

# **2021** **ENTRY KIT**

Awarding Ideas That Work®

**Welcome to the 2021 Effie Awards Europe competition.**

The past year has been challenging for everyone. The advertising industry, also, has been severely tested, and all of us had to learn to do things differently. The lives and priorities of our audiences changed dramatically, and the stories we tell suddenly had to reflect a very different society. At the same time, there is plenty to be proud of in the role of the advertising sector in supporting businesses and communities. In difficult times our ability to come together, learn from each other and celebrate each other's achievements is more important than ever.

This opportunity is what we wish to offer you with this year's Effie Awards Europe along with its usual mission of rewarding ideas and strategy that achieve challenging objectives and create long-lasting connections between customers and brands. By championing the cause of marketing effectiveness in Europe and continuously raising our standards, we can better serve our clients, customers and communities.

We have introduced new categories to better represent the marketing and business challenges that you and your teams have overcome this year. They include a category for Gaming & E-Sports and Marketing Innovation Solutions, recognizing marketing's role in creating business/product solutions and transforming customer experience.

To mark the numerous unexpected events of the past year, Effie created the **Crisis Response / Critical Pivot** category for brands that effectively pivoted their marketing programme or business activities in response to events such as Covid 19, Black Lives Matter, etc.

This year's competition is open to marketing efforts that ran in Europe between January 1, 2020 and March 31, 2021.

**HELPFUL RESOURCES**

We know you have a story to tell and we want to help you tell it effectively. 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](#) to stay tuned.

You might also be interested in our recent [white paper](#) "The worst of times, the best of times", which looked at Effie Europe winners from 2008–2019 and discovered that contrary to expectations, premium brands can thrive even in recession with the help of marketing communications.

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




Tamara Daltroff  
Director General, EACA

## 02 welcome

## 04 entry basics

04 deadlines & fees  
05 eligibility & rules  
07 payment guidelines  
08 resources

## 09 entry form & requirements

09 overview  
10 top tips  
11 reasons for disqualification  
12 sourcing data  
13 creative reel  
16 creative images  
17 publicity materials  
18 credits  
19 entry contacts  
20 credits & the effie index

## 21 publication & confidentiality

21 publication  
23 confidentiality concerns

## 25 judging

25 scoring  
26 grand effie  
27 winner info

## 28 categories

28 structure  
29 industry categories  
30 specialty categories  
32 positive change effies  
34 best of europe categories

## 38 contact

# entry basics

# deadlines & fees

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

## ENTRY DEADLINES & FEES

Multi-market categories, Positive Change Effies, Marketing & Business solutions

ENTRY DEADLINE	DATE	ENTRY FEE (Member/Non-member)
First Deadline*	30 July 2021	€ 995/1695
Second Deadline	30 August 2021	€ 1295/1995
Final Deadline	10 September 2021	€ 1395/2095

## Best of Europe Competition

ENTRY DEADLINE	DATE	ENTRY FEE
First Deadline*	30 July 2021	€ 695
Second Deadline	30 August 2021	€ 845
Final Deadline	10 September 2021	€ 995

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. Judges provide insights on the strengths and weaknesses of the case, along with advice for the future.

Insight Guides can be purchased at the time of entry for €150.

## COMPETITIONS DATES

May – September  
September – October  
October  
November

## EVENT

Competition open for entries  
Round 1 judging  
Round 2 judging  
Grand Jury

# entry basics

# eligibility & rules









[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

**MULTI-MARKET CATEGORIES:** All marketing efforts that ran in two or more countries in Europe at any point between 1 January 2020 and 31 March 2021\* 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 2020 and 31 March 2021\* are eligible to enter.

**BEST OF EUROPE:** All marketing efforts that ran in a single country in Europe at any point between 1 January 2019 and 31 March 2021\* 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 2021. This will result in disqualification.
-  Data and creative work 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.
-  Test efforts are not eligible in the competition.
-  A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. Different organizations may take the lead on entering the same work in different categories.
-  The Effie Awards reserves the right to re-categorize 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 work and results that date back to 1 January 2018. Results must be provided through the current competition year. Refer to the [entry form](#) for further information.
-  Best of Europe requires a different entry form. Find the necessary files [here](#).

# entry basics

# eligibility & rules

entry basics / entry form & reqs. / publication & confidentiality / judging / categories / contact

## RE-ENTERING PAST WINNING, FINALIST OR SUBMITTED 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:

- **2020 Gold Effie Europe winners** can only re-enter a category in which they did not win Gold. 2019 and earlier Gold Effie Winners can re-enter any category.
  - 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.
- **2020 Gold Effie winners in local European 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. 2019 – 31 March 2021.
- **Past Silver and Bronze Effie winners, finalists & non-finalists** can re-enter any category.
- **Past Gold Sustained Success** winners can re-enter the Sustained Success category after 3 years. Gold Sustained Success winners from 2018 and earlier are eligible in the 2021 competition.

### \*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 Gluszak ([kasia.gluszak@eaca.eu](mailto:kasia.gluszak@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 it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.

**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

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

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 CEST on the morning following the date listed.

## ACCEPTED PAYMENT METHODS

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

Your entry is not considered complete until payment is received in full.

**All payments must be received by 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 penalized with a late fee if you are waiting for your promo code.

## REFUNDS & WITHDRAWING AN ENTRY

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

# entry basics

# resources

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

## 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.

Find this resource [here](#).

## CASE STUDY SAMPLES




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

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

Additional case studies can be reviewed through the subscription-based [Case Database](#).

## 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 2021. The cost is €150.

Review a [sample Insight Guide](#) [here](#).



# entry form & requirements

## overview

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Entries are submitted online in the Entry Portal at <https://effie-europe.acclaimworks.com>.

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

There are dedicated Entry Forms for submissions into the Sustained Success and Best of Europe categories. All other category submissions use the standard entry form.

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 on 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. **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. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section.

### 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. These requirements are outlined on the downloadable [Entry Form Template](#).

# entry form & requirements

## top tips

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

### 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.”
2. “Be sure to **provide context**; most judges don’t know your category or what success looks like.”
3. “Don’t underestimate the power of a **concise, well-written story**. It is not only refreshing -- it encourages high marks. Less is more!”
4. “The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest.
5. “**Craft a real insight**. One that is true to the audience and brand - not just an observation, data point or an expected statement about the target audience.”
6. “Remember that communications strategies include both creative and media strategies - not just tactics.”
7. “Make sure your creative reel doesn’t just reiterate what you said in your entry. Use it to complement that information.”
8. “Be transparent with the results, and how they clearly connect to the objectives. Don’t try to fake it and write objectives to meet existing results. We can tell and will ding you for it.”
9. “Have people outside of your industry review your submission. It should be clear to anyone, regardless of their industry expertise.”
10. “Check for grammar, typos, math errors, 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

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

## 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 31/3/21 may be included.** Data prior to the eligibility period may be included for context. \*See the [Eligibility](#) section for further details & special exceptions.
- **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, investment overview, 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 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. In Scoring Section 3, entrants have the opportunity to upload one supplemental image to depict how they brought the idea to life; however, this must be included in the dedicated upload field. Any images of creative work must be provided as part of the Creative Examples for Judging. Charts/graphs are allowed, and encouraged, 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 non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab in the Entry Portal.
- **Violating Creative Example (Reel, Images) Rules.** Entrants must follow all creative 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

entry basics / entry form & reqs. / publication & confidentiality / judging / categories / contact

**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, as judges are not able to click on links during the judging process.
- 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 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

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

### PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE.

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 Investment Overview. This section as a whole accounts for 23.3% of the total score.

### CONTENT

- **At minimum, 70% of the reel must be examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.**
- **Label each creative example by type of media (TV spot, Radio spot, etc.).**
- **No results (of any kind) may be included.**
- **3-minute maximum**

The creative reel should showcase how the idea was brought to life. Judges are often frustrated when reels do not show enough examples of the 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 and other materials representing how the idea was brought to life. Examples 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 the work of the campaign, and not a way of re-telling the entire case. It should complement your case.”**

You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview), 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, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The 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 work, no results – hard or soft - may be included in the reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

Reels may be a maximum of three minutes and it is not required to utilize all three minutes. Entrants must showcase at least one complete example of each integral touchpoint – additional examples are encouraged where helpful to judges in evaluating how the idea was brought to life.

# entry form & requirements

# creative reel

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

## 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 touchpoints mentioned in the written case (question 3)\* - includes any type of work (print, radio, web, OOH, TV, product design, brand experience, etc.)
  - If time allows, additional examples of how the idea was brought to life.
  - 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 organization that shows the work for educational purposes of honoring effective marketing 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

- 4-minute maximum
- Feature work that ran in the initial year (prior to 31/12/18), at least 1 interim year, and the most current year (1/1/20 – 31/3/21) of the case.
- Clearly label the year the work ran in the marketplace before (or as) the work is shown on the reel.

# entry form & requirements

## creative reel

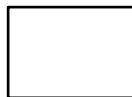
[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

### 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.

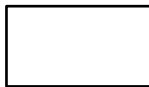
### TECHNICAL SPECS

- 1 creative reel file per entry
- 3-minute maximum
  - Note: Sustained Success cases may be up to 4 minutes in length.
- 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

## creative images

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

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

After the judges read your case and watch the reel, they review images of your 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 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 past judges is that entrants were not maximizing the opportunity to showcase the work in these images.
- **Note:** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes if your case is a finalist or winner.



# entry form & requirements

# publicity materials

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

## IMAGES FOR PUBLICITY

- Primary Publicity Image.** This should be an image of the 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 will also be used in the Case Database.
  - Technical Requirements:** .jpg, high-res, 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; logos of contributing companies do not need to be uploaded. You may upload .jpg logos if you do not have .eps/.ai available.
- Team Photos.** 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 Worldwide to promote your win.
  - If you do not have a team photo to submit at time of entry, you may provide one once your team is notified that your case is a winner. You are not required to upload an image at time of entry.
  - Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
- 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

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Effie recognizes 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.
- 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 will be listed where space is limited (e.g. [Effie Awards Journal](#)) and in the [Case 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 September 15, 2021.**

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

# entry form & requirements

# entry contacts

entry basics / entry form & reqs. / publication & confidentiality / judging / categories / contact

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.gluszk@eaca.eu](mailto:kasia.gluszk@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. If your case is a winner, the complimentary trophy will be shipped to this individual. 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

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

## 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 2021 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.

## AGENCY RANKINGS

- Agency office rankings are compiled using the Agency Name, city and state as listed on the Company & Individual Credits Tab in 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

entry basics / entry form & reqs. / **publication & confidentiality** / judging / categories / contact

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing, 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 Kasia at [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu) with any questions or concerns regarding our confidentiality policies.

# publication & confidentiality

## publication

[entry basics](#) / [entry form & reqs.](#) / **[publication & confidentiality](#)** / [judging](#) / [categories](#) / [contact](#)

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

[entry basics](#) / [entry form & reqs.](#) / **[publication & confidentiality](#)** / [judging](#) / [categories](#) / [contact](#)

## ADDRESSING CONFIDENTIALITY CONCERNS

### JUDGING

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save 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.

### 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 (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 Europe's 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 organization 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

[entry basics](#) / [entry form & reqs.](#) / **[publication & confidentiality](#)** / [judging](#) / [categories](#) / [contact](#)

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 eligibility time period is 1 January 2020 – 31 March 2021, and the awards will be presented in November 2021. 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 email Kasia at [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

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / **[judging](#)** / [categories](#) / [contact](#)

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 analyzing 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 individually review 15-18 cases across a range of 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

entry basics / entry form & reqs. / publication & confidentiality / **judging** / categories / contact

## THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. 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: Because of the unique time period of the Sustained Success category, Sustained Success cases are not eligible for the Grand Effie Award.



### 2020 Grand Effie Winner

"Savings Therapy"

VUB Bank

TRIAD Advertising



### 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

# judging

# winner info

entry basics / entry form & reqs. / publication & confidentiality / **judging** / categories / contact



## WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful 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 fall 2021. Winners will receive additional information about celebrating their success at that time.

The 2021 Effie Awards Europe Gala will be held in November 2021.

## TROPHIES & CERTIFICATES

A complimentary trophy is provided to each winning lead agency and client company. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy. The trophies should be picked up at the Awards Gala. If there is no physical Gala, the complimentary trophies will be shipped to each Lead Agency Main Contact in winter 2021, following the online event. The shipping costs will have to be covered by the winning organisation.

If your case is a finalist or winner, you can purchase additional personalised trophies and certificates with your choice of credited company(ies) or individuals showcased by sending your request to [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu).

# categories

# structure

entry basics / entry form & reqs. / publication & confidentiality / judging / **categories** / contact

## MULTI-MARKET CATEGORIES (requires work to have run in 2 or more countries): 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 industry category. You are not required to enter an Industry category – you may enter four specialty categories instead.

- Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & express difficulty in effectively evaluating a case when an entry wasn't tailored for the entered category.
- 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-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards Europe competition.
- Positive Change Effies and Marketing Innovation Solutions category accepts entries that ran in a single country in Europe.
- Note: in Best of Europe, you can enter a maximum of 2 categories: 1 industry & 1 specialty, or two specialty categories.

## INDUSTRY CATEGORIES

There are 8 industry 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.gluszek@eaca.eu](mailto:kasia.gluszek@eaca.eu).

You may only enter one industry category per effort.

## SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are 9 standard specialty categories, with focus on audiences, business challenges, and industry trends.

When entering into any of 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

# industry categories

entry basics / entry form & reqs. / publication & confidentiality / judging / **categories** / contact

## INDUSTRY CATEGORIES

**Maximum of one industry category per effort. It is not required to enter an Industry category.**

**Automotive.** This category includes vehicles as well as aftermarket.

- Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

**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.

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.

**Gaming and E-Sports.** All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

**Internet/Telecom.** 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.

**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.

**Retail.** Open to all retail / e-tail / mail order companies with general or specific merchandise. E.g., department stores; online retailers; clothing, fashion, shoes or jewellery stores and food retailers; movie/bookstores; discount/bulk retailers; pet care; toy stores; greeting cards; craft stores, etc. Also includes fashion brands & designers selling direct to consumer such as clothing, jewellery, handbag, accessories, shoes, eyewear designers.

**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.

**Travel, Transport & Tourism.** Air, train, bus, taxi, rideshare services, subway systems, bike/scooter shares, car rentals, ferries, etc. Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

# categories

# specialty categories

entry basics / entry form & reqs. / publication & confidentiality / judging / **categories** / contact

## SPECIALTY CATEGORIES

**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.

**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.

**Branded Content.** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. 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 and can include long-form entertainment.

Note: Judges will expect to understand why branded content was chosen as a tactic.

**Business-to-business.** This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

**Commerce and shopper.** This award will honour the most effective integrated efforts designed to engage the shopper and guide the purchase process online and / or in-store.

- Eligible efforts include those for single or multiple brands, and/or for a category solution.
- All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc.
- The award will be given to the efforts that best demonstrated how they effectively connected with the shopper, influenced along the path to purchase, and inspired to become a buyer.

**Crisis response/Critical pivot.** This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts (e.g. Covid-19, BLM, elections, etc.) in the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

**Marketing Innovation Solutions.** In this category, innovative single marketing & business activities or entire marketing programmes will be awarded. You can submit any actions or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; operation change; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

**\*This category accepts entries that ran in a single country in Europe.**

**Small Budget.** Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows: €1 million.

**Sustained Success.\*** Product or service marketing efforts that have experienced sustained success for 3 or more years are eligible for entry.

Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

**\*A separate entry form and different creative requirements are required for the Sustained Success category**

# categories

## positive change effies in collaboration with the World Economic Forum

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / **[categories](#)** / [contact](#)

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. Positive Change categories accepts entries that ran in a single country in Europe.

### 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 programs that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie 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, service or action for the first time.
- **Product/Service Substitution** – Switching to a more sustainable product, service or action.
- **Change in Use** – Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

### Environmental – Brands

Recognizing 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.

### Environmental – Non-Profit

Recognizing non-profit organizations 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.



# categories

## positive change effies

in collaboration with the World Economic Forum

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / **[categories](#)** / [contact](#)

### Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse and inclusive society, creating equal opportunities at work and in wider society for all members of 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 efforts, whether full campaigns or unique

efforts within a campaign are eligible to enter as long as measurable results exist.

### Social Good – Brands:

Recognizing brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

### Social Good – Non-Profit:

Recognizing non-profit organizations 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

## Best of Europe categories

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / **categories** / [contact](#)

In 2019, as part of Effie's 50th 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 opened to entries from countries without an Effie programme as well.

The 2021 Best of Europe Awards welcomes 2020 Gold Effie Winners from local Effie programmes, as well as entries from countries without an Effie programme that have run between 1 January 2019 and 31 March 2021. The category is split into an Effie Partner track (for the 2020 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 an industry category. You are not required to enter an industry category – you may enter two specialty categories instead. If you're not sure, or if you don't see your industry category listed here, contact us and we'll try to help.

**Best of Europe - Effie Partner Track:** any 2020 Gold Effie-winning campaign for a local Effie programme in Europe may be submitted and will automatically qualify for Final Round Judging:

- 2020 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 2019 - 31 March 2021.
- 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 2019 and 31 March 2021 may be submitted.

Work may have started running before 1/1/19 and it may continue running after 31/03/21. 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 10 September 2021

**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](#).

# categories

## Best of Europe categories

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / **[categories](#)** / [contact](#)

### INDUSTRY CATEGORIES

**Automotive.** This category includes vehicles as well as aftermarket.

- Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

**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.

**Media, Leisure and 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.

**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.

**Retail.** Open to all retail / e-tail / mail order companies with general or specific merchandise. E.g., department stores; online retailers; clothing, fashion, shoes or jewellery stores and food retailers; movie/bookstores; discount/bulk retailers; pet care; toy stores; greeting cards; craft stores, etc. Also includes fashion brands & designers selling direct to consumer such as clothing, jewellery, handbag, accessories, shoes, eyewear designers.

**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

# categories

## Best of Europe categories

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / **[categories](#)** / [contact](#)

### SPECIALTY CATEGORIES

**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.

**Branded Content.** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. 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 and can include long-form entertainment. Note: Judges will expect to understand why branded content was chosen as a tactic.

**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.

**Crisis response/Critical pivot.** This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts (e.g. Covid-19, BLM, elections, etc.) in the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

**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.

**Positive Change.** Recognizing brands and non-profits that are promoting the greater good through marketing communications. Both, environmental and social good submissions are accepted.

**Small Budget.** Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows: €1 million.

**Sustained Success.** Product or service marketing efforts that have experienced sustained success for 3 or more years are eligible for entry.

Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

# contact

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / **[contact](#)**

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

Kasia Gluszak  
Communications & Events Manager  
T: +32 2 74 007 14  
E: [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu)