

**effie**Awards  
Europe

**Effective Entry Guide**

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# SCORING

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness, and to provide separate scores analysing specific attributes on the following:

Challenge, Context & Objectives	23.3%
Insights & Strategy	23.3%
Bringing the Strategy & Idea to Life	23.3%
Results	30%



The judges' scores determine which entries become finalists and which finalists are awarded a Gold, Silver or Bronze Effie. Each level – Gold, Silver, Bronze, finalist – has a minimum score required in order to be eligible for advancement. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

NOTE: The Grand Effie trophy is awarded by a special jury that reviews the highest scoring gold winners of the year.

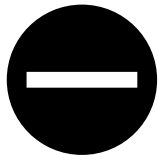
# JUDGING PROCESS



Because judges evaluate up to 20 cases, clear, concise, and cohesive entries stand out. Be sure to tell a story, linking each section of the entry form to the next. As you write, think about how you can streamline your case into an easy read for the judges.



Judges will be looking at your case with a critical eye. Think through questions they may have and address them in your case.



Judges are matched with cases that do not prove to be conflicts of interest – judges cannot score cases from a brand they work on or a competitor of that brand. It is important to provide clear context for the brand's industry, as judges may not be aware of category nuances. Limit industry jargon & define any industry terms.

## Two Phases of Judging

Round One	Final Round
<p>Each judge reviews up to 20 cases across a range of categories.</p> <p>Judges review cases across a mix of categories, without comparison to other entries in each category.</p> <p>Judges participate independently.</p>	<p>Finalists are reviewed against other finalists in the same category. Judges review up to 20 cases in a full-day group judging session.</p> <p>Judges discuss the merits of each finalist case.</p>
Both Rounds	
<p>The written case is reviewed before the creative work.</p> <p>Judges score each case individually.</p> <p>Judges provide written feedback for each case. <i>Entrants can access this feedback via the Insight Guide.</i></p>	

# TOP ENTRY TIPS

1

“Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring.”

2

“Be sure to provide context; most judges don’t know your category or what success looks like.”

3

“While all of the information is important, remember that this is read as one of many entries by judges. Go back and ensure that you are using the most impactful, focused information to help them make a decision.”

4

“The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest.”

5

“Ensure that the ‘insights’ somehow tie to a human behavior. A data point is not an insight, it’s what the data point means to your brand, target or audience that makes it an insight.”

6

“Create a strong tie between the **execution** and the **results.**”

7

“Make sure your creative reel doesn’t just reiterate what you said in your entry. Use it to complement that information.”

8

“Connect results to objectives very clearly. Don’t try to fake it and write objectives to meet existing results. We can tell and will ding you for it.”

9

“Advertising principles should apply to case studies too: write them in a way that engages judges, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!”

10

“Check for grammar, typos, math, and inconsistencies.”

# TOP ENTRY TIPS

## BEFORE SUBMITTING YOUR ENTRY...

- 👉 Judges are scoring your case in the context of the Effie category definition. It should be clear to the judges why your work is award-worthy in your Effie entry category.
- 👉 Review Process
  - 👉 Ask a strong writer or editor to proofread your case for spelling, grammar, logic flow errors, mathematical miscalculations, etc.
  - 👉 Share the case with someone who doesn't work on the brand, or even in the industry. Ask them what was unclear or where the case fell in interest.
  - 👉 Have senior team members on both the client and agency side review the case to ensure it is well-rounded in context and personality. Collaborate with partner agencies.
  - 👉 Look for past Effie judges within your company & ask them to review your entry.
- 👉 Think about what the judges may be skeptical of & address it.
- 👉 Review formatting requirements & reasons for disqualification.
- 👉 Ensure all data throughout the entry includes a specific, verifiable source.

**JUDGE ADVICE:** “Be extremely self-critical about the verbiage, story and length of your entry. The judges have limited time and are being asked to evaluate a number of different categories and cases. You have to be succinct and draw the judge in, along with sharing the results you captured through the program.”



# TOP ENTRY TIPS

## ENTERING MULTIPLE CATEGORIES

Review the definition of the category you are entering to ensure your case is eligible. Some categories require specific information to be included in your entry, and judges will deduct points if this information is not included. If you are unsure of your category, reach out to the Effie Europe team with your concerns.

Entrants can submit an effort into a maximum of:

- 4 categories for multi-market categories, with no more than 1 Industry category
- 2 categories for Best of Europe categories, with no more than 1 Industry category.

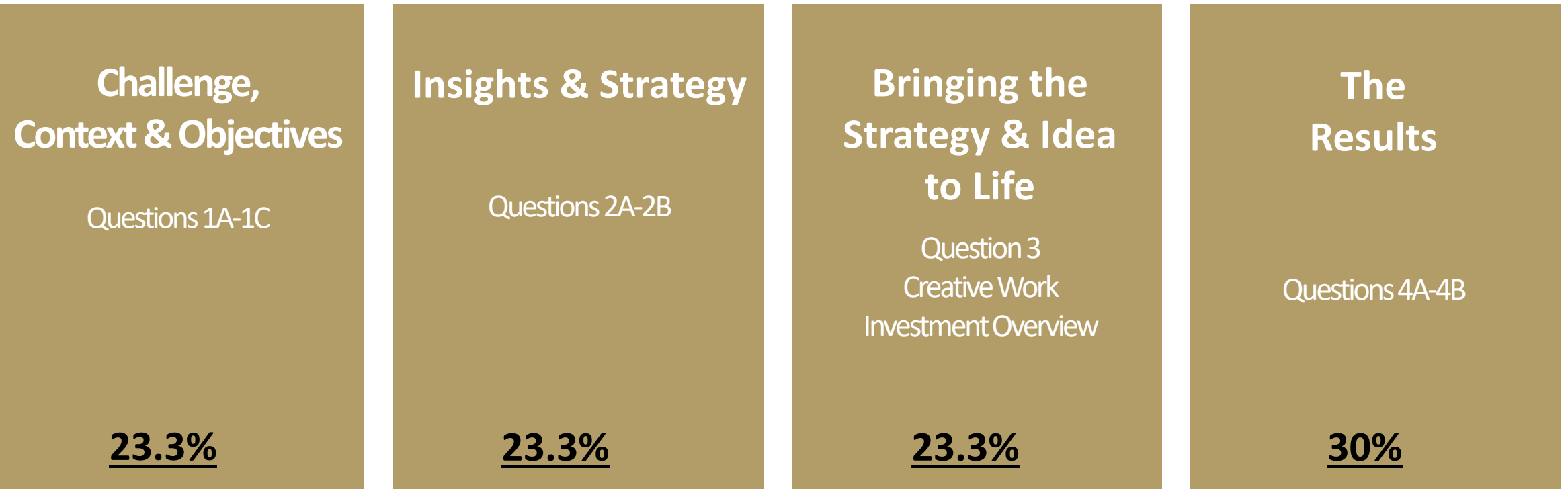
When entering multiple categories, ensure each submission speaks to the entered category. Judges evaluate effectiveness within the context of the category definition, so it is important that you clearly articulate your effectiveness in that category.

**JUDGE ADVICE:** “Craft your entry per category, instead of creating one case that fits all.”



# ENTRY GUIDANCE

Effie entries, across all rounds of judging, are judged against the below framework for marketing effectiveness. Review the following pages for advice on each of Effie's four scoring sections.





# SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

## Questions 1A-1B

This scoring section is the glue that shapes the other elements of the case. Elements are assessed for both suitability and ambitiousness within the framework of the strategic challenge.

Keep in mind that judges are looking for:

- 👉 Context that clearly frames the situation and the category, especially what success looks like in that particular category.
- 👉 The challenges of the marketing goal(s) in relation to the category, competitors, the brand's history, and/or marketplace issues or trends.
- 👉 Clear objectives & KPIs that relate to the business challenge and are not retrofitted to match the results of the case.
- 👉 Explanation of the significance of the objectives to the brand/business/cause.

Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand how big the idea was and how profound the results were. Judges may not be familiar with your brand or category, so use this space to provide them with this background.

# SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

## Questions 1A-1B

### JUDGE ADVICE



“The best cases clearly articulated the challenge for the brand, the category and competitive landscape, and what the overall goals were. They also had KPIs that aligned well to that challenge that were clearly not retro-fitted to the resulting outcome.”

“Make sure the objectives are clearly defined. If awareness is the goal, what lift were you looking for and from where to where? Leaving the goals broad makes it hard to give credit for the difficulty of the challenge.”

“Share the context completely so judges understand the situation fully. Ensure that the difficulty in achieving the goal is clear and mitigate the impact of activity outside of the campaign.”

“Be SPECIFIC and measurable with your objectives. Help the judges understand the context of that goal/objective.”

“Set measurable objectives to help evaluate if the results were actually good, great or just okay.”

## SCORING SECTION 2: INSIGHTS & STRATEGY

### Questions 2A-2C

Judges evaluate how inventive and effective the Idea and Strategy were in meeting the challenge.

Keep in mind that judges are looking for:

- 🏗️ Insights – *not just facts or observations, but what came out from the data points/research*. State your insights and explain how you came to them.
- 🏗️ An understanding of why these insights are unique to the brand and are positioned to address the brand's particular challenge and business situation.
- 🏗️ An explanation on how the insight links with the strategy, informed the strategic idea, brought to life the creative execution and ultimately, the results.
- 🏗️ A clear definition of your audience, including demographics, culture, behaviors, etc. Why is this audience important to the brand and the growth of the brand's business?
- 🏗️ The core idea or strategic build that drove the effort and led to a solution.

## SCORING SECTION 2: INSIGHTS & STRATEGY

### Questions 2A-2C

#### JUDGE ADVICE



“Insights need to feel new and different, with a sense of tension and actionability. The idea needs to take the insight and activate it in an interesting, compelling and useful way. And, most importantly, in a way that helps achieve your stated objectives.”

“The idea needs to tie directly back to the insight and not be the tactical execution that was deployed. The idea needs to be crisp, but also tell the judge enough detail so that it is easy to understand how the team arrived at this idea and why it is meaningful to the brand and campaign.”

“Find a real insight, not an audience observation or category convention. It should be a deep human truth that not only drives emotions and behavior but enables the strategic idea and creative execution to be effective and successful.”

“Ensure the strategic idea maps back to the brand.”

“Make sure that the strategy and the idea really connect to the overall concept.”

## SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

### Questions 3A-3C + Creative Work + Investment Overview

In this section, entrants should articulate the creative and media strategies (not just tactics) and how the idea and strategy were brought to life. Ensure your response details the ‘why’ behind your choices.

Keep in mind that judges are looking for:

- 👉 An understanding of how you activated your strategy (e.g. CRM programs, pricing changes, promotions) & the main marketing vehicles for your creative executions (e.g. endline, call-to-actions, format choices).
- 👉 The direct connection between the creative/media strategies and the objectives and insights.
- 👉 The importance of each channel used for the case, and how each was used – why were your creative output(s) and channel choices right for your specific audience and idea? Why did you choose these over others?
- 👉 A clear depiction of how the campaign was executed in the public marketplace. Was there a ‘path’ consumers were meant to go on, and what was it?
- 👉 The evolution and optimization of your marketing and communications over time.

Investment Overview:

- 👉 Details on budget, owned/earned/paid media, sponsorships, and all touchpoints used.
- 👉 Use the Media Budget Elaboration field to provide additional context for judges.

## SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

### Questions 3A-3C + Creative Work + Investment Overview

The creative reel is your place to show examples of your work – not repeat the written case.

Judges are required to review the written case before watching the creative reel – use the creative reel to showcase your creative work & complement your responses to Questions 3A-3C.

No results may be included in the creative reel.

**Keep in mind** that judges are looking for:

- 👉 At least one complete example of each integral touchpoint.
- 👉 The strategic idea in action – how it was brought to life.
- 👉 More creative work versus a focus on re-explaining the full written case.

JUDGE ADVICE: “The creative reel should showcase all of the work that I've just read about and want to see. I would rather clearly see the different executions over hearing setup.”



## SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

Questions 3A-3C + Creative Work + Investment Overview

### JUDGE ADVICE



“Integrate the media strategy and show how it links to the full execution and influences the creative strategy. And explain how it evolved with the campaign.”

“Give rationale for why these specific channels were selected. Why are they meaningful to the audience and the challenge? How and why did you place importance on some channels over others? ”

“Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. The more different types of creative shown, the better. I took the judging seriously and read through the written case carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life.”

“Be sure the written case and video complement each other and do not repeat each other. It isn't about the quality of the video itself but more about the content.”

## SCORING SECTION 4: RESULTS

### Question 4A-4B

Judges are looking for direct correlations between the objectives and the results of a case.

- 👏 Explain how the results impacted brand and the brand's business.
- 👏 Make a compelling argument to prove the marketing led to the results achieved.
- 👏 Provide context with historical brand data, industry benchmarks, competitors, etc.
- 👏 If you achieved additional results, explain what they were and why they are significant.
- 👏 Address other factors that could have contributed to your results, whether positively or negatively. Judges value thoughtful answers in Question 4B vs. indicating that no other factors could have impacted your case. Some entrants will use this space to prove the limited impact of these factors on the results to give the judges more confidence in the results presented.
- 👏 When key metrics are withheld without explanation, judges may assume it is because the results were weak.



## SCORING SECTION 4: RESULTS

### Question 4A-4B

Entries range from small cases in regional markets to nationwide blitzes. Judges take into account the environment in which each case exists. It is important to **include category/industry and year-over-year context**, as judges may not be knowledgeable of the nuances of your particular industry. For example, a small percentage move in a highly segmented, high-volume category may be more difficult to achieve than a large percentage change in another category. Explain your business situation to the judges.

Charts and graphs are useful tools to present your data clearly. If needed for confidential reasons, proof of performance may be indexed or provided as percentages. If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative & meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening up a new 20,000 square meter store in the region.

## SCORING SECTION 4: RESULTS

### Question 4A-4B

#### JUDGE ADVICE



“Make sure you provide context. If you show results, help the judges understand if the results are good and why. Explain what the numbers mean.”

“Don't fudge the results. Your peers will know. Honesty is more effective. We have all had wins and we have all had fails. Every campaign does not need to be perfect.”

“Be clear to articulate why the results are meaningful for longer-term impact (for the brand).”

“Tie together the story of how your work drove the results - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how.”

“Don't get caught lowballing or avoiding inconvenient other factors - judges are looking for it. Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success.”

**Wishing you success  
in this year's competition!**

Entry Questions? Email [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu)