

# E-510-206

## Undercover Avatar

### Product

Association L'Enfant Bleu

### Category Entered

Positive Change Europe: Social Good - Non-Profit

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [ENTRY FORM TEMPLATE](#) which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY

The Effie Europe eligibility period runs from **1 January 2020** to **31 March 2021**. Your effort must have run at some point during the eligibility period in **Europe**. Results must be isolated to **Europe** & no results may be included after the end of the eligibility period. Review full eligibility information on the [Effie Europe website](#).

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/1/19-31/03/21. No results after 31/03/21 may be included.
- Entry does not meet category definition requirements.
- Agency names/logos published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

## TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

## RESOURCES

Review the [key resources](#) before starting your entry.

# ENTRY DETAILS

## COUNTRIES EFFORT RUN IN

List the countries the effort ran in.

France

## EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From

2020 May 10

Date To

**If your effort is ongoing, please leave the end date blank.**

## REGIONAL CLASSIFICATION

Select all that apply.

National

## INDUSTRY SECTOR

Classify your brand/product by one of the available industry sectors, or choose Other.

Non-Profit

## INDUSTRY/CATEGORY SITUATION

Select one.

Flat

# EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

## THE CHALLENGE:

(Maximum per line: 20 words)

How to help abused children locked at home with their abusive parents during the Covid crisis that worsen their situation?

## THE INSIGHT:

(Maximum per line: 20 words)

Parents don't play on their child's video games, thus during lockdown it was the only safe place for abused children.

## THE IDEA:

(Maximum per line: 20 words)

An Fornite in-game character, played by volunteers with for only goal to listen and help abused children

## BRINGING THE IDEA TO LIFE:

(Maximum per line: 20 words)

We used the character to open discussions with children, made it viral, with the help of KOL spreading the word.

## THE RESULTS:

(Maximum per line: 20 words)

1200 children talked to us. The Government decided to launch a taskforce to make videogames part of children protection system.

## PUBLIC VERSION: THE RESULTS

(Maximum per line: 20 words)

### SPECIFIC TO THE CATEGORY YOU ARE ENTERING, WHY IS THIS CASE WORTHY OF AN AWARD FOR MARKETING EFFECTIVENESS?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organisation.

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(Maximum: 100 words)

Between March and April 2020, violences against children increased by 50%. Locked down with their abusers, children were almost trapped during this crisis. Association L'Enfant Bleu wanted to free their words in a secure and undercover way.

Video games, free speech space by nature, and especially Fortnite, appeared as the perfect safe zone.

By creating an in-game character on Fortnite, the children's most popular video game, we imagined an activation that truly saved lives.

We helped 1200 childrens in France without spending 1 single euro.

## 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.

### 1A, BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE MARKETPLACE/CATEGORY IN WHICH IT COMPETES?

Max: 275 Words; 3 charts/graphs

A lot of associations work everyday to protect children. They all have the same goal, but they also need proper awareness to attract more donations and to get more fundings. L'Enfant Bleu wanted to take the floor during an even more

threatened period for children. But they also wanted to innovate in order to help children in an efficient way. We had 3 main objectives: save children, raise awareness, attract more fundings

## 1B. DEFINE THE TARGET AUDIENCE(S) YOU WERE TRYING TO REACH. WHY IS THIS AUDIENCE IMPORTANT TO YOUR BRAND AND THE GROWTH OF YOUR BRAND'S BUSINESS?

Describe your audience(s) using demographics, culture, media behaviours, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviours are you trying to affect or change?

(Max: 200 Words, 3 charts/graphs)

We had 3 main targets

- Core Target : 12-18 YO abused children. We needed to help them urgently.
- The entire French population. This wide target was key because everyone can witness abuse on children. But most of the time, people don't dare to act or even ignore the abuses. We wanted to open their eyes and give them keys to act.
- Authorities. This activation aimed to show to the French Government, to journalists and video games editor, that those games are also good tools for children to be helped, such as schools or sports club.

By proving the efficiency of our bias, we positioned ourselves as alert launchers, so everyone could sit around the same table to imagine innovative solutions based on video games, in order to help all the children, all over the world, for years to come.

## 1C. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business/organisation and challenging to achieve. Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging? If relevant to your case, explain how these goals relate back to the overall brand or organisation's strategy and objectives.

## RESPONSE FORMAT

Immediately below, use the provided space to set up your objectives and share any overarching explanation of your objectives & KPIs (maximum of 100 words; 3 charts/graphs).

Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

## 1C. OBJECTIVES OVERVIEW

Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

We had several objectives linked to the association mission:

1/ Help children to speak.

The priority of the association. We didn't expect a specific result, it's impossible to draw KPI on children suffering. In one month, we helped 1200 children.

2/ Save children.

30% of these confide in us abuses. Several files were shared with authorities.

3/ Alert public authorities about the critical situation.

Because we wanted to maintain this mechanism to help children in the long-term.

4/ Awareness

In one week, we reached more than 700M cumulative audience in 35 countries. (RP Agency Research).

## OBJECTIVES

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

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Reference 1

### OBJECTIVE TYPE

*(Select One)*

Purchase

### STATE OBJECTIVE

*(Maximum: 25 words)*

Help children to free their words.

### CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were

important for the brand and the growth of the business.

(Max: 50 words; 3 charts/graphs)

The priority is the purpose of the association. We did not expect a specific result, it is impossible to draw KPI on young children suffering. In one month, we helped 1200 children (30 a day)

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Reference 2

## OBJECTIVE TYPE

*(Select One)*

Consideration

## STATE OBJECTIVE

*(Maximum: 25 words)*

Save children.

## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Max: 50 words; 3 charts/graphs)

30% of these confide in us abuses. Several files were shared with authorities.

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Reference 3

## OBJECTIVE TYPE

*(Select One)*

Consideration

## STATE OBJECTIVE

*(Maximum: 25 words)*

**Alert public authorities about the critical situation of these children.**

## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

*(Max: 50 words; 3 charts/graphs)*

Because we did not want to do burst communication but maintain this mechanism to help children in the long-term.

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Reference 4

## OBJECTIVE TYPE

*(Select One)*

Awareness

## STATE OBJECTIVE



(Maximum: 25 words)

### **Drive awareness**

## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Max: 50 words; 3 charts/graphs)

The objective was to get the maximum quotation of the association. In one week, we reached more than 700M cumulative audience in 35 countries. Thanks to a wire from the AFP, and the intervention of association's directors on biggest TV channel and French radio the impact was wide.

## SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[View detailed guidelines here.](#)

# 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 communications challenge.

## 2A. STATE THE INSIGHT THAT LED TO YOUR BIG IDEA. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT.

State the insight that led to your big idea. Explain the thinking that led you to your insight. Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here. Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 200 words; 3 charts/graphs)

Video games are territories mainly occupied by young people, and where parents leave their children to play alone without watching. 83% of French let their children play alone to video games.

What if video games were used as a medium to create a link between a child protection association and abused children? What if it was the perfect place for them to free their speech and to speak about abuse, they are victims of in a safe and discrete way?

## 2B. STATE YOUR STRATEGIC BIG IDEA.

What was the core idea that drove your effort and led to the breakthrough results?

What was at the very heart of the success of this case?

The big idea is not the execution or tagline.

Provide a one-sentence answer. (Max: 20 Words)

Use Video games to invite children alert on their situation because they're safe, free to speak, far from their parents.

## SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights & Strategic Idea.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[View detailed guidelines here.](#)

## 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 – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

### 3. HOW DID YOU BRING THE IDEA TO LIFE? EXPLAIN YOUR IDEA AND YOUR OVERALL COMMUNICATIONS STRATEGY. IF APPLICABLE, HOW DID YOU OPTIMIZE AND ADAPT THE STRATEGY?

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel

Video games appeared as a perfect fitting space to contact children. Moreover, we observe a transformation in usage of video games which become more and more social place, it's "metaverse". We took this opportunity by investing in this new social area not used by parents.

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.

(Max: 475 Words, 3 charts/graphs)

We chose a focus on Fortnite, a true societal phenomenon gathering 380M of players around the world. A considerable part of our audience plays at Fortnite, and this game becomes a true social media where we can play, watch movies, chat, and attend a concert.

We've created a character with a distinctive name and blocked all names close to us to impeach other players to use our identity. We also bought a skin with a specific appearance completed with other items from the online shop to make him even more unique and recognizable by children. The skin creation took one week because it was tailored by Fortnite's employee to embody our campaign. This skin was never sold in the shop. The whole character creation was thought through native game features without the necessity of development.

This character was played by an agency and association team 24/7. Everyone behind the character had to follow a specific process defined by psychologists and each criminal record was checked and validated by police services.

To make known this character in order to be added by children in need, we worked with influencers and e-sport team as MCED or PRISM specifically speaking to children only without raising parents' suspicions. Then, we expand our scope by working with influencers outside gaming but with the audience we wanted to reach. We worked with them on adapted content for Twitch, Snapchat or Instagram stories, reaching short-time and viral contents in order to not let our footprint anywhere to avoid that abusive people can see our initiative.

During the first lockdown, we decided to reveal our character. We've modified our communication to go to a more classic PR phase. We established an exclusivity with the AFP, allowing us access to a release widely displayed. We reached our previous influencers to make them testify on mainstream media and explain the initiative with their own words. Communicating with the state secretary in charge of child protection, we aligned our communication with the announcement of the first work force with editors, police, justice and government.

## KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, a media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png.



UndercoverAvatar

## SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[View detailed guidelines here.](#)

## 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. Tie results back to the objectives outlined in Section 1 - your response to question 1C - objectives will appear above your response to 4A as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond **the eligibility period**; this is grounds for disqualification.

4A. How do you know it worked?

Explain, with category and prior year context, why these results are significant for the brand's business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?

Results must relate to your specific audience, objectives, and KPIs. When providing engagement/social metrics, detail what these meant for the brand and business/organisation.

### RESPONSE FORMAT

You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set up in Question 1C, you may also list those results in the designated space below.

# ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include data past the end of the eligibility period.
- All results must be isolated to Europe.
- It is critical to provide sources for all results provided.

## 4A. RESULTS OVERVIEW

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

Objective 1: Help children to free their words and alert.

In one month, we helped 1200 children, meaning 30 per day.

Since the end of the operation, the association observe an increase of 73% calls to signal abuses.

More than these 1200 children contacted in Fortnite, 2041 files have been opened in 2020 against 1176 in 2019.

The Association had to hire new employees to face this rise in demand.

Objective 2: Save children who needed to be.

On these 1200 children, 30% of them confide to us physical or moral abuse cases.

On these 30%, several files have been shared immediately with authorities.

Objective 3: Alert public authorities about this critical situation

After the operation, the state secretary in charge of child protection took the subject and launched a task force with games editors, public authorities and associations. This task force has already met 3 times with the objective to create innovative and long-time solutions to help children and support new law texts to parliament considering feedback from this operation.

Objective 4: Increase donations

In 2019, the association received €200K of donations from general public, on a total of €600K. Today, 2020 numbers are not yet calculated but some estimation with first calculation with the association team is about an increase of 10 to 20% of general public donation.

## RESULTS

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-

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Referencia. 1

### OBJECTIVE TYPE

Purchase

order your objectives using the 'hudge' button.

For each result, you may include up to 3 charts/graphs.

### **STATE OBJECTIVE**

Help children to free their words.

### **CONTEXT**

The priority is the purpose of the association. We did not expect a specific result, it is impossible to draw KPI on young children suffering. In one month, we helped 1200 children (30 a day)

## **STATE RESULT**

State your corresponding result here.

In one month, we helped 1200 children, meaning 30 per day.

## **CONTEXT**

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

Since the end of the operation, the association observe an increase of 73% calls to signal abuses.

More than these 1200 children contacted in Fortnite, 2041 files have been opened in 2020 against 1176 in 2019.

The Association had to hire new employees to face this rise in demand.

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Referencia. 2

### **OBJECTIVE TYPE**

Consideration

### **STATE OBJECTIVE**

Save children.

### **CONTEXT**

30% of these confide in us abuses. Several files were shared with authorities.

## STATE RESULT

State your corresponding result here.

On these 1200 children, 30% of them confide to us physical or moral abuse cases. several files have been shared immediately with authorities.

## CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

1200 children talked to us. 30% of them were in danger.

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Referencia. 3

### **OBJECTIVE TYPE**

Consideration

### **STATE OBJECTIVE**

**Alert public authorities about the critical situation of these children.**

### **CONTEXT**

Because we did not want to do burst communication but maintain this mechanism to help children in the long-term.

## STATE RESULT

State your corresponding result here.

The french government took up the subject



## CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

After the operation, the state secretary in charge of child protection took the subject and launched a task force with games editors, public authorities and associations. This task force has already met 3 times with the objective to create innovative and long-time solutions to help children and support new law texts to parliament considering feedback from this operation.

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Referencia. 4

### **OBJECTIVE TYPE**

Awareness

### **STATE OBJECTIVE**

**Drive awareness**

### **CONTEXT**

The objective was to get the maximum quotation of the association. In one week, we reached more than 700M cumulative audience in 35 countries. Thanks to a wire from the AFP, and the intervention of association's directors on biggest TV channel and French radio the impact was wide.

## STATE RESULT

State your corresponding result here.

Donations increased a 20% between 2019 and 2020

## CONTEXT

Prove the results are significant using category, competitive, prior year, and

brand context.

*(Maximum: 75 words, 3 charts/graphs)*

With a 0€ investment, we increased donations for the association

## ADDITIONAL RESULTS

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

*(Maximum: 150 words, 3 charts/graphs)*

Explain the influence of the factors you selected above.

Max: 150 words; 3 charts/graphs

COVID had an impact because a lot of children suffered abuse during this time

## SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[View detailed guidelines here.](#)

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

## PAID MEDIA EXPENDITURES

Select total paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry for the current period (1 January 2020 - 31 March 2021) and the previous year.

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. Elaborate to provide context around this budget range, if not already addressed in your answers to questions 1-4. For example, explain if your budget has changed significantly, how this range compares to your competitors, etc.

### PAID MEDIA EXPENDITURE (CURRENT YEAR)

Campaign Period:  
Competition Year **Under €50 Thousand**

### PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior Year  
**Under €50 Thousand**

### COMPARED TO OTHER COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.  
**Less**

## COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

About the same

## MEDIA BUDGET ELABORATION

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with the context to understand your budget.

We did not spend €1 for media buying.

Influencers and groups we worked with were completely volunteers.

700M reach for a €0 investment.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select one.

Under €50 Thousand

## ELABORATION ON THE PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Provide judges with the

context to understand the expenditures outlined above.

We just had to buy a skin on Fortnite : 12 USD

## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

If owned media platforms were selected on the Touchpoints chart, judges will expect to see an explanation of those platforms in your response. Similarly, any owned media described here must also be selected in the touchpoints chart.

### WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Yes : For the first wave, we made our mechanism known to children through our owned media and influencer in order to avoid parents 'discovery of our initiative. For the second wave, we used mass media and we relayed our action on the association's website and its social media.

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

### SPONSORSHIPS

Select all that apply.

Not Applicable

### ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

We dealt with professional esports teams

# SOURCES

## INVESTMENT OVERVIEW: DATA SOURCES

Provide sourcing for all data provided in the Investment Overview.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[View detailed guidelines here.](#)

## ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select ALL touchpoints used in the effort, based on the options provided in the below chart.

### COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Digital Mktg. – Content Promotion

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Digital Mktg. – Gaming

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Digital Mktg. – Influencers

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Public Relations

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## MAIN TOUCHPOINTS

Select the TOP 3 main touchpoints used, ranking them in order of priority 1-3.

Note: Your response to Section 3 should also provide an explanation of these main touchpoints from the below list which were integral to reaching your audience and why.

Note: On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success.

If you only used one touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

### MAIN TOUCHPOINT 1

Most integral touchpoint.

Fortnite Game

### MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

Influencer / Key Opinion Leader

### MAIN TOUCHPOINT 3

#3 Most Integral Touchpoint

Digital Mktg. – Social: Organic

## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

## SOCIAL MEDIA PLATFORMS

Select all that apply, or select  
Not Applicable.

Instagram

---

Twitch

---

Snapchat

---

Discord

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TikTok

## CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

**The Creative Reel is viewed once the case has been read.**

## CREATIVE REEL

4 min maximum. 280 MB  
max., mp4 format.

For 4:3 aspect ratio,  
minimum size should be 640  
x 480; for 16:9 ratio,



minimum size is 1280 x 720.  
Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)



Undercover Avtar-Studycase

**Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"**

## CREATIVE EXAMPLES PRESENTED IN THE CREATIVE REEL - SELECT ALL

Digital Mktg. – Gaming

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Digital Mktg. – Influencers

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Digital Mktg. – Social: Organic

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Public Relations

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Influencer / Key Opinion Leader

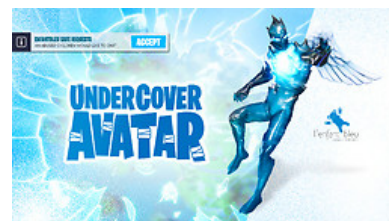
## IMAGES OF CREATIVE WORK

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:  
.jpg/.jpeg format



Undercover Avatar



undercover avatar 2

## TRANSLATION

If your creative examples

include non-English work,  
you are required to include an  
English translation either via  
subtitles within the creative  
OR you may provide a  
translation in the text box  
below. This will not be  
counted towards your entry  
form page limit.

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With Print Set ENTRANT RECORDS - Judge Content - Includes Thumbnails

PDF Fingerprint 8cf0eb2104354e969bbba0132a54b6bf