

E-585-404

Call Girls

Product

Call Girls

Category Entered

Positive Change: Social Good - Non-Profit

ENTRY DETAILS

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From 2020 Nov 20

Date To 2021 Feb 20

Efforts that are ongoing should leave the end date blank.

Sweden

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

National

Industry Sector

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

Non-Profit

Industry/Category Situation

Select one.

Flat

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a summary for each of the items below. A one-sentence summary is recommended for each line.

The Challenge:

(Maximum per line: 20 words)

The public conversation concerning sex trade in Sweden was dictated by the accused men, trying to normalize the illegal act.

The Insight:

(Maximum per line: 20 words)

Within the public conversation around prostitution, one voice was never heard: the exploited women themselves.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Give women exploited in sex trade a voice by using a tonality that is familiar from the sex industry.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Launch a new kind of call-girls service where women who have been exploited in the sex trade are heard.

words)

The Results:

(Maximum per line: 20 words) Monthly donors increased by 62%. Total donations increased by SEK 2 million (approx. £170 000). Talita's most successful campaign ever.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

Not only were we able to give the exploited women a voice and add a necessary perspective to the public conversation, the campaign also resulted in a huge increase of both monthly and single donations. Donations that make it possible for Talita to help even more women out of sexual exploitation.

(Maximum: 100 words)

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and 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.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right

opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes?

What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?

Since 2004, Talita, a non-profit organization, has been helping women out of prostitution, pornography and human trafficking for sexual purposes and into a functioning life. The organization is utterly dependent on donations from the public.

Context to consider including:

The number of monthly donors had been static for years when Talita reached out to us. Indicating that those who cared the most already donated what they could. Every now and then, there were spikes in the statistics from one-time donations but in the end, the economical resources that Talita had were not enough to help all the women in need.

characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

In order for Talita to be able to help more women, it was clear that a broader target audience had to be reached.

The challenge however is that prostitution, generally speaking, occurs behind locked doors. Which makes it challenging for an organization like Talita to make the public understand the extent of the problem. Resulting in people turning a blind eye to the issue and hence, does not donate any money.

Despite the scarce resources in terms of media and production budget, we were determined to make more people care more about the issue and thereby donate more money to Talita.

*(Maximum: 275 words;
3 charts/visuals)*

1B. 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; it is the entrant's responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. If relevant to your case, explain how these goals relate back to the overall brand or organization'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 150 words; 3 charts/visuals).

Then, you will list out each objective individually and select the type of objective. For each objective, provide context, 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.](#)

1B. Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

The primary goal of the campaign was financial; to increase donations for the organization. Most preferably in the form of monthly donors who generate a stable income in the long run. A key factor in order for Talita to be able to plan for and perform their work with stability. We did not have a set target in terms of demographics but instead aimed to reach as many Swedes as possible.

In order to fulfill the above, increased awareness and a change in attitude regarding the issue of prostitution in Sweden was required. I.e. to make the public understand the magnitude of the problem. This in turn, given the low media budget, was dependent on the campaign receiving earned attention, in social as well as traditional media.

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

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View](#)

Purchase

guidance
here.

State Objective

State your
objective here.

(Max: 25 words)

Increase income (from monthly donations) with 20%, compared to the same period the previous year.

Context

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Maximum: 75
words; 3
charts/visuals)

Between the start, in 2014 and up until 2018, Talita's donations have been increasing slowly and steadily, with 5-10% every year. In 2018, there was a stagnation, the numbers did not move up. Indicating that the most interested in the issue already were reached. In order to reach the many people, something different had to be done.¹

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.

¹*"Between the start, in 2014 and up until 2018, Talita's donations have been increasing slowly and steadily, with 5-10% every year. In 2018, there was a stagnation, the numbers did not move up."*

The claims above are based on data the agency acquired from the founders of Talita, Anna and Caroline.

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

Judges encourage third-party data where available.

SOURCING GUIDELINES

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

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?

Commerce & Shopper

Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

During 2020, men who buy sex have been under the microscope in Sweden, as a famous TV host was convicted for buying sex, and several Swedish brothels were raided by the police. It was, finally, the talk of the town. The focus in the public conversation, however, was on the convicted men in general and the TV-host in particular, while the exploited women remained silence(d).

In other words, Talita had a window of opportunity to change the direction of the public conversation and thereby be able to capitalize on it – to help more women out of the sex trade.

The direct, communicative, target audience was the sex buyers themselves. A common way to get in contact with brothels "safely" is through call girls services. These services normally look shady and tend to advertise "real girls". Even though the last thing most sex buyers are interested in hearing is real, heart-rending personal stories from actual victims of prostitution.

We understood that we might not convince that many perpetrators to stop buying sex and donate money to Talita instead, solely as a result of calling a new kind of call girls service. The purpose of speaking directly to the perpetrators was rather to engage the many people and, as mentioned, add a well needed perspective in the public conversation.

(Maximum: 300 words;
3 charts/visuals)

2B. Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation.

We started thinking about how we could use the window of opportunity, add a necessary perspective to the public conversation and, thereby, help Talita receive more donations for their important work.

The supporting insights, dictating the creative work going forward were:

Seeing prostitution in daylight is unusual for most people. It operates in the dark, in alleyways and shady websites. Bringing it out in the light will grab people's attention and get them eager to engage with the ad in question.

How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

Speaking directly to an unusual target audience. Speaking directly to the perpetrators in public spaces making this a very eye catching approach to the general.

Real and raw stories do move people. Going back to the basics of psychology, we know that in order for people to care about an issue, they must feel some kind of closeness to it. In this case, empathy for the exposed women. Which we tried to evoke by sharing real stories from women that had been taking part of Talita's program.

(Maximum: 300 words;
3 charts/visuals)

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 20 words)

Use a tonality and visual cues associated with sex trade with an unexpected sender – an organization working against that.

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.

SOURCING GUIDELINES

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

3A. Describe the key elements of your plan that activated your strategy.

Outline any components that were active in the effort e.g. CRM program, customer experience, pricing changes as well as promotions and communications.

We did in-depth interviews with six women from four different nationalities, and condensed their lives into short, though, and heartfelt stories from the reality that often hides behind street prostitution and sex ads. The women in question then recorded their own stories.

Then, 0939-1915 was launched. The phone number, which at first seems like a regular call girl service, lets the caller choose one of several presented names. Every name offers a recording of a woman who shares some of her experiences

(Maximum: 100 words;
3 charts/visuals) of living in prostitution. Calling costs 1 euro/minute and all money goes to Talita's work.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g. endline, call-to-actions and format choices. Include any important changes that optimised the creative whilst the activity was running.

Include any important changes that optimized the creative whilst the activity was running.

(Maximum: 100 words;
3 charts/visuals)

On the first day of the campaign, we posted a series of snippets from the women's stories on Talita's Instagram. Encouraging people to listen to the whole story by calling our phone number. We prompted people to spread the number, and our social media post went viral.

On the day of the launch and three weeks forward, our campaign could be seen on 2000 digital billboards all across Sweden and in print ads in some of Sweden's biggest newspapers. In addition, a sketchy pickup truck drove around Stockholm, encouraging people to call 0939-1915. Thereafter, the campaign continued in social media.

3C. Outline the rationale behind your communications strategy and channel plan. Explain how the integral elements worked together to drive results.

If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 400 words;
3 charts/visuals)

Again, the main goal was to increase donations by giving voice to the silenced in the public conversation – women exploited in sex trade. In order to cut through the noise and grab people's attention, we ended up using a rather surprising creative approach; visual cues and a tonality associated with sex ads. Most likely, clashing that creative approach with Talita as a sender served its purpose and made people want to share the campaign in their own channels. The same logic can, naturally, be applied to journalists choosing to pick up the story in traditional media.

Apart from the assets themselves, the social and traditional media coverage made more people more willing to call the number. Just by calling, money was being donated. But, more importantly, the likelihood that people would be moved enough to become monthly donors increased with every phone call made. Hence, we continuously pushed the number throughout the whole campaign.

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how

you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDELINES

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. Do not include results beyond **the eligibility period**; this is grounds for disqualification.

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY, COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, 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 1B, 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 (**1 January 2021 - 31 March 2022**).
- 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)

By giving the term *call girls* an entirely new meaning, we created the most successful campaign in Talita's history. It received huge coverage in both social and traditional media. Already on the first day, Talita's Instagram posts had been shared thousands of times.. The great commitment made famous Swedes – such as Zara Larsson – spread the number unpaid in Instagram stories and their feeds. By the time it was over, it had been shared about 10k times on Instagram. Call Girls spread from social media to traditional and was covered by The Independent, British Metro, Yahoo, Adweek, Muse by Clio, Elle, and all major Swedish news outlets.

Thanks to all the earned media we received, new target audiences could be reached. During the campaign period (November 2020-February 2021), Talita reached 4,6 million Swedes (Notified), which makes up about 80% the adult (20-65) population. During the same period the year before, Talita had a reach of 0,2 million, making up 3,5% of the target audience.

Thousand of phone calls were made, hours of raw stories were told, millions of people were reached by our message – but did it lead to more donations in general and monthly donors in particular? Yes, it did. Total donations increased by SEK 2 million (approx. £170 000). Monthly donors increased by 62% (February - May 2021 compared with the same period in 2020). Before the campaign, the income from monthly donors had been static for years. In addition, the In line with our initial insights; combining an attention grabbing and unexpected surface with real and raw stories was a recipe for success.

All reach data stems from Notified and all the donation data is from Talita themselves.

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

1

Objective Type

- You may have more than one objective of the same type.
- Unsure which objective

Purchase

Question 1C and re-order your objectives using the 'nudge' button.

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

type to select? View guidance here.

State Objective

State your objective here.

(Max: 25 words)

Increase income (from monthly donations) with 20%, compared to the same period the previous year.

Context

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

Between the start, in 2014 and up until 2018, Talita's donations have been increasing slowly and steadily, with 5-10% every year. In 2018, there was a stagnation, the numbers did not move up. Indicating that the most interested in the issue already were reached. In order to reach the many people, something different had to be done. ¹

State Result

State your corresponding result here.

The sum of the monthly donors increased with 62% (February - May 2021 compared with the same period in 2020).

Context

Explain, with category, competitor, and/or prior year

Monthly donors make it possible for Talita to plan for and execute their support-programme with stability and foresight, something the founders especially point out as crucial. They share this ambition with a

context, why these results are significant for the brand's business.

lot of other NGO's. About 50% of people who give money to charity do it monthly, a number that has been steadily decreasing ever since 2016. In line with competitors, Talita experienced this and tried to turn the trend, without success.

(Maximum: 75 words, 3 charts/visuals)

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.

Total donations increased by SEK 2 million (approx. £170 000) according to Talita's own donation data.

(Maximum: 150 words, 3 charts/graphs)

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence of these factors in the space provided.

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

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however,

In May 2020, the well-known sex-buying scandal with a TV-host took place, which led to a temporary rise in one-time donations to Talita. However, it did not lead to an increase of monthly donors. In October, the month before the campaign went live, the total levels of donations were as in April, the month before the incident. Given that, the increased number of monthly donors can be

we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

considered to have a direct connection to the campaign, and not to the scandal. With that being said, we cannot fully disregard the fact that previous scandal made it easier for us to make people feel the relevancy with our creative campaign.

Overall, more people choose to give more money to charity, donations from the public increased with 9% in 2021, compared to 2020, according to Giva Sweden. This may have impacted Talita as well, however, it is far from the full explanation.

Section 4: Sourcing

Provide sourcing for all data provided in Section 4. You may not use this field to add additional content/information aside from sources of data.

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.

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & 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 2021 - 31 March 2022) and prior period.

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:

Under €50 Thousand

Competition Year

Paid Media Expenditures (Prior Year)

Campaign Period:

Under €50 Thousand

Prior Year

Compared to other competitors in this category, the budget is:

Less

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

About the same

Budget Elaboration:

The media budget was about 100 USD. Talita got huge discounts on Clear

Provide judges with the context to understand your budget.

Channel and in print such as Expressen. Then, we had our own channels, with quite a small but very loyal following, eager to share our posts. Most importantly, the campaign got viral in social media and then got covered by traditional media. Making the total media impressions worth about 200 000 USD.

What was the balance of paid, earned, owned, and shared media?

What was your distribution strategy?

Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

Production & Other Non-Media Expenditures

Select one.

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

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

The campaign was completely pro-bono from the agency side.

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

If owned media platforms were selected on the Communications 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 communications touchpoints chart.

Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.

Yes : Yes. By creating shareable content carefully crafted for the medium, Talitas's Instagram post was shared over 600 times on the day of the launch. The great commitment made famous Swedes – such as Zara Larsson – spread the number unpaid in Instagram stories and their feeds. Call Girls spread from social media to traditional and was covered by The Independent, British Metro, Yahoo, Adweek, Muse by Clio, Elle, and all major Swedish news outlets.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

Not applicable.

(Maximum: 100 words)

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.

**SOURCING
GUIDELINES.**

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. – Audio Ads

Digital Mktg. – Content Promotion

Digital Mktg. – Influencers

Digital Mktg. – Mobile

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

OOH – Billboards

OOH - Transportation

Print - Newspaper

Public Relations

Influencer/Key Opinion Leader

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.

Digital Mktg. – Social: Organic

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Audio Ads

Main Touchpoint 3

#3 Most Integral
Touchpoint

OOH – Billboards

SOCIAL MEDIA PLATFORMS

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

Social Media Platforms

Select all that apply, or
select Not Applicable.

Instagram

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 Investment Overview. 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

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.



TALITA_CALLGIRLS
OK

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.

Creative Examples Presented in the Creative Reel - Select All

Digital Mktg. – Audio Ads

Digital Mktg. – Influencers

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

OOH – Billboards

OOH – Other Outdoor

Print - Newspaper

Influencer/Key Opinion Leader

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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.

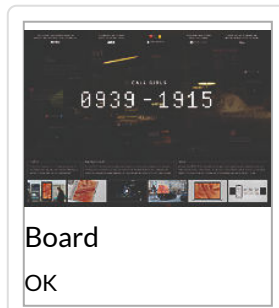
Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

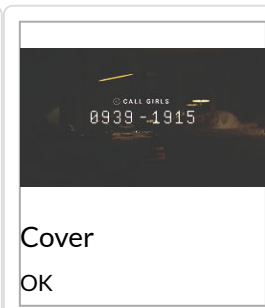
+ Draw further attention to key creative elements

Images of Creative Work

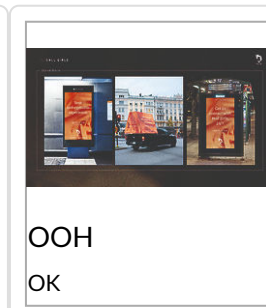
Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.



Board
OK



Cover
OK



OOH
OK



Print
OK

Technical Requirements:
.jpg/jpeg format



SoMe
OK

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.

Printed 2023-06-29 08:25:38 +0000

With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint b84d8c5677faf2d0d205d02153d2177a