

**2021  
ENTRY FORM** Awarding Ideas That Work®

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Awarding Ideas That Work®

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| **As marketers, we drive change for our businesses and the world in which we live. Since 1996, Effie Europe has championed the value of effective marketing as the fuel for meaningful business & organizational growth.**  **When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness considers 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.**  **All responses are entered individually in the** [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth)**. Teams may use this document to facilitate collaboration among team members & partner companies.** |
| **TOP TIPS FROM THE JURY**  **BE CLEAR, CONCISE, COMPELLING & HONEST.** Judges evaluate 15-18 cases in a session – shorter, well-written entries stand out.  **CONTEXT IS KEY** Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms.  **SPEAK TO THE ENTRY CATEGORY** Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align.  **TELL A STORY** Write your entry 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 you suspect they will have.  **REVIEW**  Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry. |
| **REQUIREMENTS**  **ELIGIBILITY** The Sustained Success Effie Award honors efforts that have succeeded for three or more years in Europe. At minimum, results must date back to 31st December 2017, and entries must include results from the current competition year: 1st January 2020 – 31st March 2021. All results must be isolated to Europe during this time period. Including results beyond the end of the eligibility period is grounds for disqualification. It is encouraged to include prior year data for context. Work must have started running by 31/12/17 and it may continue running after 31/03/21. If you wish to provide work and results prior to 2016, you are welcome to do so.    Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year AND describe how/why change occurred over time.  Review all Eligibility rules in the [**Entry Kit**](https://www.effie-europe.com/wp-content/uploads/2021/04/2021_EffieEurope_EntryKit.pdf).  **AGENCY BLIND** Do not include agency names in the written case, creative examples, or sources.  **CHARTS & GRAPHS** Entrants 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**](https://effie-europe.acclaimworks.com/uba/auth), save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).  **PICTURES / SCREENGRABS** Do not include any images, including creative work, screen grabs, or social media engagement, in your written responses. **Exception:** Scoring Section 3 provides an upload field for one supplemental image to depict how you brought your idea to life. |

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| **EXTERNAL WEBSITES** Do not direct judges to visit external websites – the judges can only review the content provided in your written entry and creative examples.  **SOURCES**  All data included in the entry form must reference a specific, verifiable source.  **CREATIVE REQUIREMENTS**  Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes Question 3 and the Investment Overview. Because judges are required to read the written case before reviewing the creative work, the reel should focus on creative examples or other materials created to bring the idea to life internally or externally. The reel is not meant to be a video version of the written case. Review detailed guidance & specs in the [**Creative Requirements Guide.**](https://www.effie-europe.com/wp-content/uploads/2021/04/Creative-Requirements-2021.pdf)  **CREATIVE REEL** At minimum, 70% of the reel must be examples of the integral creative work that your audience experienced, or other materials created to bring the idea to life internally or externally. At least one complete example of each integral touchpoint must be shown on the reel. No results or competitor logos/creative work may be included.  **CREATIVE IMAGES** Creative images are an opportunity to highlight your creative work via still images. |
| **RESOURCES & QUESTIONS**  **ENTRY KIT** Review all rules, regulations, and category definitions.  **EFFECTIVE ENTRY GUIDE** Each year, judges provide advice for the next year’s entrants. Review tips from judges on each scoring section, creative examples, and overall tips on presenting your case.  **CASE STUDY SAMPLES** A selection of past winning entries are made complimentary for entrants. While there is no one formula for presenting a winning case, entrants are encouraged to review these cases for inspiration.  You can access and download the Entry Kit, the Effective Entry Guide, and the Case Study samples [**here**](https://www.effie-europe.com/call-for-entries/entry-materials/).  **PAST EFFIE JUDGES** Teams are encouraged to ask past Effie judges within their company to review their entry.  Interested in judging? Email Kasia at [**kasia.gluszak@eaca.eu**](mailto:kasia.gluszak@eaca.eu).  **INSIGHT GUIDES** The Effie Insight Guide provides written feedback from the judges who scored your case.  Purchase the Insight Guide (€150) in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth) to learn how to improve your future submissions.  **QUESTIONS?**  Email Kasia at[**kasia.gluszak@eaca.eu**](mailto:kasia.gluszak@eaca.eu)**.** |
| **ENTRY FORM**  All questions are required, and responses will be seen by judges. Responses must be uploaded to the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth).  In addition to the materials reviewed by judges, entrants are required to provide additional information in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth) before they can submit. These items include credits, publicity materials, permissions, and background data for research/database purposes. These materials help Effie fulfill our non-profit educational mission and promote our finalists/winners. Thank you for your support.  Please ensure you give yourself plenty of time to fulfill these requirements in advance of your intended Entry Deadline. These materials are outlined at the end of this document for easy reference. |



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| **ENTRY DETAILS** | |
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| **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 recognized with the entry title, so it is not required to include the brand name here.* |  |
| **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.* | DD/MM/YY – DD/MM/YY |
| **COUNTRIES EFFORT RAN**  *List the countries the effort ran in.* |  |
| **REGIONAL CLASSIFICATION**  *Select all that apply.* | Local / Regional/ National / Multinational / Non-English |
| **INDUSTRY SECTOR**  *Classify your brand by one of the available industry areas* | Alcoholic Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewellery / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Hobbies, Leisure & Recreation / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Retail Stores & Online Marketplaces / Software Services & Platforms / Transportation / Tobacco/ Travel, Tourism & Restaurants / Other |
| **INDUSTRY/CATEGORY SITUATION**  *Select one.* | Growing / Flat / In Decline |

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| **EXECUTIVE SUMMARY** | |
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| Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.  *(Maximum per line: 20 words.)* | |
| The Challenge: |  |
| The Insight: |  |
| The Idea: |  |
| Bringing the Idea to Life: | -sentence summary. |
| The Results: |  |
| Specific to the Sustained Success category, why is this case worthy of an award for marketing effectiveness?  Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.  If you are entering this effort into multiple categories, your response to this question is required to be different for each category entered. See category definitions [**here**](https://www.effie-europe.com/call-for-entries/categories/).  *(Maximum: 100 words)* | |
| Provide answer. | |

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% OF TOTAL SCORE**  This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case’s effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.  [**JUDGE ADVICE:** Review tips from past judges on this section here.](https://www.effie-europe.com/wp-content/uploads/2021/04/2021_effective_section1.pdf) |

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| 1A. Before your effort began, what was the state of the brand’s business and the marketplace/category in which it competes? What was the strategic 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.  Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.) Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?  ***Reminder:*** Judges may not be familiar with your brand’s industry. This context is critical for judges to understand your degree of difficulty.*(Maximum: 275 words; 3 charts/graphs)* | |
| Provide answer. | |
| 1B. Define the target audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand’s business?  Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?  *(Maximum: 200 words; 3 charts/graphs)* | |
| Provide answer. | |
| 1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.  Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant’s responsibility to explain why their particular objectives are important to the business/organization and challenging to achieve. Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging? If relevant to your case, explain how these goals relate back to the overall brand or organization’s strategy and objectives.  **RESPONSE FORMAT**  The [Entry Portal](https://effie-europe.acclaimworks.com/uba/auth) matches the response format outlined below. You will be provided space to set-up your objectives and share any overarching explanation to your objectives & KPIs (maximum of 100 words; 3 charts/graphs). Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and growth of the business.   * Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.   + On average, winning campaigns had 3.6 objectives in the 2019 Effie US Report. [**See the detailed report here**](https://www.effie.org/system/downloadable_files/2/original/2019-EffieUS-Report.pdf). * You may have more than one objective of the same type. * Unsure which Objective Type to select? [**View guidance here**](http://current.effie.org.s3.amazonaws.com/downloads/Effie_Objectives_Guide.pdf)**.** | |
| Provide your objectives overview here. Maximum of 100 words, 3 charts/graphs. | |
| **OBJECTIVE #1 – PRIMARY OBJECTIVE**  *(Required)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **OBJECTIVE #2 – SUPPORTING OBJECTIVE**  *(Optional)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **OBJECTIVE #3 – SUPPORTING OBJECTIVE**  *(Optional)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **OBJECTIVE #4 – SUPPORTING OBJECTIVE**  *(Optional)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **DATA SOURCES: SECTION 1**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [**View detailed guidelines here.**](https://www.effie-europe.com/wp-content/uploads/2021/04/Sourcing-Data-2021.pdf)  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. | |
| Provide sources of data included in your responses to Section 1. | |

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| **SECTION 2: INSIGHTS & STRATEGIC IDEA 23.3% OF TOTAL SCORE**  This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the challenge.  [**JUDGE ADVICE:** Review tips from past judges on this section here.](https://www.effie-europe.com/wp-content/uploads/2021/04/2021_effective_section2.pdf) |

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| 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.  Include how your audience’s behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand’s success and how those insights informed your strategic idea.  Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.  ***Note:*** Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.  *(Maximum: 200 words; 3 charts/graphs)* |
| Provide answer. |
| 2B. State 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. |
| **DATA SOURCES: SECTION 2**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [**View detailed guidelines here**](https://www.effie-europe.com/wp-content/uploads/2021/04/Sourcing-Data-2021.pdf)**.**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. |
| Provide sources of data included in your responses to Section 2. |

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| **SECTION 3: BRINGING THE IDEA TO LIFE 23.3% OF TOTAL SCORE**  This section relates to how and where you brought your idea to life – this might include one or more of the following: brand experience, communications, packaging, a piece of technology, a product extension, a retail space (in-store or stand alone), a promotion or media sponsorship or partnership, an operation change, a loyalty program, a partnership, etc. Whatever it was you created to solve the business/organizational challenge/opportunity you were facing.  Judges are looking to understand why you chose to do what you did and how it related to your strategy and audience. Judges will provide their score for this section based on this rationale, the additional information you provide in the Investment Overview, and the creative output and/or other materials you created to bring the idea to life internally or externally as presented in the reel and accompanying images. Please provide visuals of every key touchpoint in your activity. Between the creative examples and your response to this question, the judges should have a clear understanding of how you brought the idea to life and how the creative elements and/or other materials you created worked together to achieve your objectives.  [**JUDGE ADVICE:** Review tips from past judges on this section here.](https://www.effie-europe.com/wp-content/uploads/2021/04/2021_effective_section3.pdf) |

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| 3. How did you bring the idea to life and how did you sustain it over time? Explain your idea and your overall marketing strategy as borne from the insights and strategic challenge described earlier. Describe the customer experience, media ecosystem and/or communications plan. How did you optimize and adapt the strategy?  If applicable, 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? Why did you choose certain channels and not others? Your explanation below must include which specific channels were considered integral to your strategy over time and why.  As part of your response, provide context on any integral marketing components that were active in the effort, e.g. couponing, CRM/loyalty programs, giveaways/sampling, leveraging distribution, pricing changes, etc.  ***Note:*** Your response to Question 3 should complement the creative examples, as shown in the reel and images, and the information provided in the Investment Overview.  *(Maximum: 475 words; 3 charts/graphs)* |
| Provide answer. |
| **KEY VISUAL**  You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png. |
| For internal review purposes, we recommend copying the image here. When uploading the image into the Entry Portal, please ensure you upload a high-res version of the image, to ensure all text is legible. |
| **DATA SOURCES: SECTION 3**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [**View detailed guidelines here**](https://www.effie-europe.com/wp-content/uploads/2021/04/Sourcing-Data-2021.pdf)**.**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. |
| Provide sources of data included in your responses to Section 3. |

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| **SECTION 4: RESULTS 30% 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/organization/cause. You will need to provide a result corresponding to each objective listed in your response to question 1C – objectives will appear above your response to question 4A in the [Entry Portal](https://effie-europe.acclaimworks.com/uba/auth).  Effie has no predetermined definition of effectiveness; it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.  [**JUDGE ADVICE:** Review tips from past judges on this section here.](https://www.effie-europe.com/wp-content/uploads/2021/04/2021_effective_section4.pdf) |

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| 4A. How do you know it worked?  Explain, with category and prior year context, why these results are significant for the brand’s business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?  Results must relate to your specific audience, objectives, and KPIs. When providing engagement/social metrics, detail what these meant for the brand and business/organization. Provide a clear time frame for all data shown so judges can see your success over time.  **RESPONSE FORMAT**  You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.  If you have additional results to report beyond the objectives set-up in Question 1C, you may also list those results in the designated space below.  **ELIGIBILITY REMINDERS**  Failing to follow eligibility rules will result in disqualification.   * Provide a clear time frame for all data shown – either within your response or via the sources box. * Do not include data past the end of the eligibility period (31/3/21). * All results must be isolated to Europe. * It is critical to provide sources for all results provided. | | |
| You may use this space to set-up your results section – max 250 words, 3 charts/graphs. | | |
| **RESULT #1 – PRIMARY RESULT**  *(Required – Corresponds to Objective #1 listed in 1C)* | | |
| **List Objective #1 from Question 1C** | For reference, we encourage you to list Objective #1 from Question 1C here. The entry portal will do this for you automatically. | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **RESULT #2 – SUPPORTING RESULT**  *(Corresponds to Objective #2 listed in Question 1C, if applicable)* | | |
| **List Objective #2 from  Question 1C** |  | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **RESULT #3 – SUPPORTING RESULT**  *(Corresponds to Objective #3 listed in Question 1C, if applicable)* | | |
| **List Objective #3 from  Question 1C** |  | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **RESULT #4 – SUPPORTING RESULT**  *(Corresponds to Objective #4 listed in Question 1C, if applicable)* | | |
| **List Supporting Objective #3 from  Question 1C** |  | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **ADDITIONAL RESULTS**  You may use the below space to provide additional results achieved that you did not have had an initial objective for. Max 150 words, 3 charts/graphs. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank. | | |
| List additional results here. | | |
| 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case over time – positive or negative?  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.  Select factors from the chart and explain the influence of these factors in the space provided. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.  ***Reminder:*** Judges are industry executives and expect entrants to address any other factors here. Use this space to prove to the judges that your marketing effort led to the results outlined above and eliminate other factors. Judges discourage entrants from responding “No Other Factors”.  *(Maximum: 150 words; 3 charts/graphs)* | | |
| **Business Events**  *(e.g. changes in supply chain, government regulations)* | | **Societal or Economic Events**  *(e.g. changes in economic, political, social factors)* |
| **Internal Company Events**  *(e.g. change in ownership, internal dynamics, etc.)* | | **Public Relations** |
| **Natural Events**  *(e.g. weather, natural phenomenon, etc.)* | | **No Other Factors** |
| **Other marketing for the brand, running at the same time as this effort** | | **Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Provide answer. | | |
| **DATA SOURCES: SECTION 4**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://www.effie-europe.com/wp-content/uploads/2021/04/Sourcing-Data-2021.pdf)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. | | |
| Provide sources of data included in your responses to Section 4. | | |

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| **INVESTMENT OVERVIEW**  The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.  The Investment Overview, like the rest of the entry form, is completed in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth). The questions below are visuals to share with your team to gather data. If you’d like to share your responses with your team prior to answering in the online entry area, we suggest highlighting your selected responses on the following pages. |

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| **PAID MEDIA EXPENDITURES**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.  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.  You must provide the budget for A) the initial year the case started (initial year is either the year your case started or at least 3 years ago), B) one interim year, and C) the current year (1/1/20-31/03/21).  Indicate the **percent change** for your budget for each year represented compared to the prior year. (e.g. 2% increase, same, etc.) If not known or not applicable, indicate this.  Indicate the size of your media budget in the chart below **using the following ranges**:   |  |  | | --- | --- | | Under €50,000 | €1,000,000 - €2,000,000 | | €50,000 - €200,000 | €2,000,000 - €3,000,000 | | €200,000 - €500,000 | €3,000,000 - €5,000,000 | | €500,000 - €999,000 | €5,000,000 and over | | | | |
| *Example Year: Year #2*  *2011* | **Initial year**  ***Insert year here*** | **Interim year**  ***Insert year here*** | **Current competition year**  **(January 2020-March 2021)** |
| **Paid Media Expenditures**  *Example: €1-2 Million* |  |  |  |
| **Percent Change from Previous Sample Year**  *Example: Approx. 5% increase* |  |  |  |
|  | | | |
| Compared to other competitors in this category, this budget is: | | Less | |
| About the Same | |
| More | |
| Not Applicable (Elaboration Required) | |
|  | | | |
| Compared to previous year/time period spend on the brand overall, the brand’s overall budget this year/time period is: | | Less | |
| About the Same | |
| More | |
| Not Applicable (Elaboration Required) | |
|  | | | |
| **MEDIA BUDGET ELABORATION**  Provide judges with the context to understand your budget.  What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy? This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.  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. | | | |

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| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES**  Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. | |
| Under €50,000 | €3,000,000 - €5,000,000 |
| €50,000 - €200,000 | €5,000,000 - €8,000,000 |
| €200,000 - €500,000 | €8,000,000 - €10,000,000 |
| €500,000 - €999,000 | €10,000,000 and over |
| €1,000,000 - €2,000,000 | Not Applicable |
| €2,000,000 - €3,000,000 | Not Available / Unknown |
|  | |
| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION**  Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.  *(Maximum: 100 words)* | |
| Provide answer. | |

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| **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.  If owned media platforms were selected on the Touchpoints chart, judges will expect to see an explanation of those platforms in your response. Similarly, any owned media described here must also be selected in the touchpoints chart.  *(Maximum: 100 words)* |
| Provide answer. |

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| **SPONSORSHIP AND MEDIA PARTNERSHIPS**  Select the types of sponsorships /media partnerships used in your case. Choose all that apply.  Then, provide additional context regarding these sponsorships and media partnerships, including timing.  *(Maximum: 100 words)* | | | |
| Product Placement – Occasional | Product Placement – Ongoing | Sponsorship –  On Site | Sponsorship –  Live Activation |
| Sponsorship –  Talent or Influencer | Unique Opportunity | Not Applicable |  |
| Provide elaboration. | | | |

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| **DATA SOURCES: INVESTMENT OVERVIEW**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://www.effie-europe.com/wp-content/uploads/2021/04/Sourcing-Data-2021.pdf)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. |
| Provide sources of data included in your responses in the Investment Overview. |

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| **ALL TOUCHPOINTS AS PART OF YOUR EFFORT**  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.  On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort’s success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the reel. | | | |
|  | Initial year  *Insert year* | Interim year  *Insert year* | Current competition year  Jan 2020 - March 2021 |
| Branded Content – Editorial |  |  |  |
| Branded Content – Product Placement |  |  |  |
| Cinema |  |  |  |
| Contests |  |  |  |
| Digital Mktg - Affiliate |  |  |  |
| Digital Mktg - Audio Ads |  |  |  |
| Digital Mktg - Content Promotion |  |  |  |
| Digital Mktg - Display Ads |  |  |  |
| Digital Mktg - Email/Chatbots/Text/messaging |  |  |  |
| Digital Mktg - Gaming |  |  |  |
| Digital Mktg - Influencers |  |  |  |
| Digital Mktg - Location based |  |  |  |
| Digital Mktg - Long Video (3+ min) |  |  |  |
| Digital Mktg - Marketplace Ads |  |  |  |
| Digital Mktg - Mobile |  |  |  |
| Digital Mktg - Product Placement |  |  |  |
| Digital Mktg - Programmatic Display Ads |  |  |  |
| Digital Mktg - Programmatic Video Ads |  |  |  |
| Digital Mktg - SEM |  |  |  |
| Digital Mktg - SEO |  |  |  |
| Digital Mktg - Short Video (:15-30 min.) |  |  |  |
| Digital Mktg - Social: Organic |  |  |  |
| Digital Mktg - Social: Paid |  |  |  |
| Digital Mktg - Video Ads |  |  |  |
| Direct Mail |  |  |  |
| Events |  |  |  |
| Health Offices/Point of Care |  |  |  |
| Influencer/Key Opinion Leader |  |  |  |
| Interactive/Website/Apps |  |  |  |
| Internal/In-Office Marketing |  |  |  |
| Loyalty Programs |  |  |  |
| OOH - Billboards |  |  |  |
| OOH - Other outdoor |  |  |  |
| OOH - Transportation |  |  |  |
| Packaging and Product Design |  |  |  |
| Print - Custom Publication |  |  |  |
| Print - Magazine |  |  |  |
| Print - Newspaper |  |  |  |
| Public Relations |  |  |  |
| Radio |  |  |  |
| Retail Experience: Digital |  |  |  |
| Retail Experience: In Store |  |  |  |
| Sales Promotion, Couponing & Distribution |  |  |  |
| Sampling/Trial |  |  |  |
| Sponsorships - Entertainment |  |  |  |
| Sponsorships - Sports |  |  |  |
| Sponsorships - Unique Opportunity |  |  |  |
| Street Mktg |  |  |  |
| Trade Shows, Trade Communications, Professional Engagement |  |  |  |
| TV |  |  |  |
| User-Generated Content and Reviews |  |  |  |

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| **MAIN TOUCHPOINTS**  From the list outlined above, select the three most integral communications touchpoints for your effort. List in order of most integral to least integral. | |
| **MAIN TOUCHPOINT #1**  *(Select one of the touchpoints from the chart above.)* |  |
| **MAIN TOUCHPOINT #2**  *(Select one of the touchpoints from the chart above or Not Applicable.)* |  |
| **MAIN TOUCHPOINT #3**  *(Select one of the touchpoints from the chart above or Not Applicable.)* |  |

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| **SOCIAL MEDIA PLATFORMS**  Select all social media platforms utilized in your effort from the list below. | | | |
| Blog  (Tumblr, Medium, etc.) | Instagram | Reddit | Twitter |
| Discord | LinkedIn | Snapchat | WeChat |
| Facebook | Pandora | Spotify | WhatsApp |
| Flickr | Pinterest | TikTok | YouTube |
| Not Applicable | | Other: | |

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|  | **Additional Requirements** |
| In addition to the written entry form & creative examples, additional data is required in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth). These materials support Effie’s mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.  The following pages outline the additional information you will be required to provide in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth) in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth) in advance of your intended entry deadline. | |

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| **JUDGING MATERIALS**  The following materials will be reviewed by the judges. You can use the below as a checklist to ensure these are completed in the Entry Portal. | |
|  | |
|  | **ENTRY FORM**  *Written responses to individual questions are answered through the Entry Portal – the final version will be downloadable as a PDF.* |
|  | **INVESTMENT OVERVIEW (part of the Entry Form)**  *A visual provided at end of entry form template linked above – to also be completed in the Entry Portal.* |
|  | **CREATIVE REEL**  *Upload one creative reel (.mp4) which will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the* [**Creative Requirements Guide**](https://www.effie-europe.com/wp-content/uploads/2021/04/Creative-Requirements-2021.pdf)*.* |
|  | **CREATIVE MATERIALS PRESENTED IN YOUR CREATIVE REEL**  *Along with your Creative Reel, you will be asked to select all touchpoints (from the Touchpoints chart in the Investment Overview) that are shown in your creative reel.* |
|  | **IMAGES OF CREATIVE WORK**  *Upload 2-6 images (.jpg) of creative work that ran in the marketplace. These image files will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the* [**Creative Requirements Guide**](https://www.effie-europe.com/wp-content/uploads/2021/04/Creative-Requirements-2021.pdf)*.* |

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| **PUBLICITY MATERIALS** All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness. |
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| **90 WORD PUBLIC CASE SUMMARY**  Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.  The case summary will be published in the [**Effie Winners Journal**](http://www.effiejournal.com) and [**Case Database**](https://www.effie.org/cases). It may also be used for promotional purposes and should not contain any confidential information.  *(Maximum: 90 words)* | |
| Provide answer. | |
| **STATEMENT OF EFFECTIVENESS**  Please provide a short statement on the effectiveness of your case.  The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.  If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.  Examples:   * Moved familiarity from 24% to 62% with the core gaming audience * Earned over 600 million media impressions in just 8 weeks * Brought new users into a declining category and increased social interactions.   *(Maximum: 15 words)* | |
| Provide answer. | |
| **OTHER PUBLICITY MATERIALS CHECKLIST**  *The following materials will need to be uploaded to the entry portal.* | |
|  | **PRIMARY PUBLICITY IMAGE**  *Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the* [***Effie Winners Journal***](http://www.effiejournal.com/)*.* |
|  | **COMPANY LOGOS**  *Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.* |
|  | **TEAM PHOTOS (OPTIONAL)**  *Upload one or two team photos of the lead agency and client team as 300 dpi .jpgs/.jpegs, at least 1000 pixels wide or tall. 5MB maximum for each file. Team photos are featured online and at the Effie Awards Gala. Alternatively, you can provide your team photo(s) after you have been notified that your case is a winner.* |
| ***Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners.  These details are outlined in*** [***Judging Materials section***](#JudgingMaterials) ***of this template.*** | |

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| **CASE BACKGROUND**  This information is for research and database purposes. These responses are not seen by judges. | | | |
|  | | | |
| **PRODUCT/SERVICE TYPE**  *Select one.* | | Tangible Good / Service / Other | |
| **PARENT BRAND STATUS**  *Select one.* | | Existing Parent Brand / New Parent Brand / Not Applicable | |
| **SUB-BRAND STATUS**  *Select one.* | | Existing Sub-Brand / New Sub-Brand / Not Applicable | |
| **NEW / EXISTING PRODUCT/SERVICE**  *Select one.* | | New / Existing | |
| **CATEGORY STATUS**  *Does the product/service create a new category or is it joining an existing category?**Select one.* | | New Category / Existing Category | |
| **PRIMARY END USER**  *Select one.* | | Business Purposes / Consumer Purposes / Not Applicable | |
| **CLASSIFICATION**  *Select one.* | | Mainstream / Luxury / Not Applicable | |
| **POINT OF PURCHASE**  *Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.* | | In-Store Retail Only | |
| Online Ecommerce Only | |
| Primarily In-Store Retail with some Online Ecommerce | |
| Primarily E-Commerce with some In-Store Retail | |
| A substantial amount of both In-Store Retail and Ecommerce | |
| Other | |
| Not Applicable | |
| **COMPETITOR SITUATION**  *Select the option that best describes the competitor situation.* | | Dominant Player. One large Competitor that has about 50% market share or more | |
| Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share | |
| Fragmented. One or multiple competitors each with about 30% market share or less | |
| Not Applicable | |
| **COMPETITOR BRANDS**  Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.  *(1 Required, 6 Maximum)* | | | |
| **COMPETITOR 1**  *Required.* | |  | |
| **COMPETITOR 2**  *Optional.* | |  | |
| **COMPETITOR 3**  *Optional.* | |  | |
| **COMPETITOR 4**  *Optional.* | |  | |
| **COMPETITOR 5**  *Optional.* | |  | |
| **COMPETITOR 6**  *Optional.* | |  | |
| **AUDIENCE**  Please share insights into your primary audience below. | | | |
| **AUDIENCE GENDER**  *Select one.* | | Female / Male / Transgender or Non-Binary /  Not Applicable (We did not target by gender.) | |
| **AUDIENCE AGE**  *Select all that apply.* | | Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.) | |
| **AUDIENCE TYPE**  *Select all that apply.* | | Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other \_\_\_\_\_\_\_\_\_\_\_ | |
| **MEDIA COMPANIES**  Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. ﻿If no media companies were used in this effort, you may leave this question blank. | | | |
| **MEDIA COMPANY 1**  *Optional.* | |  | |
| **MEDIA COMPANY 2**  *Optional.* | |  | |
| **MEDIA COMPANY 3**  *Optional.* | |  | |
| **MEDIA COMPANY 4**  *Optional.* | |  | |
| **MEDIA COMPANY 5**  *Optional.* | |  | |
| **RESEARCH PARTNERS**  Indicate research partners used for this effort. List up to three companies. | | | |
| **RESEARCH PARTNER 1**  *Required.* | |  | |
| **RESEARCH PARTNER 2**  *Optional.* | |  | |
| **RESEARCH PARTNER 3**  *Optional.* | |  | |
| **RESEARCH**  Select the most important research done for your case. Then, select all research done for your case. | | | |
| **PRIMARY RESEARCH**  *Select one.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **ALL RESEARCH**  *Select all.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **SUSTAINABLE DEVELOPMENT GOALS**  Effie has partnered with the PVBLIC Foundation to support the [**UN's 2030 Agenda for Sustainable Development**](https://sustainabledevelopment.un.org/post2015/transformingourworld) and its [**17 Sustainable Development Goals (SDGs).**](https://sustainabledevelopment.un.org/sdgs) Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort. | | | |
| Affordable & Clean Energy | Clean Water & Sanitation | Climate Action | Decent Work &  Economic Growth |
| Gender Equality | Good Health & Well-Being | Industry, Innovation & Infrastructure | Life Below Water |
| Life on Land | No Poverty | Partnerships for the Goals | Peace, Justice & Strong Institutions |
| Quality Education | Reduced Inequalities | Responsible Consumption & Production | Sustainable Cities & Communities |
| Zero Hunger | | Not Applicable | |

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| **COMPANY CREDITS**  This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.  **Credits cannot be removed or replaced after the entry is submitted** – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a €200 fee after time of entry. No additions/edits will be accepted after 15 September 2021. See the [**entry kit for full credit information**](https://www.effie-europe.com/wp-content/uploads/2021/04/2021_EffieEurope_EntryKit.pdf).  All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently. |
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| **LEAD AGENCY(S)**  Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the [**Effie Index**](http://www.effieindex.com). 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.  Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry. | | |
|  | | |
| **LEAD AGENCY #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **LEAD AGENCY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **CLIENT(S)**  Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the [**Effie Index**](http://www.effieindex.com)if your case is a finalist or winner  Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand). | | |
|  | | |
| **CLIENT #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CLIENT #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **CONTRIBUTING COMPANIES**  Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.  Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly. | | |
|  | | |
| **CONTRIBUTING COMPANY #1 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
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| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #3 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
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| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
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| **CONTRIBUTING COMPANY #4 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
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| **HOLDING COMPANY** |  | |
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| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **INDIVIDUAL CREDITS**  Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.   Effie’s policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted on a case by case basis and require a $350 fee. No edits/additions will be accepted after September 15, 2021. | | | |
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| **PRIMARY INDIVIDUAL CREDIT #1** | | **PRIMARY INDIVIDUAL CREDIT #2** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #3** | | **PRIMARY INDIVIDUAL CREDIT #4** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #5** | | **PRIMARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #7** | | **PRIMARY INDIVIDUAL CREDIT #8** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #9** | | **PRIMARY INDIVIDUAL CREDIT #10** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |

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| Publish My Written Case  As It Was Submitted | | Publish My Written Case  As An Edited Version |  |  |
| **OTHER MATERIALS CHECKLIST**  The following materials will also need to be completed in the entry portal. | | | | |
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|  | **COMPETITION TERMS & RULES**  Agree to competition terms & rules. | | | |