

# E-751-752

## Børns Vilkår

### Product

Børns Vilkår Empty Chairs

### Category Entered

Best of Europe: Positive Change

## ENTRY DETAILS

### ORIGINAL EFFIE PROGRAM

If you will choose a Country without an Effie Program, please select OTHER and specify the Country.

Denmark

### ORIGINAL CATEGORY

List the original category in which the campaign won a Gold or Grand Effie in.

Not applicable

### COUNTRIES PRESENTED IN THIS CASE

List the markets that this entry covers.

Denmark

### PLEASE INDICATE ALL COUNTRIES WHERE THIS WORK RAN.

List all markets where this work ran, including those markets not presented in this case.

Denmark

## INDUSTRY SECTOR

Classify your brand by one of the available industry sectors.

Non-Profit

## TYPE OF PRODUCT/SERVICE

Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.

Non-profit organisation

Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.

## INDUSTRY/CATEGORY SITUATION

Select one option for your category situation: flat, in decline or growing

Flat

## DATES PRESENTED IN THIS CASE

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From

2020 Oct 05

Date To

2020 Oct 07

## 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 Oct 06

Date To

2020 Oct 06

# EXECUTIVE SUMMARY

## MARKET BACKGROUND:

Please explain any relevant 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. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

To engage with the target group, we were faced with two main challenges: Uniting three segments (parents, professionals, politicians) and above all a zero media budget.

### **#1 Unite the target groups:**

Reaching out and engaging with over half of the Danish population with no media budget is a difficult task. Moreover, the target audience consists of three very different segments, with different interests.

Firstly, we knew it was necessary to find something they all had in common, a shared belief or a common ground, in order to successfully unite them. Secondly, we needed to create a strong but broad statement that was powerful enough to create engagement among all three categories.

### **#2 Zero media budget**

In 2018, online media marketing constituted 58% of the total advertising market with a turnover of 8 billion, according to an analysis made by the Danish Competition and Consumer Authority. With a zero media budget, we couldn't compete with these numbers and had to create something that would truly stand out - relying on earned media was needed.

The task was to create something that was so powerful and made so much noise, that it couldn't be overlooked by the media. We needed to nudge the press into covering the story.

## CASE SUMMARY:

Provide a snapshot of the effectiveness of your case. 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 "significant success"). Think of the case summary as a mini-case or an elevator speech.

The challenge: To create awareness and change regarding mental health issues among children - on a zero media budget.

The insight: Every day 75,000 kids are not in school - Leaving thousands of classrooms with empty chairs.

The idea: Design the activation to be made for news media - thereby making it impossible for central stakeholders to ignore. This was done through a silent demonstration with 500 chairs at the Danish parliament - each chair a symbol for an absent child.

Outperforming objectives:

**Reach 33% of 18-65 year olds**

The Empty Chairs reached over 65% of the Danish population (18-65 year olds). Within the first 24 hours the campaign generated an estimated earned media value of DKK +2.000.000. All with zero media investment.

### **Most talked about news of the day**

The activation owned the media news circle throughout the day. All major news outlets reported the story on their websites and social channels. The story was featured on DR and TV2 as well as Go' Morgen Danmark. Furthermore, Politiken and Berlingske, had the story on their front page.

## **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.

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

What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome? Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 375 words)

*Børns Vilkår* is a NGO offering help and guidance to children.

Their mission: That no child in Denmark should experience neglect – neither from their parents nor society. The organizations' vision is to give parents, professionals, and politicians the tools and knowledge to understand and prevent when a child is experiencing neglect, abuse or simply not thriving<sup>1</sup>

**The problem:** In 2020, the organisation released the "School's Empty Chair" report, showing that 75.000 children in Denmark don't attend school because of mental health issues. In a country of less than six million, that is one in six children - but the report wasn't getting enough attention<sup>2</sup>.

**The challenge:** We were tasked with creating a campaign that would turbo-change the issue, make news headlines and get politicians to act and create change. To tackle that, we didn't just want to talk about facts; we needed to go further, engaging those people that had the power to create change.

To achieve our goals, we were faced with two main challenges:

- 1: We needed to reach three key segments (politicians, parents, professionals)
- 2: Do it in a way that would spark a newsworthy conversation, to get us into tier 1 national news outlets.

**The catch:** To do it on a zero media budget.<sup>3</sup>

## 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: 300 words)

The target audience for the campaign was the 3,5 million adults (18–64-year olds) in Denmark<sup>4</sup>. However, looking to maximise the overall outcome with a limited budget, we decided to specifically target three segments that would be essential to achieve the campaign objectives.

**Politicians:** To make changes and create an impact, we needed to get the attention of the politicians in Denmark.

An important segment to target, as it would increase publicity and news coverage, but most importantly – create actual legislative change. This is a notoriously difficult group to engage with as they are always pressed for attention, with a wide range of stakeholders fighting to be on top of the agenda.

**Parents:** There are more than half a million parents in Denmark, whose children are still living at home.<sup>5</sup>

Parents are an important segment to target, as they can relate to the issue first-hand – some might even be personally affected by it.

**Professionals:** Companies can support the organisation as a sponsor, fundraiser or strategic business partner.

This is crucial for *Børns Vilkår*, as a non-profit organization, whose biggest income comes from donations and fundraisers.

## 1C. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE YOUR 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.

(Maximum: 275 words)

Wanting to turn the "*Tomme stole*" report into actions, the campaign's primary objective was to get politicians to act on the rising levels of neglected children in schools. To achieve this, we first needed to gain awareness and get the attention of more adults, focusing on politicians and lawmakers.

We needed to make as big of an impact as possible – on a zero media budget. To do so, we set the following objectives:

- Reach 33% of all adults in Denmark.
- Become the most talked about news of the day.
- Hijack the conversation at the opening of the Danish parliament.
- Get the issue on the political agenda.
- Most importantly: Get politicians to take action in order to reduce neglected children.

## 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 global 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.

In Denmark – voted one of the happiest countries again and again – one in six children are so unhappy they don't come to school.<sup>6</sup>

Many of these children are absent for long periods, leading to learning difficulties and lack of social skills. This issue didn't fit the narrative of the happiest country and thus didn't get the attention it needed.

## SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

- 1) Website: Bornsvilkar.dk - "om boerns Vilkaar" 06.10.20
- 2) Report: "tomme stole" - Børns vilkår, Empty chair report, 2020
- 3) Brief 2020
- 4) Website: DST.dk "befolkningstal" - danish statistics regarding number of adults in Denmark, 2020
- 5) Website: DST.dk "Familier med hjemmeboende børn" - danish statistics regarding parents with children who lives at home, 2020
- 6) Report: "tomme stole" - Empty Chair report 2020

## 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.

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

In Denmark, one in six children are so unhappy they don't come to school. Many of these children are absent for long periods, leading to difficulties in their learning. This issue didn't fit the narrative of the happiest country and thus didn't get the attention it needed.<sup>1</sup>

Research led us further: Many students shows physical indicators when they are not thriving in school. In fact, 48% of these students with a high level of absences, show physical signs such as headaches, stomach-aches, or insomnia<sup>2</sup>

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: 300 words)

It was clear that it was complex issue, but the empty chairs was a simple visual representation of a child's complex and challenging situation.

**The insight: Every single day 75.000 kids are not in school due to a wide range of issues - leaving thousands of classrooms with empty chairs.<sup>3</sup>**

Our goal was set to reach almost half of the danish population. A difficult task, especially counting the fact that *Børns Vilkår* did not have a budget for any media investment - This task required a different approach. We needed to develop an easy to understand, but still bold, idea that would provoke a public discussion while being designed to give news outlets some great imagery for both print and Im.

The following steps where set:

1. To successfully reach the three segments with one idea, we needed to find something they all had in common, a shared belief or a common cause.
2. We needed to create an "activation" that was powerful enough to own the news headlines for a day.
3. The way to get there, was to "highjack" an event, that media and politicians where already interested in. In doing so, we could "borrow" from its existing established capital.

## 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:  
20 words)

A powerful visual manifestations of children's struggles, that are making them stay home from school. Leaving classrooms with empty chairs.

## 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 global marketers, they may not be familiar with the unique nuances within the market in which your case

The event was planned in front of the Danish Parliament on its opening day, providing the perfect backdrop to attract the news and broadcasting live. To make this happen we had to apply to host a "traditional" protest and we were later told that this was the first time they had given permission to a protest with no people present.

ran. Provide them with any context here that will help them better understand your responses in Section 2.

## SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights, Strategy & Your Strategic Idea. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

- 1) Webpage: [uddannelsesstatistik.dk](http://uddannelsesstatistik.dk) - statistics regarding education, 2020
- 2) Article: [seismo.dk](http://seismo.dk) - "tomme stole: elever har bekymrende højt fravær", 05.10.2020
- 3) Børns Vilkår Report: "tomme stole" 2020

## 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?

Describe the customer experience and/or media eco-system.

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

We created a silent demonstration using 500 empty chairs set up outside The Danish Parliament on its opening day – each chair a symbol for a child staying away from school<sup>1</sup>

To emphasise our point, each chair had a handwritten statement explaining why children were staying home. Bullying, violence, abuse, or suicidal thoughts were just some of the reasons that made observers feel the problem in an emotional way - giving a voice to a group of kids that have been largely forgotten.



audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Describe why certain strategies for different markets were chosen. 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: 575 words)

To translate the objectives into an effective creative strategy we would have to design the activation, so it would be present in all the news-media for an entire day. Making it impossible for central stakeholders to ignore the problem.

Our creative strategy was designed around four key principles:

1. Focus all efforts on one singular event.
2. Leverage on a relevant contextual setting
3. Make sure the idea is "made for media"
4. Make it big through PR and social amplification

To succeed with our ambitious goal, we had to create a conversation that would start on the front steps of the parliament and continue onto the podium at the opening ceremony.

The activation was designed in a way that would make the empty chairs nearly impossible to ignore for both politicians and journalists - They would have to pass through them, when making their way into Christiansborg for the opening ceremony.

This was a serious topic, so the tonality of the activation needed to take into consideration, that even though we wanted to be heard throughout the land, we did not want to be "loud or tacky" in the way we achieved it.

Our approach needed to combine two elements:

**1. Communicate a complex story in an engaging and simple way.**

**2. Create as much noise as possible and own the news circle for a day.**

With a brief as complex as this one, it was important to unify the different elements without it getting too complicated. The message should be clear, simple to understand and highly shareable - Staging the chairs in front of the parliament was the perfect sweet spot between the two strategic points.

We created a symbol of something that can seem invisible and by writing their stories on the chairs, we gave the children a chance to speak directly to the government without being present. This activist and analogue approach made a lot of noise visually, as well as emotionally. The writing on the chairs made the stories come to life and the audience took notice.<sup>2</sup>

The campaign itself consisted of a one-day activation, set up overnight in front of the Danish parliament on the opening day. (October 6th, 2020). Doing so, we created a one-of-a-kind back-drop for one of the most news-worthy days of the year.

Media and politicians simply couldn't ignore the message as they passed by, gave interviews in front of the chairs and even read out some of the quotes.<sup>3</sup>

## 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 global 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.

## SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

- 1) See key visual
- 2) Article: [Markedsforing.dk](#) - "de tomme stole nåede ud til to millioner på 24 timer", 09.10.2020
- 3) Article: [Markedsføring.dk](#) - "de tomme stole nåede ud til to millioner på 24 timer", 09.10.2020  
*markedsføring.dk; Article in media marketing explaining the campaign reach*

## 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 **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** 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.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided.

FOR REFERENCE ONLY - THE ENTRANT'S RESPONSE TO QUESTION 1C. (OBJECTIVES/KPIS) WILL BE DISPLAYED HERE AS A REFERENCE FOR JUDGES.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY AND PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

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

(Maximum: 500 words)

The Empty Chairs significantly outperformed each of its four objectives:<sup>1</sup>

### **1. Reach 33% of 18-65 year olds.**

Within the first 24 hours the earned media value generated with The Empty Chairs was estimated to be DKK +2.000.000<sup>2</sup>

*The empty chairs reached 65%* of the Danish population (18-65 year olds) with no media budget<sup>3</sup>

### **2. Become the most talked about news of the day.**

The activation owned the media news-circle and was featured throughout the day on the biggest newsbroadcasts - prominently at both the 18.30 news on DR, the 19.00 news on TV2, as well as Go' Morgen Danmark and many others.<sup>4</sup>

Furthermore, both *Politiken* and *Berlingske* had the story on their front page and all major Danish news outlets reported the story on their websites and social channels<sup>5</sup>

### **3. Hijack the conversation at the opening of the Danish Parliament**

The Empty Chairs became the main subject at the opening of the Danish Parliament. *SF's partiformand* (Party chairman), Pia Olsen Dyhr, even rewrote her speech to address *Børns Vilkår* and the empty chairs in front of the building.<sup>6</sup> One of her main points being that they, as the political leaders, should take responsibility and help the children. Attendees were – amongst others – all the party chairmen including the Prime Minister.

### **4. Get the issue on the political agenda**

The opening debate is the biggest debate of the year, often referred to as a *"marathon debate"*, lasting up to 14 hours. The debate has a strict schedule; each party chairman has 10 minutes to express the key issues, they want to get on the agenda for the upcoming year. *Pia Olsen Dyhr spent more than half of her time expressing the importance of Børns Vilkår's campaign, reflecting upon the impact the stunt had as a political statement*<sup>7</sup>. The speech became the most used by news media to show the opening of the parliament.

The campaign significantly outperformed all of our objectives and set a high standard for what can be achieved, when creativity and contextual relevancy is combined.

## **4B. MARKETING COMMUNICATIONS RARELY WORK 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 of

Other marketing for the brand, running at the same time as this effort

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these factors in the space provided.

Societal or Economic Events (e.g. changes in economic, political, social factors)

## EXPLAIN THE INFLUENCE OF THE FACTORS YOU SELECTED ABOVE. THIS IS YOUR OPPORTUNITY TO ADDRESS WHAT ELSE WAS GOING ON TO CONVINCING JUDGES OF THE IMPACT OF YOUR CASE BY ADDRESSING THESE FACTORS.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 300 words)

### **The political landscape**

Supporting the message, a new "absence law" was put into motion, as a part of the heavily discussed "ghetto-pakke" in 2018<sup>11</sup>. The minister of education, Pernille Rosencrantz-Theil, presented this law regarding absence in elementary schools, where the parents of children with too much absence, would lose their child support and thereby a big part of their income.<sup>12</sup>

In essence, this meant that there was already a positive political predisposition towards the issue.

### **The academic report**

The Empty Chairs activation was designed to build on the release of a scientific report documenting the issue of an increasing absence in Danish schools.<sup>13</sup> The report provided a solid social scientific foundation for which to build The Empty Chairs initiative and created additional interest in the issue.

## 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 global 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.

The event has been *Børns Vilkår's* most successful campaign regarding media coverage and creating awareness and engagement regarding children's well-being.

The impact especially stands out in 3 areas:

#### 1. Focus on mental health

Since the campaign launched, we have seen an increased focus on mental health in schools and the importance of teaching children about mental disorders<sup>8</sup>

#### 2. Still relevant today

The Empty Chairs created so much attention that it was still being mentioned a year later. The political party SF referred to the event again in 2021 in a Facebook post<sup>9</sup>, where Pia Olsen Dyhr once again highlighted the importance of

acknowledging the issue from the children's perspective, helping those who are experiencing neglect or going through a difficult time.

### 3. Fewer empty chairs

According to Denmark's statistics, the number of absent children in classrooms has dropped since the release of the report and The Empty Chairs initiative<sup>10</sup>

## SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

1) Section 1; objectives

2) Grey Public: Internal Excel Spreadsheet with calculations

3) Article: markedsforing.dk - "De tomme stole nåede ud til millioner på 24 timer" 09.10.2020

4) Article: markedsforing.dk - "De tomme stole nåede ud til millioner på 24 timer" 09.10.2020

The media coverage includes:

DR1 Nyheder 18.30

TV2 Nyheder 18.00

TV News hele dagen samt andre nyheder Go'Morgen Danmark

P1

5) Article: markedsforing.dk - "De tomme stole nåede ud til millioner på 24 timer" 09.10.2020

The media coverage includes: Politiken forsiden af avisen og hjemmesiden Berlingske

6) Official livestream of the debate and SF social media platforms. 06.10.2020

7) Official government webpage - FT.dk "folketinget", livestream of the debate. 06.10.2020

8) webpage: Headpace.dk - "initiativer skolen for mental sundhed" 2020

***Headspace, an organization that offers 12–25-year-olds guidance and somebody to speak to about their problems, new initiative working together with elementary schools***

9) SF official Facebook page, a post from 2021 created by Pia Olsen Dyhr, 24.09.2021

10) According to ***uddannelsesstatistikken*** the overall absence dropped from 5,9% in 2019 to 5% in 2021. The number of students with more than 10% absence dropped from 14,2% to 11,4%

11) Official government website: regeringen.dk - "aftaler om indsats med parallelsamfund ", 09.05.19

12) Local newssite: DR.dk "Nyheder - indland, fraværssraf er skæv symbolpolitik " 06.10.20

# 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 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

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. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

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.

A zero media budget

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

## 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 global 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.

## 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.)

**Note:** If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

## 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.

Yes : Børns Vilkår shared the initiative together with the report on own SoMe platforms.

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

### SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Not Applicable

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

### ELABORATION ON SPONSORSHIP AND MEDIA PARTNERSHIPS

Provide elaboration.

No sponsorships or media partners was utilised for this campaign.

## SOURCES

### INVESTMENT OVERVIEW: SOURCING

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.

[See more sourcing guidelines here.](#)

## COMMUNICATIONS TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

### COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Events

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Public Relations

## MAIN TOUCHPOINTS

Indicate the three most important communications touchpoints, beyond the hero touchpoint selected above. If you only used one touchpoint beyond your primary touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

### MAIN TOUCHPOINT 1

*(Select one of the touchpoints from the chart above.)*

Events

## MAIN TOUCHPOINT 2

*(Select one of the touchpoints from the chart above.)*

Public Relations

## MAIN TOUCHPOINT 3

*(Select one of the touchpoints from the chart above or Not Applicable.)*

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 PLATFORMS UTILIZED IN THIS EFFORT.

Facebook

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Instagram

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LinkedIn

## 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 Work is viewed once the case has been read.**

## CREATIVE WORK (OTHER)

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the separate creative requirements document.

### CREATIVE REEL

250 MB max., mp4 format.  
Maximum of 3 minutes.

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".)



Uncle Grey\_Empty Chairs

**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 Work (Other)

### CREATIVE VIDEO SAMPLE

If you wish to upload individual samples of

creative work (instead of a single creative reel), use this field. (Optional)

## CREATIVE AUDIO SAMPLE

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)

## IMAGES OF CREATIVE WORK

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to: + Showcase work that is better seen as a still image vs. video format + Draw further attention to key creative elements.

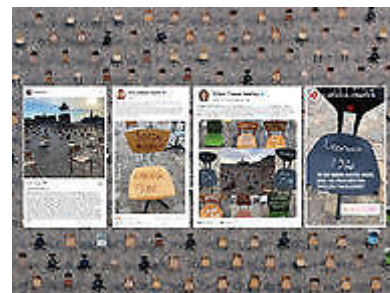
## IMAGES OF CREATIVE WORK

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



Empty chairs in front of Parliament



SoMe

## CREATIVE WORK EXAMPLES (PDF FORMAT)

Optional. Upload .PDF of creative work as submitted for judging from your original Effie submission. No more than 1 PDF file, up to 6 creative examples shown within that PDF.

# TRANSLATION OF CREATIVE EXAMPLES (if applicable)

## TRANSLATION OF NON-ENGLISH CREATIVE WORK (IF APPLICABLE)

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 JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint e83a81fc7d2fcff34bb72f4f71649c5c