

**2022 ENTRY FORM TEMPLATE**

**BEST OF EUROPE**

Awarding Ideas That Work®

**ENTRY FORM**

Awarding Ideas That Work®

Effie Europe has been honouring the most effective marketing ideas in Europe since 1996. Our mission is to lead, inspire and champion the practice and practitioners of European marketing effectiveness.

We stand for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

Effie network is the world’s largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125 markets. A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognised symbol of outstanding achievement. We are proud to honour all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketeers for years to come.

We wish you all the best in this year’s competition.

**ENTRY FORM**

Awarding Ideas That Work®

**ENTRY CHECKLIST**

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth). In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

**Responses will need to be copied into the** [**Entry Portal**](https://effie-europe.acclaimworks.com/uba/auth) **in order to submit your entry.** Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.

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| **SEEN BY JUDGES** | **ADDITIONAL REQUIREMENTS** |
| **Written Entry Form (**[**Entry Details/Executive Summary**](#EntryDetails)**,** [**Questions 1-4**](#Section1)**,** [**Investment Overview**](#InvestmentOverview)**)** | [**Case Background**](#CaseBackground) |
| [**Creative Examples (Creative Reel, Images)**](#Creative) | [**Company & Individual Credits**](#Credits) |
|  | [**Publicity Materials**](#Publicity) |
|  | [**Permissions, Authorisation & Verification of Entry**](#Permissions) |

As you prepare your entry, you are encouraged to take advantage of all [**entry materials & resources**](https://www.effie-europe.com/call-for-entries/entry-materials/), including the **Entry Kit**, which includes all detailed rules and regulations.

**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. Throughout the entry form, entrants are encouraged to use the local market context questions to provide additional information for the judges, so that they can better understand your local situation. Define all terms, provide cultural or competitive context for judges unfamiliar with your local market and limit the use of industry jargon. If you need more information, please contact us via [**email**](mailto:kasia.gluszak@eaca.eu), we’ll be happy to help.

**REQUIREMENTS**

**ELIGIBILITY**  
Best of Europe - Effie Partner Track: Gold & Grand winners from 2021 Effie national programs may enter by re-submitting their cases, in English, using this Entry Form.

Best of Europe – non-Effie markets: countries without an Effie program are welcomed to participate. 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 2020 and 31 March 2022 may be submitted.

Review all Eligibility rules in the [**Entry Kit**](https://www.effie-europe.com/wp-content/uploads/2022/04/2022_Effie-Europe_EntryKit.pdf).

**CATEGORY SELECTION**

If you won in an Industry category that is not available in the Best of Europe programme, select the Industry category that best aligns with your product/service. If you won in a Specialty category that is not available in the Best of Europe programme, select the Industry category that best aligns with your product/service.

**AGENCY BLIND**  
Do not include agency names in the written case, creative **examples (including file names), or sources,** even if they were listed by name in your original entry.  
  
**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. If your original entry did not include sources, please add them to your Best of Europe entry.

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| **ENTRY DETAILS** | |
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| **BRAND NAME**  *List the specific brand name here (not the parent company name)* |  |
| **ENTRY TITLE**  *Your Entry Title should be a short case name that was used in your original submission. The Entry Title will be used in publicity materials if the case is a winner or finalist. If your original Entry Title was not in English, you may choose to translate it here, but it is not required.* |  |
| **BEST OF EUROPE CATEGORY** |  |
| **NATIONAL EFFIE PROGRAM (IF APPLICABLE)**  *List the Effie Program in which the campaign won Gold or Grand in.* |  |
| **ORIGINAL CATEGORY (IF APPLICABLE)**  *List the original category in which the campaign won a Gold or Grand Effie in.* |  |
| **COUNTRIES EFFORT RAN IN**  *List the countries that your effort run in.* |  |
| **INDUSTRY SECTOR**  *Classify your brand by one of the available industry sectors.* | Drop down list on portal as follows:  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 & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Lifestyle, Lifestage, Social Platforms & Services / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Restaurants & Foodservice / Retail Stores & Online Marketplaces / Software Services & Platforms / Tobacco / Toys, Games, Sporting Goods & Hobbies / Transportation / Travel & Tourism / Other |
| **TYPE OF PRODUCT/SERVICE**  *Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.*  *Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.* |  |
| **CATEGORY SITUATION** | Drop down list to choose from:  Growing / Flat / In Decline |
| **DATES PRESENTED IN THIS CASE**  *List the start/end dates for the effort, as it pertains to the data presented in this case.* |  |
| **DATES EFFORT RAN (for full span)**  *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the Entry Portal.* | MM/DD/YY – MM/DD/YY |

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| **EXECUTIVE SUMMARY** |
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| **MARKET / LOCAL NUANCE BACKGROUND**  Please explain any relevant cultural or local trends, unique to your market, that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.  This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.  *(Maximum: 350 words)* |
| Provide answer. |
| **CASE SUMMARY**  Provide a snapshot of the effectiveness of your case.  Summarise the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.  *(Maximum: 250 words)* |
| Provide answer. |
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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. |

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| 1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?  Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.*(Maximum: 425 words)* |
| Provide answer. |
| 1B. Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand’s business?  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: 350 words)* |
| Provide answer. |
| 1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.  Provide context, including category background, for why the objectives were important for the brand and growth of the business.  NOTE: Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).  *(Maximum: 325 words)* |
| Provide Answer. |
| **ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1**  This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.  *(Optional. Maximum: 150 words)* |
| Provide Answer. |
| **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.  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.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. Judges encourage third-party data where available. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names or outline additional information in your sources. |
| 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. |

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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.  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: 350 words)* |
| Provide answer. |
| 2B. In one sentence, 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: One Sentence, no more than 20 words)* |
| Provide answer. |
| **ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2**  This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 2.  *(Optional. Maximum: 150 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, do not include any other 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/organisational 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. [View detailed creative requirements here](https://www.effie-europe.com/wp-content/uploads/2022/04/2022_Effie-Europe_EntryKit.pdf). |

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| 3. How did you bring the idea to life? Explain your idea and your overall communications strategy. Describe the customer experience and/or media eco-system. If applicable, how did you optimise and adapt the strategy?  Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.  *(Maximum: 625 words)* |
| Provide answer. |
| **ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3**  This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.  *(Optional. Maximum: 150 words)* |
| Provide Answer. |
| **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. |
| 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/organisation within the context of the submitted category. |

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| 4A. How do you know it worked? Tie together your story and prove your work drove the results. Explain, with category, competitor and/or prior year context, why these results are significant for the brand’s business.  Results must relate back to your specific audience, objectives, and KPIs.  **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 (31/03/22). * All results must be isolated to Europe. * All results must correspond to a data source.   *(Maximum: 500 words)* | |
| Provide answer. | |
| 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?  Select factors from the chart and explain the influence (or lack of 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 recognise that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.  *(Maximum: 300 words)* | |
| **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.)* | **Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Other marketing for the brand, running at the same time as this effort** |  |
| Provide answer. | |
| **ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4**  This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.  *(Optional. Maximum: 150 words)* | |
| 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. | |
| 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. |

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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. If there were no paid media expenditures, please select Under €50,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.  Given the ‘spirit’ of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc. | |
| **Current Year/Time Period:** | **Campaign Period: Prior Year** |
| Under €50,000 | Under €50,000 |
| €50,000 - €200,000 | €50,000 - €200,000 |
| €200,000 - €500,000 | €200,000 - €500,000 |
| €500,000 - €999,000 | €500,000 - €999,000 |
| €1,000,000 - €2,000,000 | €1,000,000 - €2,000,000 |
| €2,000,000 - €3,000,000 | €2,000,000 - €3,000,000 |
| €3,000,000 - €5,000,000 | €3,000,000 - €5,000,000 |
| €5,000,000 - €8,000,000 | €5,000,000 - €8,000,000 |
| €8,000,000 - €10,000,000 | €8,000,000 - €10,000,000 |
| €10,000,000 and over | €10,000,000 and over |
|  | Not Applicable |
|  | |
| Compared to other competitors in this category, this budget is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| Compared to prior year spend on the brand overall, the brand’s overall budget this year is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| **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? If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here.   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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| **ADDITIONAL LOCAL & CULTURAL CONTEXT: BUDGET**  This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your budget.  *(Optional. Maximum: 150 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.  *(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. |
| 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 8 must be featured on the reel. | | |
| Branded Content – Editorial | Digital Mktg. - SEM | Print - Magazine |
| Branded Content – Product Placement | Digital Mktg. - SEO | Print - Newspaper |
| Cinema | Digital Mktg. – Short Video  (:15-3 min.) | Public Relations |
| Contests | Digital Mktg. – Social: Organic | Radio |
| Digital Mktg. – Affiliate | Digital Mktg. – Social: Paid | Retail Experience: Digital |
| Digital Mktg. – Audio Ads | Digital Mktg. – Video Ads | Retail Experience: In Store |
| Digital Mktg. – Content Promotion | Direct Mail | Sales Promotion, Couponing & Distribution |
| Digital Mktg. – Display Ads | Events | Sampling/Trial |
| Digital Mktg. – Email/Chatbots/Text/Messaging | Health Offices / Point of Care | Sponsorships – Entertainment |
| Digital Mktg. – Gaming | Influencer / Key Opinion Leader | Sponsorships – Sports |
| Digital Mktg. – Influencers | Interactive / Website / Apps | Sponsorships – Unique Opportunity |
| Digital Mktg. – Location based | Internal/In-Office Marketing | Street Mktg. |
| Digital Mktg. – Long Video  (3+ min.) | Loyalty Programs | Trade Shows, Trade Communications, Professional Engagement |
| Digital Mktg. – Marketplace Ads | OOH – Billboards | TV |
| Digital Mktg. – Mobile | OOH – Other Outdoor | User Generated Content & Reviews |
| Digital Mktg. – Product Placement | OOH - Transportation | Other: |
| Digital Mktg. – Programmatic Display Ads | Packaging & Product Design |
| Digital Mktg. - Programmatic Video Ads | Print – Custom Publication |

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| **MAIN TOUCHPOINTS**  From the list outlined above, select the three most integral 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/). These materials support Effie’s mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.  This following pages outline the additional information you will be required to provide in the [**Entry Portal**](https://effie-europe.acclaimworks.com/) 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/) 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. **All items are required.** | |
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| **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 REQUIREMENTS**  Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes Question 3 and the Investment Overview. This section accounts for 23.3% of the total score.  If your program did not require a creative reel for judging, you have the option to provide one, using the guidelines below. Alternatively, if you program allowed for raw uploads of creative examples, you may supply up to 5 individual sample of raw creative video files and up to 5 individual audio files. For non-English work, translation must be provided.  **CREATIVE REEL** To ensure they are properly able to evaluate your work, judges recommend 70% of the reel focus on examples of integral creative work that your 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 or competitor logos/creative work may be included. It is acceptable to include some set-up/explanation, as long as the explanation does not impede judges’ ability to access the creative work. 4-minute maximum.  **CREATIVE IMAGES** Creative images are an opportunity to highlight your creative work via still images. 2 images minimum, 6 maximum. |
| **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. |

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| **CASE BACKGROUND**  This information is for research and database purposes. These responses are not seen by judges. | | | |
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| **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 must reflect the company credits listed on your original Effie win (if applicable) and 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 Authorisation & Verification Form, confirming credits are accurate & compete.  All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognised 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(IES)**  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. Please ensure your Lead Agency credits match those that were submitted on your original Gold or Grand Effie Winning case. | | |
|  | | |
| **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**. These companies should match those credited on your original Gold or Grand winning case.  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** |  | |
| **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 #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** |  | |
| **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 #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* | |
| **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** |  | |

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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.  You must include all individuals credited on your original Gold or Grand Effie winning case. If you have additional space available, you may add additional credits.  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 €200 fee. No edits/additions will be accepted after **12 September 2022.** | | | |
|  | | | |
| **PRIMARY INDIVIDUAL CREDITS**  Individuals appear in all places credits are published where space is limited, including the [**Case Database**](https://www.effie.org/cases). Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits. | | | |
| **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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| --- | --- | --- | --- | --- | --- |
| **SECONDARY INDIVIDUAL CREDITS**  Individuals only appear on the [**Case Database**](https://www.effie.org/cases)and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits. | | | | | |
| **SECONDARY INDIVIDUAL CREDIT #1** | | **SECONDARY INDIVIDUAL CREDIT #2** | | **SECONDARY INDIVIDUAL CREDIT #3** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #4** | | **SECONDARY INDIVIDUAL CREDIT #5** | | **SECONDARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #7** | | **SECONDARY INDIVIDUAL CREDIT #8** | | **SECONDARY INDIVIDUAL CREDIT #9** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #10** | | **SECONDARY INDIVIDUAL CREDIT #11** | | **SECONDARY INDIVIDUAL CREDIT #12** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #13** | | **SECONDARY INDIVIDUAL CREDIT #14** | | **SECONDARY INDIVIDUAL CREDIT #15** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #16** | | **SECONDARY INDIVIDUAL CREDIT #17** | | **SECONDARY INDIVIDUAL CREDIT #18** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #19** | | **SECONDARY INDIVIDUAL CREDIT #20** | | **SECONDARY INDIVIDUAL CREDIT #21** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #22** | | **SECONDARY INDIVIDUAL CREDIT #23** | | **SECONDARY INDIVIDUAL CREDIT #24** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #25** | | **SECONDARY INDIVIDUAL CREDIT #26** | | **SECONDARY INDIVIDUAL CREDIT #27** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #28** | | **SECONDARY INDIVIDUAL CREDIT #29** | | **SECONDARY INDIVIDUAL CREDIT #30** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |

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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 [**Effie Europe website**](http://www.effie-europe.com), [**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.* |
| ***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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| **PERMISSIONS & AUTHORISATION**  Effie Europe stands for effectiveness in marketing, spotlighting 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.  Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the [**entry kit**](https://www.effie-europe.com/wp-content/uploads/2022/04/2022_Effie-Europe_EntryKit.pdf) for full details. |
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| **PUBLICATION PERMISSION SETTINGS**  To support Effie Worldwide’s mission as a 501c3 non-profit organisation, finalists & winners are featured as part of Effie’s educational programs, including the Case Database. Select publication permission settings for your written entry (choose one).Review full details on Publication options & confidentiality in the [**Entry Kit**](https://www.effie-europe.com/wp-content/uploads/2022/04/2022_Effie-Europe_EntryKit.pdf). | | |
| Publish My Written Case As It Was Submitted | | Publish My Written Case As An Edited Version  *Note: You may not redact entire results section.* |
|  | **AUTHORISATION & VERIFICATION FORM**  **Download this form in the Entry Portal after you have completed your Company & Individual Credits and Publication Permission setting.** Download & Sign the Authorisation & Verification Form, confirming the accuracy of entry information and authorisation of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.  The Authorisation & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.   A separate form must be uploaded for each entry. Once signed, you will need to upload to the entry portal. | |
|  | **COMPETITION TERMS & RULES**  Agree to competition terms & rules. | |