

# E-546-592

## Canon Truthmark

### Product Category Entered

Canon Small Budget

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.

Denmark

Finland

Norway

Sweden

## 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 Jul 23

Date To

2021 Apr 30

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

## REGIONAL CLASSIFICATION

Select all that apply.

Multinational

## INDUSTRY SECTOR

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

Electronics

## INDUSTRY/CATEGORY SITUATION

Select one.

In Decline

# 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)

In an increasingly saturated, competitive and fast-paced camera market, Canon felt outdated and had lost touch with its (professional) costumers.

## THE INSIGHT:

(Maximum per line: 20 words)

Some call them photographers, we call them truth-tellers.  
However, in todays' world photos are mis-used and photographers can't do anything.

## THE IDEA:

(Maximum per line: 20 words)

Create a platform functioning like an "image bank of truth", enabling photographers to attach the true story behind their photographs.

## BRINGING THE IDEA TO LIFE:

(Maximum per line: 20 words)

On the website <https://truthmark.pictures> photographers can upload their photos. Similarly, "truth-hunters" can drag-and-drop images to verify and learn more.

## THE RESULTS:

(Maximum per line: 20 words)

- 50+ million reached
- 15+ million views
- 100+ international media pick-ups
- Marketshare increased from 26% to 33,5%
- Sales index: 172 (Year-on-Year)

## PUBLIC VERSION: THE RESULTS

(Maximum per line: 20 words)

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)

Truthmark demonstrates how a strong cultural insight can enable a brand to reconnect with a difficult to reach and discerning audience. Increasing relevancy by helping to solve a cultural tension. The project built on the photographer's core purpose being threatened: They are in danger of losing credibility because their images are being misused to fuel fake news and propagate untruths.

By launching Truthmark, Canon allowed photographers to attach the original story to every picture. The case shows how a category-relevant insight can elevate a brand and infuse it with a new purpose - driving financial growth with a small budget.

## 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?

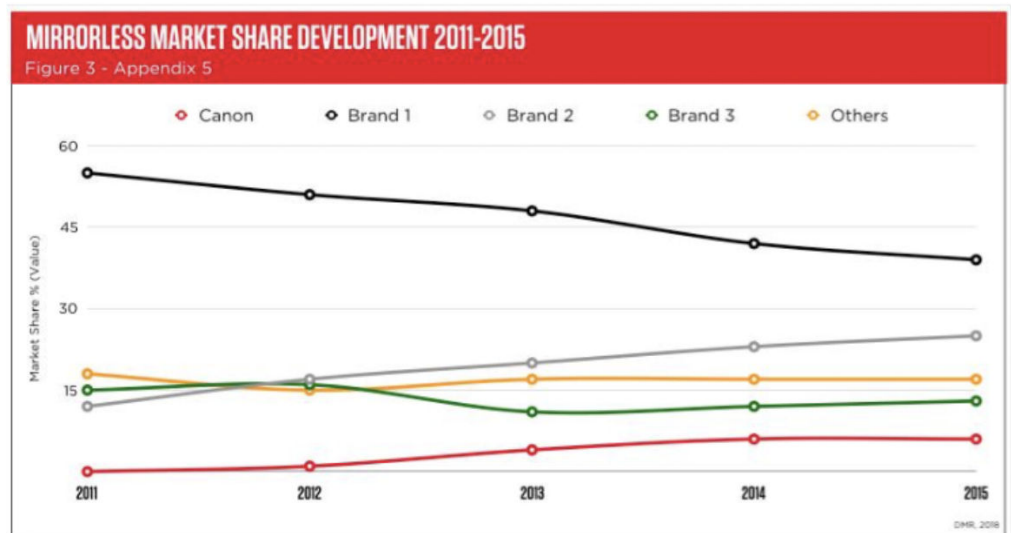
Max: 275 Words; 3 charts/graphs

#### **Canon struggles in a saturated and highly contested market:**

The camera industry was becoming more saturated, fast-paced and competitive. As the quality of smartphone photography increased, less and less consumers invested in cameras<sup>1</sup> – with two effects on the industry:

1. **A large share of brands fights for a shrinking share of customers.** They do so by frequently releasing new products, rushing from launch to launch.
2. With the amateur segment decreasing, **many brands have started to target professionals** to make up for lost profits leading to a very competitive and dense high-end camera category<sup>2</sup>.

Canon – an established player in the professional camera market, known for its high-quality equipment – was pushed to the rim as new players entered the category, who launched products faster and more frequently. Canon had become comfortable in its established position and now struggled to keep up with the frequency of product launches as well as creating a relevant and modern brand perception<sup>3</sup>.



We were tasked with reconnecting with professional and enthusiastic photographers developing a braver and bolder brand perception while creating a buzz around the new high spec equipment. We needed to execute within Canon's overarching brand strategy "Live for the story" with the goal of making people trust the stories they see but leveraging this to a Nordic context<sup>4</sup>.

The challenge we set ourselves: **How can we appeal to professionals with a different approach positioning Canon as a bold brand in the Nordics?**

## 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?

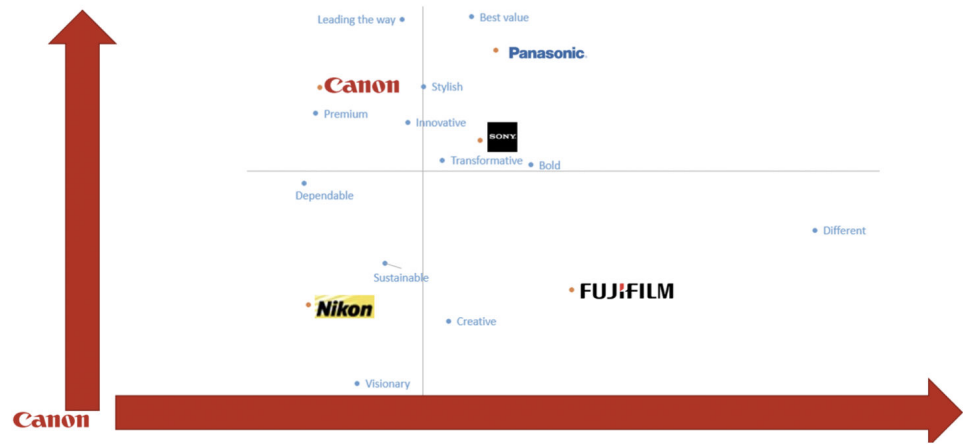
(Max: 200 Words, 3 charts/graphs)

### Re-connecting with professional photographers

The target audience for this campaign were professional photographers<sup>5</sup>.

Canon, used to be known among professionals for its high-end quality equipment. However, as new brands entered the professional photography category and started to target that audience, many moved over to competing brands. Canon started to seem outdated and was lacking a true connecting point with professional photographers. The brand had lost touch with its core audience<sup>6</sup>.

This was reflected in Canon's brand vibrancy. Canon's own brand perception positioned Canon as the dependable brand, while Nikon is perceived as the premium and innovative, and Sony is the stylish and bold one (confidential). Simply put, Canon was perceived as reliable and stable, but not very exciting or bold<sup>7</sup>.



It was time to change that and address a true audience need in order to re- connect with professional photographers. With our insight we found a perfect entry point into the category, addressing a deep audience need.

## 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)

Canon wanted a more modern and bold brand strategy for the Nordics. This was our chance to awaken the giant and appeal to professional photographers in a way that would truly speak to them<sup>8</sup>.

### The following objectives were set:

- Reconnect with professional photographers
- Leverage them to entice a broader audience (semi-professionals)

- Infuse Canon with a new sense of purpose
- Spark a cultural conversation

An extra layer of challenge was added as we were working on a small budget.

## 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.

---

Reference 1

### OBJECTIVE TYPE

*(Select One)*

Awareness

### STATE OBJECTIVE

*(Maximum: 25 words)*

Awareness reflected through:

- Reach
- Views
- Media Pick-Ups

### 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)

In order to reconnect with the professional photographer audience, we firstly needed to get back on their radar.

Thus, brand awareness was set as a primary objective. We aimed to infuse Canon with a new sense of purpose, show that to our audience and subsequently spark a cultural conversation.

---

Reference 2

## OBJECTIVE TYPE

(Select One)

Purchase

## STATE OBJECTIVE

(Maximum: 25 words)

Following awareness, purchase and thus an increase in market share were set as objectives.

## 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)

To counter the threat through smartphones, camera manufacturers introduced mirrorless cameras (compacter, smaller cameras combined with quality imagery). While the category grew incrementally over the last 10 years, Canon was late to the game with competitors dominating the eld. After years, it was time to increase market share again.

## 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.

<sup>1)</sup> Digital Photography Review: Nikkei reports the digital camera market was down 22% in 2018. Published: 08/07/2019. Retrieved: 2019/2020 (<https://www.dpreview.com/news/...>)

<sup>2)</sup> Growth from Knowledge: Premium products propping up global photography market. Published: 24/09/2018. Retrieved: 2019/2020 (<https://www.gfk.com/press/prem...>)

<sup>3)</sup> **Multiple Sources:**

- DIY Photography: Canon Imaging Prots drop by nearly 60% in Q3/2019. Published: 01/11/2019. Retrieved: 2019/2020 (<https://www.diyphotography.net...>)
- DIY Photography: Canon nally shifts focus to mirrorless cameras company manager conrms. Published: 03/2018. Retrieved: 2019/2020 (<https://www.diyphotography.net...>)

<sup>4)</sup> Client Brief



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.](#)

5) Client Brief

6) **Multiple Sources:**

- fstoppers: Canon's Dramatic Drop in Sales is a Sign of Something Much More Ominous for Photographers. Published: 29/04/19 . Retrieved: 2019/2020 (<https://fstoppers.com/business...>)
- medium: Canon Makes Great Cameras But Need More Innovation. Published: 21/08/18. Retrieved: 2019/2020 (<https://medium.com/hd-pro/cano...>)

7) BrandZ data, 2018

8) Client Brief

## 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)

#### **Some call them photographers. We call them truth-tellers.**

Pictures are there to tell the truth. In times of TikTok and Instagram, where we snap pictures within mere seconds, it's easy to forget about that. Our world is full of photoshop, filters and even deep-fakes<sup>1</sup>. Our research led us e.g. to photos of Trump's inauguration that were twisted to show a non-existing crowd, a mis-interpretation of an image of Hillary Clinton...<sup>2</sup>

We asked ourselves: How can images be used so easily to twist the truth? And, how can we trust what we see?

For photographers, this reality goes even deeper. It not only restricts their job but the mere purpose of the profession. Photographers don't just snap images; they document reality. They tell the truth<sup>3</sup>.

When images are mis-used and mis-interpreted, it's their integrity that's on the line. It was time to give that back and empower photographers:

#### **Some call them photographers. We call them truth-tellers.**

### 2B. STATE YOUR STRATEGIC BIG IDEA.

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

Create a platform like an "image bank of truth", enabling photographers to digitally attach the true story behind their photographs.

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)

## 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.](#)

### 1) *Multiple Sources:*

- artsy.net: We're Taking More Photos Than Ever—but Do We Still Treasure Them?. Published: 19/09/2019. Retrieved: 2019/2020 ([https://www.artsy.net/article/...](https://www.artsy.net/article/))
- The New Yorker: In the Age of A.I., Is Seeing Still Believing?. Published: 05/11/2018. Retrieved: 2019/2020 (<https://www.newyorker.com/maga...>)
- Insider: From pornographic 'deepfakes' to communist purges, these 11 images show we're still being fooled by trick photography. Published: 30/07/2019. Retrieved: 2019/2020 (<https://www.businessinsider.co...>)
- Forbes: Deep Fakes Are Merely Today's Photoshopped Scientific Images. Published: 24/08/2019. Retrieved: 2019/2020 (<https://www.forbes.com/sites/k...>)

### 2) *Multiple Sources:*

- Wired: How photos fuel the spread of fake news. Published: 21/12/2016. Retrieved: 2019/2020 (<https://www.wired.com/2016/12/...>)
- The Guardian: Trump inauguration crowd photos were edited after he intervened. Published: 06/09/2018. Retrieved: 2019/2020 (<https://www.theguardian.com/wo...>)
- Peta Pixel: Trump Had Inauguration Crowd Photos Edited, Report Claims. Published: 07/09/2018. Retrieved: 2019/2020 (<https://petapixel.com/2018/09/...>)

### 3) *Multiple Sources:*

- Creative Agency Research: Conversations with Canon Ambassador photographers
- Forbes: Photographer Shares Truth Behind Misuse Of Indigenous Photo For "Denigrating" Meme. Published: 27/07/2020. (<https://www.forbes.com/sites/h...>)

## 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 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)

### Truthmark – only the photographer knows the truth

We created *Truthmark* – a platform functioning like an “image bank of truth”, where professional photographers upload their images, attach the story behind the image and thereby reduce the misuse of photos worldwide<sup>1</sup>.

#### **How *Truthmark* works:**

1. Apply for a verified account (only for professional photographers).
2. Select and upload images or photo-series.
3. Write the story behind the image, which is attached to the photo with an invisible watermark.

From here on, the image cannot be used without permission, or shared with third- party accounts. It is stored with one purpose only: to protect the truth behind the image. And for truth-hunters we created a separate universe, where anyone can drag-and-drop an image into our database onto the website to verify and learn about the truth behind it.

#### Launch & Channel Selection on a small budget

*Truthmark* was launched July 23rd across the Nordics with the website at the centre of the campaign (<https://truthmark.pictures/>). For the launch, and as our primary asset, we created a hero film, which was aired through Canon’s social channels.

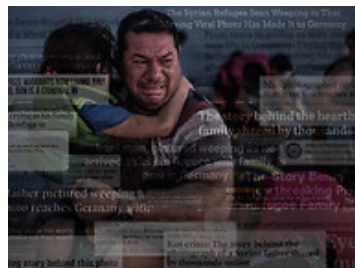
With a limited budget and a brand building objective towards professional photographers, we focused our efforts on PR, SoMe and influencers. Further, all work was done in-house – from asset creation, media buying, SoMe down to PR<sup>2</sup>. Further, we partnered up with our Nordic Canon ambassadors and gave them monthly challenges, all revolving around photography and finding the truth.

#### Relevancy

*Truthmark* truly solves a need for professional photographers as it gives them the chance to protect their photos from being mis-used, mis-interpreted and mis-understood. Going beyond, we could create cultural impact in leading the fight against fake news<sup>3</sup>. With Truthmark Canon created an innovative, one-of-a-kind platform.

## 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.



Truthmark KV

## SECTION 3: SOURCING

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

1) **Creative Agency Data:** With a limited budget, we focused our efforts to creating an easy-to-use website, where photographers could simply apply, upload their images and attach the right story. Similarly, we wanted everyone else to be able to use tool and fact-check

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.](#)

registered imagery. Accordingly, we created a separate universe, where truth-hunters can upload images to read about the story behind. The website launched July 23, 2020 on: <https://truthmark.pictures>.

<sup>2)</sup> **Creative Agency Data** Again due to the limited budget, our communication was focused to PR and Social Media. We reached out to a diverse set of international media – both industry-focused but also culture-driven publications. As in the end, Truthmark did not only target professional photographers but created overall cultural value in the fight against fake news. The result was an impressive 100+ publications. As for SoMe, we focused on Facebook and Instagram with 2 placements for our mission film.

<sup>3)</sup> **Select examples for (cultural) media pick-ups:**

- Contagious: Canon tackles fake news with photojournalism verification site. Published: 18/08/2020 (<https://www.contagious.com/new...>)
- Hypebeast: Truthmark Aims to Stop Misappropriation of Images in Fake News. Published: 29/07/2020 (<https://hypebeast.com/2020/7/t...>)
- Itsnicethat: Truthmark is a photography database aiming to stop misuse in fake news. Published: 28/07/2020 (<https://www.itsnicethat.com/ne...>)

## 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)

### Driving audience reconnection and brand growth on a small budget

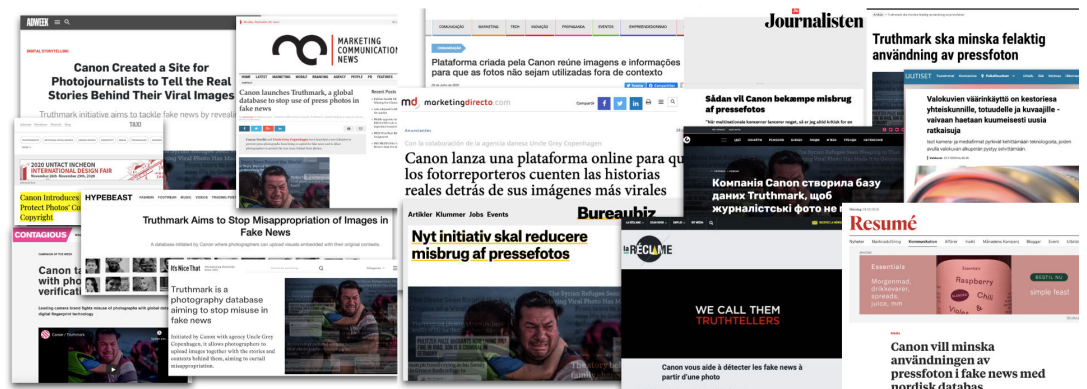
Truthmark was first targeted towards Canon photographers but opened up, and the initiative received an immediate response from the photographic community. The database now features images from photographers in countries all over the world including Israel, Russia, and The United States. Enthusiasm in the community, went as far as photographers starting to advocate and act as ambassadors for the platform<sup>1</sup>.

The initiative also caught the eye of photographers and international media and is endorsed and recommended by the Press Photographers Association .

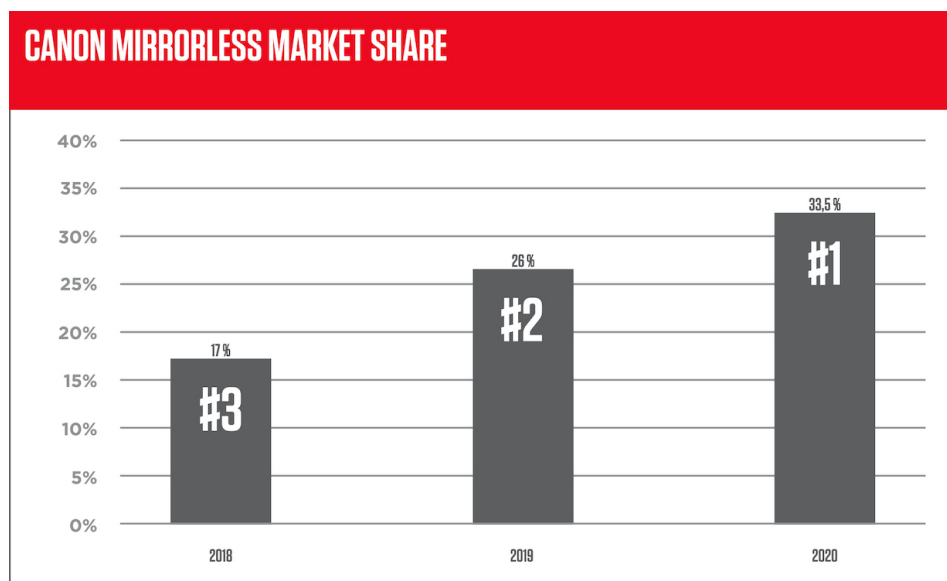
As a result, the newly launched R5 and R6 cameras from Canon's pro range received immediate attention upon launch, and Canon became relevant to a target group they had neglected.

#### Key results:

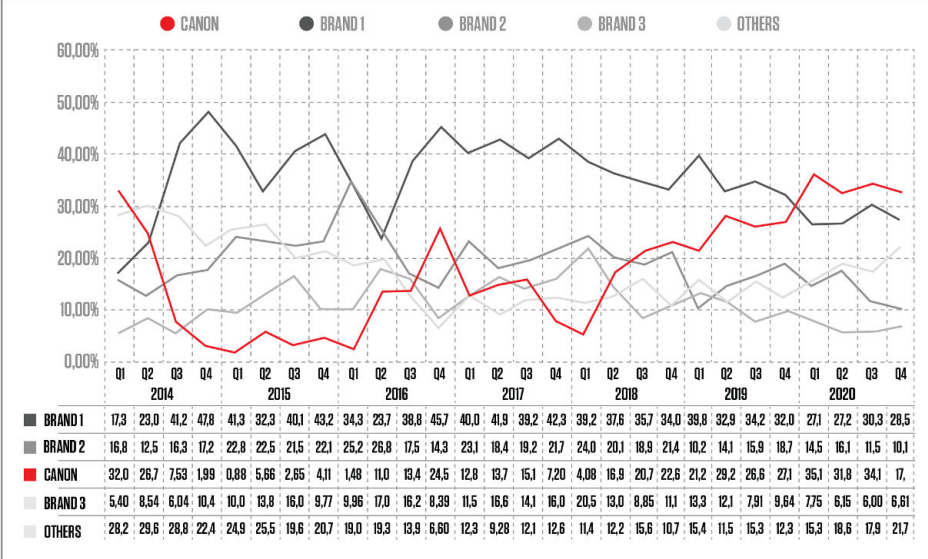
- 50+ million reached
- 15+ million views
- 100+ international media pick-ups
- Marketshare increased from 26% to 33,5%
- Sales index: 172 (Year-on-Year)



In 2018 Canon introduced their first mirrorless camera. By the end of 2020 Canon was number one in the mirrorless category for the first time.



## MARKET SHARE OVERVIEW (NOT SHOWING BUNDLES BEFORE 2020)



## 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-order your objectives using the 'nudge' button.

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

# 1

### OBJECTIVE TYPE

Awareness

### STATE OBJECTIVE

Awareness reflected through:

- Reach
- Views
- Media Pick-Ups

### CONTEXT

In order to reconnect with the professional photographer audience, we firstly needed to get back on their radar.

Thus, brand awareness was set as a primary objective. We aimed to infuse Canon with a new sense of purpose, show that to our audience and subsequently spark a cultural conversation.

## STATE RESULT

State your corresponding result here.

**Awareness reflected through:**

- 50+ million reached

- 15+ million views
- 100+ international media pick-ups

## CONTEXT

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

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

---

# 2

### OBJECTIVE TYPE

Purchase

### STATE OBJECTIVE

Following awareness, purchase and thus an increase in market share were set as objectives.

### CONTEXT

To counter the threat through smartphones, camera manufacturers introduced mirrorless cameras (compact, smaller cameras combined with quality imagery). While the category grew incrementally over the last 10 years, Canon was late to the game with competitors dominating the eld. After years, it was time to increase market share again.

## STATE RESULT

State your corresponding result here.

### Purchase reflected through:

- Marketshare increased from 26% to 33,5%
- Sales index: 172 (Year-on-Year)

## CONTEXT

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

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



### Possible factors affecting sales:

1. The success was not driven by overall consumer demand, as that actually declined in the same period.
2. Pricing did not explain the improved performance as the camera business is a traditional, retailer-driven category with very stable prices and manufacturers following predictable patterns.
3. The media budget for "Truthmark" was significantly lower than other traditional Canon brand activities and relied on the cultural fame, ambassadors and PR to drive awareness and advocacy.

## 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

**Marketing efforts:** With "Live for the Story" Canon has created a platform with the goal to reconnect with its audience and reinvigorate brand image. While Truthmark was one effort that ran under "Live for the Story", it is not the only campaign. Various other initiatives globally as well as locally have contributed to Canon's increase in sales. However, Truthmark is unique as it targets professional photographer while talking into a general cultural problem.

**Societal:** We can see a general trend for brands to take a stand to be more purposeful. Consumers demand brands to act and call those out who don't, or don't do it right. With Truthmark we talk exactly into that trend. We add to consumer's value in a truthful and valuable way.

## 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.

<sup>1)</sup> World Press Photo-winning photographers Ivor Prickett and Johnny Haglund, and Pulitzer Prize winner Daniel Etter all became advocates for the Truthmark initiative:

- "Using images for the wrong purposes is too easy these days." Ivor Prickett
- "It's an online tool that recognises a unique digital fingerprint of the image and then pairs it with the photographer's own story. No matter where the photo ends up, the true story will always follow." – Johnny Haglund



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.](#)

- Daniel Etter originally photographed an Iraqi refugee, holding his son and crying tears of joy, for the New York Times. The image went viral and the stories that accompanied it were often... less than accurate. "It was shared millions of times," explains Daniel. "It actually kept me up at night for many weeks because all these false stories were out there."

## 2) Multiple Sources:

- *"It is an eternal struggle to maintain the credibility of our profession. I would recommend the members of the Press Photographers Association to consider the platform."* – Lars Lindskov, Chairman of the Press Photographers' Association
- 100+ international media pick-ups, among others: Adweek, Contagious, Hypebeast, ItsNiceThat. As well as national media coverage from Brasil (acontecendo-aqui), Denmark (Bureau-biz), France (la réclame), Spain (marketing directo), Georgia and Ukraine.

## 3) Client Data

# 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

€50-200 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.

Less

## 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.

The Truthmark project benefitted from a natural interest amongst media and professional photographer alike. This allowed Canon to substantially reduce the media investment that they normally put behind more traditional brand activities and still see a more impact in terms of reach, engagements, media pickups and in the end marketshare growth.

Furthermore it allowed Canon to reduce its spend in a period of time where most of its competitors would be active with more traditional advertising led campaigns - building a more interesting narrative with a smaller spend.

## 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.

€50-200 Thousand

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

Provide judges with the context to understand the expenditures outlined above.

The structure of the Truthmark project meant that investment would be allocated differently than we might see for a more traditional brand activity.

**To provide an overview of the expenditures please see the bullets below:**

- Tech.development and deployment - 20.000 USD
- Website design and implementation - 10.000 USD
- Hero Film - 30.0000 USD
- PR - 35.000 USD

**Total cost 95.000 USD**

The total cost of this activity was half the investment that Canon would normally make in a Nordic campaign (Sweden, Norway, Denmark and Finland).

## 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 : The Truthmark project leveraged most of Canons owned media channels to increase authenticity and provide a stronger feeling of ownership from the brand. This was not an advertising campaign and needed to feel more like a genuine belief from the brand. Owned media channels used: --Instagram --Facebook -- Youtube --Linked --Canon.dk/no/sw/fi -- Canon Ambassadors (professional photographers) For this initiative we choose not to activate our retail partners because we did not want the project to feel "sales-oriented".

## 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.

Sponsorship – Talent or Influencer

Unique Opportunity

## ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

The Truthmark project leveraged a series of collaboration that was created to lend maximum authenticity and credibility to the initiative. This included a collaboration with:

- Select Canon Ambassadors (professional photographers).
- Select influencers with a strong affinity for photography and the brand.

## 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.](#)

This section provides a challenge given the sources and structure of the Truthmark project. As mentioned above in order to make the initiative as authentic and credible as possible very few traditional media buys were leveraged.

The idea was implemented with very little use of traditional media planning and buying but with a lot of sourcing from consumer and media databases. The most prevalent being:

- Global Web Index
- Kantar
- Falcon.io
- Hootsuite
- Facebook Business Manager
- Instagram Business Manger
- Google trends
- Canon internal ambassador program
- Canon internal data sources
- Canon Iris photo app

Most of the sourcing data for Truthmark was leveraged to provide data and insights to substantiate the idea and the relevancy for the professional photographers. The databases also played a central role in guiding the overall communication strategy and implementation of the project.

# 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. – Influencers

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Interactive / Website / Apps

Public Relations

Spokesperson

## 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.

Interactive / Website / Apps

## MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

Digital Mktg. – Short Video (:15-3 min.)

# MAIN TOUCHPOINT 3

#3 Most Integral Touchpoint

Digital Mktg. – Influencers

## 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.

Facebook

Instagram

LinkedIn

YouTube

## 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".)

**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"**



Canon\_Truthmark\_MultiCategory

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

Public Relations

Spokesperson

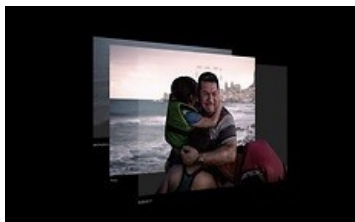
Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

## 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



Truthmark Mechanics\_Multi-Category



Truthmark Site Step 1\_Multi-Category



Truthmark Site Step 2\_Multi-Category

## 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.

Printed 2022-07-05 11:50:59 +0000

With Print Set ENTRANT RECORDS - Judge Content - Includes Thumbnails

PDF Fingerprint f8601207acf52bfd821efaddc6fd9e3c