policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**
- **Client & Lead Agency** credits are final at the time of entry and cannot be removed or added after the entry is submitted.
- Credits must be thoroughly reviewed at time of entry by senior account leadership. All credits must be signed off by senior leadership on the "Authorization & Verification Form," downloaded in the Entry Portal after credits have been added to the entry.
- Additional contributing company credits and individual credits can be added after time of entry only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions and amendments require a **€200 fee per change** and are not guaranteed. **No credit edits/additions are permitted after 30 August 2020.**

All credit requests will be reviewed and accepted at the discretion of Effie Europe and are not guaranteed.

# entry form & requirements

## entry contacts

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Effie collects contact information at each credited company. All contacts, except the CEO/Top Marketing Executive Contacts, may be added to Effie's mailing lists, which can be unsubscribed from at any time. Contacts may be considered for an Effie jury. Individuals may be contacted about the submission at any time – the below explanations are examples of the most common reasons for contacting an individual; however, this is not an exclusive list.

These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

### ENTRANT

The Entrant Contact is the person whose account the entry is submitted under. The entrant contact is the primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist & winner notifications, insight guides, etc. If you need to transfer an entry to a different person, please email Kasia at [kasia.gluszek@eaca.eu](mailto:kasia.gluszek@eaca.eu).

### LEAD AGENCY

#### LEAD AGENCY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is a secondary contact on the entry - if Effie cannot reach the entrant, Effie will reach out to this contact.

#### LEAD AGENCY PUBLIC RELATIONS CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. They may also be contacted regarding any PR/publicity opportunities for the agency or if Effie cannot reach the Entrant/Lead Agency Main Contact.

#### LEAD AGENCY CEO

This contact will be sent a congratulatory note if the case is a winner.

### CLIENT COMPANY

#### CLIENT MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. If Effie cannot reach the entrant or Lead Agency contacts, Effie may reach out to this person.

#### CLIENT CEO/TOP MARKETING EXECUTIVE

This contact will be sent a congratulatory note if the case is a winner.

### CONTRIBUTING COMPANY CONTACTS

#### CONTRIBUTING COMPANY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company.

# entry form & requirements

# credits & the effie index

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## THE EFFIE INDEX

The Effie Index ([effieindex.com](http://effieindex.com)), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2020 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.
- We request that all entrants communicate with their own corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well. Review [last year's rankings](#) to see if/how your company office was listed last year.

## AGENCY RANKINGS

- Agency office rankings are compiled using the Agency Name, city and state as listed on the Credits Tab of the Entry Portal. Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/state fields. Effie encourages consistency year-to-year.
- Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

## AGENCY NETWORK & HOLDING COMPANY RANKINGS

- Agency networks and holding companies are selected via a drop down in the Entry Portal.
- The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.

# publication & confidentiality

# publication

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Effie Worldwide is a 501(c)(3) non-profit organisation that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

**By providing permission to publish your written case, you are:**

1. **Bettering the industry.**  
By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
2. **Bettering the future leaders of our industry.**  
Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
3. **Showcasing your team's success in achieving one of the top marketing honors of the year.**  
Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, you can refer to Effie's policies on confidentiality and the publication of submissions in the following pages. Entrants are encouraged to reach out to Effie HQ with any questions or concerns regarding our confidentiality policies.

# publication & confidentiality

## publication

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The Effie Awards competition offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to Make Marketing Better. The written case and creative reel will be featured on the Effie Worldwide web site and/or on Effie partner web sites or publications.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry.

Entrants may select from the following options:

- 👉 **“PUBLISH AS THE CASE WAS SUBMITTED”** – You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.
- 👉 **“PUBLISH AN EDITED VERSION OF THE WRITTEN CASE”** – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.

**The written case is the only portion of the entry that should contain confidential information.** For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.

**Work submitted must be original or you must have the rights to submit it.**

# publication & confidentiality

# confidentiality concerns

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## ADDRESSING CONFIDENTIALITY CONCERNS

### JUDGING

Judging events are held in Effie's secure judging portal and locations led by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category. Judges will receive the access to the materials in the secure judging portal before the judging session (they will be required to sign an online confidentiality agreement as well), to have more time to read the cases and to provide their feedback on each case.

### INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

### CREATIVE WORK & PUBLICITY MATERIALS

**The creative material (creative reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned.** By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured in the [Effie Awards Journal](#), [Effie Awards website](#), partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. **Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.**

In regards to confidentiality concerns in the Creative Reel:

- ✿ Per entry rules, results (of any kind) may not be included in the creative reel.
- ✿ Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.

Entrants must have the rights to show all elements presented in the creative reel. Because Effie is a 501(c)(3) non-profit organisation with the mission of providing learning to the industry, **Effie has not encountered issues with talent featured in the creative that ran in the marketplace.** The focus of the reel should be on this creative work – entrants should obtain the rights to feature any supplemental elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).

# publication & confidentiality

# confidentiality concerns

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In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

## ADDITIONAL POINTS

This year's awards will be presented in October 2020. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. The Effie Award's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand.

To nominate a judge, please send an email [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu).

Effie Steering Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please email [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu).



# judging

# scoring

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Your entry will be judged by some of the brightest and most experienced business leaders from Europe. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. Entries are judged in two phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide feedback on each case for the Insight Guide.

The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy. The finalist level and each winning level – gold, silver, bronze – have minimum scores required in order to be eligible for finalist status or for an award. Effie trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists.

## SCORING SYSTEM

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analysing specific attributes of the work.

The breakdown is as follows:

<b>Challenge, Context &amp; Objectives</b>	<b>23.3%</b>
<b>Insights &amp; Strategic Idea</b>	<b>23.3%</b>
<b>Bringing the Idea to Life</b>	<b>23.3%</b>
<b>Results</b>	<b>30%</b>

Jurors are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants **provide market and category context** in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category.

### ROUND ONE

Round One Judges **review approximately 15-18 cases across a range of categories**. Each jury member reviews a unique set of cases across multiple categories. Due to the volume of entries reviewed by each judge, **brevity is encouraged**. Cases that score high enough become finalists and move on to Final Round Judging.

### FINAL ROUND

Finalists are judged against other finalists within their category, and like Round One, all elements of each case are reviewed and scored. Final Round judges discuss the finalists in the category before finalising their scores.

# judging

# grand effie

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## THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie. The Grand Effie represents the single best case entered in a given year.\* As the Grand Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

NOTE: Sustained Success entries are not eligible for the Grand Effie.

\* Denotes Lead Agency(ies)



### 2018 Grand Effie Winner

#### "Mud Soldier"

Visit Flanders

Ogilvy Social Lab Belgium\*

Sculpture Events Europe



### 2017 Grand Effie Winner

#### "Kevin The Carrot - Making Christmas Amazing"

Aldi Stores UK & Ireland

McCann Manchester\*

Weber Shandwick



### 2016 Grand Effie Winner

#### "Ask Guðmundur: World's First Human Search Engine"

Promote Iceland

The Brooklyn Brothers\* & Íslenska\*

# judging

# winner info

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## WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful marketing strategy, effective creative, and the market results to prove it worked. As the competition continues to grow, winning an Effie is becoming increasingly difficult.

Winner notifications will be sent in September. Winners will receive additional information about celebrating their success at that time.

Please note due to COVID-19, the Awards Gala will not be held.

## TROPHIES & CERTIFICATES

Two trophies are provided per winning campaign. The default setting for all trophies can be seen below. If co-lead agencies or co-clients are designated, both agencies/clients will appear on the trophy. Before the engravings are sent off to our trophy provider, the entrant is asked for confirmation.

Campaign title  
Year / Category  
Client  
Agency

You can purchase additional personalised trophies and certificates by emailing your request to Kasia at [kasia.gluszek@eaca.eu](mailto:kasia.gluszek@eaca.eu).

# categories

# structure

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## MULTI-MARKET CATEGORIES (requires work to have run in two or more countries): 4 CATEGORY LIMIT

To honor even more great work, efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a product/service category. You are not required to enter a product/service category – you may enter four specialty categories instead.

- 👉 Each entry should be customised to speak to the specifics of each entered category whenever applicable. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.
- 👉 You will need to complete a separate entry form and pay the entry fee for each additional category.
- 👉 The Effie Awards reserves the right to re-categorise entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards competition.

## MULTI-MARKET PRODUCT & SERVICE CATEGORIES

There are 12 product and service categories to choose from. Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please email [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu).

You may only enter one product/service category per effort.

## MULTI-MARKET SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are 10 standard specialty categories, with focuses on audiences, business challenges, media, business solutions and industry trends.

When entering into these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

# categories

# faqs

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## What category should I enter?






Review [category definitions](#) and past winners [here](#). If you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please email [kasia.gluszek@eaca.eu](mailto:kasia.gluszek@eaca.eu) with a brief synopsis of the case, examples of the creative, and the categories you are considering.

## What category gets the least number of entries?

Effie does not reveal entry numbers. The number of entries in a category does not significantly affect your chances of winning an award. If a category has more qualifying entries than we can advance in a given year, we will look into ways of splitting a category in order to honor more great work.







## Do I need to use a special entry form for my category?

There are four entry forms for the 2020 competition:

-  Multi-Market Entry Form – For cases that have run across two or more countries in Europe. Please use this form for Positive Change: Social Good entries.
-  Sustained Success Entry Form
-  Best of Europe Entry Form
-  Positive Change Environmental Entry Form
-  Marketing & Business Solutions Entry Form

## Can I re-enter past winning work?

You may re-enter past winning work within the following requirements:

-  **2019 Gold Effie Europe winners** - can re-enter a category in which they did not win Gold and can re-enter the same category after two years.
  -  Note: If you are interested in entering a different effort by the brand into the same category, it may be eligible for entry. See below.\*
-  **2019 Gold Effie winners in local Europe programmes** - can enter any Best of Europe category. Entrants must update their entry to the Best of Europe eligibility time period, which is 1 Jan. 2018 – 30 March 2020.
-  **Past Silver and Bronze Effie Europe winners** can re-enter any category.
-  **Past Gold Sustained Success Effie Europe winners** can re-enter the Sustained Success category after 3 years.
-  **2019 David vs. Goliath Effie Europe winning brands** (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category this year. This year, David vs. Goliath winners from 2018 and earlier can re-enter this category.

# categories

# multi-market product & service category definitions

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- 🍷 **FMCG.** Fresh food, packaged and frozen foods such as pasta, meat, fish or poultry, prepared convenience foods, dairy products & substitutes, bakery goods, cereals and other foods intended primarily for breakfast, fast food, family and other restaurants, snacks, desserts, confectionery, pet food, health drinks & non-alcoholic beverages, fruit.

Beer, wine, spirits, champagne, ready-to-drink beverages, liqueurs, cocktails

Cleaning products, waxes, detergents, floor-care products and services, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, petcare.

Cosmetics, skin care, hair and nail products, fragrances, and other personal care products such as deodorants, dyes and diapers.
- 🍷 **Consumer Goods.** Electronics, Furnishings, Tools and Appliances: Cameras, white goods i.e. fridges, washing machines, DIY tools, furniture, soft furnishings, audio or visual devices e.g. TVs, radios, DVDs, cameras, sound systems.

Fashion and Miscellaneous: Jewellery, fashion accessories, clothing, eyewear, hosiery, lingerie.
- 🍷 **General healthcare & OTC products.** Consumer health, well-being and beauty products and services that can be directly purchased by a consumer without physician involvement. Health insurance, dental and medical care services. Health education and disease awareness programmes for consumers.
- 🍷 **Automotive.** Cars, trucks, motorcycles, both brand and model advertising, accessories & car care, in car entertainment, services, wheels & tyres.
- 🍷 **Corporate Reputation.** Marketing to promote corporations, not necessarily their products or services. Employer branding.
- 🍷 **Retail.** Chain stores, supermarkets.
- 🍷 **IT/Telco.** Telephone products and services, cellular products and services, internet services, computers including desktop, portable, PDAs, modems, printers, monitors, software.

IS or Broadband solutions or provider, telco equipment, network hardware, mobile operator, mobile technology, phone cards.

IT training, equipment, network hardware, information security and data management systems.
- 🍷 **Services.** Business services, utilities, banking, credit, charge, insurance, loans, mortgage, mutual funds, travellers' cheques, advertising promoting overall image and capabilities of a financial institution.

Couriers, business-related goods & services such as consultants and professional services.
- 🍷 **Media & Entertainment Companies.** TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
- 🍷 **Entertainment, Sport & Leisure.**

  - Plays, museums, immersive experiences, music organisations and festivals, concert series, cultural festivals, theater festivals.
  - Includes all forms of entertainment. e.g. apps, movies, programming (TV, online, radio), books, DVDs, video games, board games, etc. Sporting events such as Wimbledon, sports teams, etc.
  - Recreational, sporting, and camping goods/services and other items/services intended for leisure activity.
- 🍷 **Products/Services Launch.** For a campaign which has achieved a highly successful product or service launch. The marketing communications must have been key to the success of the launch.
- 🍷 **Travel & Tourism.**

Cruises, hotels, resorts, amusement parks, recreational, travel tours, travel websites and booking services, etc.



# categories

# multi-market specialty category definitions

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- **Media Innovation.** Changing the rules to maximise impact.

This case will showcase those who had the insight and creativity to change the way a particular media channel is consumed. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of media channels we know and love, or have not yet met.

- **Brand Re-vitalisation.** For a campaign which has successfully proven re-vitalisation of a brand. The marketing communications must have been key to the success of the brand re-vitalisation.
- **Best demonstration of Integrated Effectiveness.** For a campaign which has applied an integrated approach to strategy and clearly shown how each element of the multi-media strategy was effective.
- **Small Budget.** For a campaign which has successfully proven effectiveness with the use of a budget under €5 million. The marketing communications must have been key to the success of the campaign.
- **Sustained Success.** A campaign which has run for a minimum of three years, with proof that the choice and use of marketing communications were key to the campaign's success.  
Please ensure that you have data to support your campaign for a minimum of 3 years.  
  
Failing to supply data from all 3 years or more will result in disqualification
- **David vs. Goliath.** This is an award for 1) smaller, new, or emerging brands making inroads against big, established leaders, or 2) established small brands taking on 'sleeping giants' or 3) companies that moved into a new product/service field with large, well-established competitors (however, your brand cannot be a sub-brand of a larger company).

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

- **Brand Experience.** This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life - either literally or virtually - and interacted with a specific audience to achieve desired objectives should be entered.


You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality - it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands. Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

- **Government, Institutional & Recruitment.** Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.
- **Branded Content.** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The

award honours branded content led ideas that are the heart of the communications program.

Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently.

-  **Carpe Diem.** This category is looking for those brands that had the insight to know how and when to 'throw a stone into a pond' and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & off line, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a single significant moment of activity.



# categories

# positive change effies category outline

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The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing. The program has two tracks: Environmental and Social Good. **All campaigns that ran in a single country in Europe between 1 January 2019 and 31 March 2020 are eligible to enter.**

## Positive Change: Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

Winners of this award showcase how effective marketing that incorporates sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie Europe requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

**Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.**

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service or action
- **Trial** – Trying the sustainable product or service for the first time
- **Product / Service Substitution** – Switching to a more sustainable product or service
- **Change in Use** – Using a product/service more sustainably than before

**Enter your case into one of the following categories:**

- **Positive Change: Environmental – Brands**

Recognising brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

- **Positive Change: Environmental – Non-Profit**

Recognising non-profit organisations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally-conscious messaging into their marketing.

**\*A special entry form is required for the Positive Change: Environmental categories.**

- **Positive Change: Social**

The Positive Change: Social category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

- **Positive Change: Social – Brands:**

Recognising brands that are making the world a better place by using the power of their communications platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health,

education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

- **Positive Change: Social – Non-Profit:**

Recognising non-profit organisations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

# categories

# marketing & business solutions

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Today, marketing is present in all market activities of modern enterprises - it is present in shaping of sales mechanisms, product and pricing policy, CRM, selection of distribution channels, customer experience and many other areas.

**This category, aims to show the entire spectrum of business activities where marketing plays a key, albeit not the only role. All campaigns that ran in a single country in Europe between 1 January 2019 and 31 March 2020 are eligible to enter.** We want to present integrated activities in many business areas - to ask the judges to find a perfect selection of marketing-mix elements that meets the business assumptions and through appropriate execution lead to the definite success of the brand/company. Our goal is evaluation in terms of effectiveness of the marketing activities that have been appropriately communicated inside the organisation, to partners and consumers.

**That is why we also want to award bold, innovative marketing and business decisions that bring unprecedented results.** Small and big steps that are not widely known, because they are not publicised in the media.

**It is about ideas and activities that have the potential to change the company, but also may change the market characteristics and business or consumer behavior.**

Current business models change under the influence of market and consumer changes, expanding access to new technological solutions - therefore, what matters most is the identification of an opportunity that exists on the market, and success achieved through well-defined goals and properly selected tools.

**In this way, we invite to Effie also start-ups, B2B companies, and companies that produce goods on a white label basis. Finally, we want to appreciate the fact that in today's world the boundary between marketing and strategic management is getting blurry.** Many companies look at all their activities through the lens of brand and marketing.

**The aim of the Marketing & Business Solutions Effie award is to recognize the most effective companies in which marketing is the leader of change, the most effective Marketing and Business Leaders.**

In this category it is possible to submit activities such as, for example, change of packaging, both in terms of its appearance and size; introduction of a loyalty program or change in the loyalty program; introduction of a new distribution channel; use of e-commerce; use of modern technology at the point of sale; introduction of a completely new product in a category in which the marketer was already present; involvement of consumers in product development, etc.

The jury will assess the results in the context of business challenge set out by the entrepreneur, the action strategy developed to cope with it, and finally, the selection of tools that bring the effect of the action. Overriding values are a mix of implementation activities and the result achieved (assessed, of course, in terms of the effective employment of the available funds).

**Examples of solutions that won an Effie, in this category, in 2019:**

- **Alepa Block Wishes** (Gold Effie Winner) transformed the way in which grocery stores determine their supply in Finland. With the help of a Facebook Messenger mobile phone chatbot, customers were able to request for their favourite products to be added to the shelves of their local Alepa store. By building Block Wishes inside of media that Alepa customers actively used. They managed to evolve from prehistoric Alepa store chain into a network of corner stores to hip local shops with unique selections.
- **RTMC In-house Digital Marketing Solution** (Bronze Effie Winner). The Philips RTMC is a truly unique in-house social performance team. Being 100% dedicated, sitting and partnering on-site with the Philips Brand Leads in HQ, it has transformed the performance of paid social and infused an entrepreneurial social first way-of-working across the Division. With media strategy, content development, campaign management all organised into integrated campaign delivery squads, the RTMC is able to respond to changing campaign performance through real-time optimisations of creative, strategy and media spend. Its also been proved to be more effective and performant than local in-market agencies.

# categories

## Best of Europe category outline

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In 2019, as part of Effie's 50<sup>th</sup> anniversary celebrations, Effie Europe introduced a special recognition – Best of the Best Europe – to recognise the most effective marketing efforts in the region. This track was open to past Gold Effie winners. In order to celebrate effective work across all of Europe, in 2020 the programme has opened to entries from countries without an Effie programme as well.

The 2020 Best of Europe Awards welcomes 2019 Gold Effie Winners from local Effie programmes, as well as entries from countries without an Effie programme that have run between 1 January 2018 and 31 March 2020. The category is split into an Effie Partner track (for the 2019 Gold Winners) and a track for the non-Effie markets. Campaigns can be entered into a maximum of two categories. Of those two categories, only one category submission may be a product/service category. You are not required to enter a product/service category – you may enter two specialty categories instead. If you're not sure, or if you don't see your product or service category listed here, contact us and we'll try to help.

**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](#) 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](#).

**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 **judges 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](#).

## BEST OF EUROPE CATEGORIES

### PRODUCT & SERVICE CATEGORIES:

#### **FMCG**

Fresh food, packaged and frozen foods such as pasta, meat, fish or poultry, prepared convenience foods, dairy products & substitutes, bakery goods, cereals and other foods intended primarily for breakfast, fast food, family and other restaurants, snacks, desserts, confectionery, pet food, health drinks & non-alcoholic beverages, fruit.

Beer, wine, spirits, champagne, ready-to-drink beverages, liqueurs, cocktails.

Cleaning products, waxes, detergents, floor-care products and services, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, petcare.

Cosmetics, skin care, hair and nail products, fragrances, and other personal care products such as deodorants, dyes and diapers.

#### **Internet & Telecom**

Mobile network providers, high speed Internet access services, online services, bundled communications (internet, telephone, and TV), etc.

#### **Services**

Business services, utilities, banking, credit, charge, insurance, loans, mortgage, mutual funds, travellers' cheques, advertising promoting overall image and capabilities of a financial institution.

Couriers, business-related goods & services such as consultants and professional services.

#### **Media, Leisure & Entertainment**

TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

Plays, museums, immersive experiences, music organisations and festivals, concert series, cultural festivals, theater festivals.

Includes all forms of entertainment. e.g. apps, movies, programming (TV, online, radio), books, DVDs, video games, board games, etc. Sporting events such as Wimbledon, sports teams, etc.

Recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

Cruises, hotels, resorts, amusement parks, recreational, travel tours, travel websites and booking services, etc.

#### **Government, Institutional & Recruitment**

Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.

#### **Retail**

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., department stores; online retailers; clothing, shoes or jewelry stores; food retailers; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; etc.

### SPECIALTY CATEGORIES:

#### **Small budget**

For a campaign which has successfully proven effectiveness with the use of a budget under €5 million. The marketing communications must have been key to the success of the campaign.

#### **Brand experience**

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life - either literally or virtually - and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality - it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.



### **Sustained success**

A campaign which has run for a minimum of three years, with proof that the choice and use of marketing communications were key to the campaign's success.

When entering in this category, please ensure that you have data to support your campaign for a minimum of 3 years. Failing to supply data from all 3 years or more will result in disqualification. At minimum, your case must date back to 1 January 2016.



### **Media innovation/Idea**

Changing the rules to maximise impact. Cases entered in this case will either:

- Showcase those who had the insight and creativity to change the way a particular media channel is consumed. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of media channels we know and love, or have not yet met.

- Showcase outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking – where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the communications program itself, to the extent that the program would not have been successful without the strategic media idea.



### **Corporate Reputation**

This category is for communications that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

# contact

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**For any questions regarding the entry process, materials, categories, rules, judging, sponsorship opportunities, etc., please contact:**

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