

# 2024 Effie Awards Europe

## CATEGORY OVERVIEW

### CATEGORY LIMIT

**Multi-market categories:** efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be an Industry category. You are not required to enter an Industry category – you may enter four specialty categories instead.

**Best of Europe categories:** efforts can be entered into a maximum of two categories. Of those two categories, only one category submission may be an Industry category. You are not required to enter an Industry category – you may enter two specialty categories instead.

Each entry should be customised to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & express difficulty in effectively evaluating a case when an entry wasn't tailored for the entered category.

You will need to complete a separate entry form and pay the entry fee for each additional category.

The Effie Awards reserves the right to re-categorise entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Europe competition.

### INDUSTRY CATEGORIES

Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list.

You may only enter one industry category per effort; though it is not required to enter an industry category.

### SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. When entering into any of these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

# MULTI-MARKET CATEGORIES

## INDUSTRY CATEGORIES

- **Automotive.**

This category includes vehicles as well as aftermarket.

- Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

- **Electronics, Gaming & E-Sports.**

Devices may be aimed at consumers or businesses - TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

- **Fast Moving Consumer Goods (FMCG).**

Fast-moving consumer goods including household goods, office products, beauty and personal care, fashion & accessories, pet care, etc.

Examples:

Cleaning products, waxes, detergents, floor-care products and services, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, pet care.

Products and services focused on beauty, which includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc. Personal care products such as soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, diapers, etc.

Fashion & Accessories: apparel, accessories, jewelry, styling services, clothing rentals, eyewear and footwear.

- **Food and Beverage.**

All food and beverage products, including fresh, packaged and frozen food; snacks; desserts; alcoholic and non-alcoholic beverages.

- **Government and Public Service.**

Municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

- **Health & Wellness.**

Health and wellness products and services that can be directly purchased by a consumer with or without physician involvement. Efforts may also be targeted to physicians or healthcare professionals. Also including work related to health insurance, dental and medical care services. Additionally, work that focuses on health education and disease awareness programs for healthcare professionals, patients and/or consumers.

- **Media, Entertainment & Leisure.**

TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

Plays, museums, immersive experiences, music organisations and festivals, concert series, cultural festivals, theater festivals.

Includes all forms of entertainment. e.g. apps, movies, programming (TV, online, radio), books, DVDs, video games, board games, etc. Sporting events such as Wimbledon, sports teams, etc.

Recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

- **Product/Service Launch.**

For a campaign which has achieved a highly successful product or service launch. The marketing must have been key to the success of the launch.

- **Retail.**

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise, including department stores; online retailers; clothing, fashion, shoes or jewelry stores; food retailers; movie/book stores; furnishings and design retailers, discount/bulk retailers; home & garden stores, pet care; toy stores; specialty stores; convenience stores, etc.

- **Services.**

(Includes the previous internet and telecom category) Financial products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including credit cards, charge cards, debit cards, home banking, loans, mobile payment services, mortgage, mutual funds, etc. Includes services such as mobile network providers, high-speed Internet access services, online services, delivery

services, consulting, accounting, legal, employment, realtors, domestic services, etc.

- **Travel, Transport & Tourism.**

All modes of transportation such as air, train, bus, taxi, subway systems, rideshares services, bike shares, car rentals, ferries, as well as all forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

## **SPECIALTY CATEGORIES**

- **Artificial Intelligence (AI)**

This category aims at recognising the use of AI technology to improve marketing effectiveness.

The use of AI in a campaign may concern the creative process, implementation, content creation, personalization of communication, audience targeting, analytics and innovation. Entrants should illustrate how AI drove effectiveness, from initially motivating audiences to ultimately driving consumer behaviour.

NB: Employing content generated in Midjourney or similar tools without strategic justification is inadequate for entering a specific campaign into this category. The same principle applies to the use of solutions that optimise media campaigns.

- **Brand experience.**

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life - either literally or virtually - and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality - it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants must address how the brand experience related back to the overall brand strategy.

- **Business-to-business.**

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

- **Commerce & Shopper.**

This award will honour the most effective integrated efforts designed to engage the shopper and guide the purchase process online and / or in-store.

- Eligible efforts include those for single or multiple brands, and/or for a category solution.
- All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc.
- The award will be given to the efforts that best demonstrated how they effectively connected with the shopper, influenced along the path to purchase, and inspired to become a buyer.

- **Corporate Reputation.**

This category is for efforts that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

- **Crisis Response / Critical Pivot.**

This award is for brands that effectively pivoted their marketing programme or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.). These shifts can be internal to the business or external. Entrants will need explain the shift to the judges, how it has impacted the business, frame for the judges how the business approach has changed in response and how has the marketing strategy adjusted to secure a successful outcome for the business/brand. It will be important for the entrants to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

- **Marketing Innovation Solutions.**

In this category, innovative single marketing & business activities or entire marketing programmes will be awarded. You can submit any actions or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication

was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; operation change; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

- **Media Strategy & Idea.**

This category recognises those efforts that were lead by media thinking. The award honours media led strategic thinking and ideas that are powerful enough to become the genesis of the communications programme itself. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea or media strategy drove the entire effort. All efforts driven by the media strategy and/or idea are eligible to enter. Examples:

- Media Strategy – Cases where media planning and strategic approach spearheaded the effort.
- Content Led – Cases led by a content idea.
- Data Driven Insights – Cases led by a data driven insight.
- Tech Led – Cases led by a technology idea.
- Media Idea Led – Cases led by a Media Idea other than those listed above.

- **Seasonal/Current Events.**

Seasons, holidays and current events allow marketers the opportunity to build strategic marketing efforts based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday, or cultural event to drive results for their business. This category also includes efforts that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g., elections, World Cup, Olympics, economics, etc.).

- **Small Budget.**

Cases eligible for this category must represent the only communications efforts for this brand during the

qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows: €1 million.

- **Social Media.**

This category is for efforts that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. This could include efforts that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals.

Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

- **Sustained Success.**

Product or service marketing efforts that have experienced sustained success for 3 or more years are eligible for entry.

Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

**\*A separate entry form and different creative requirements are required for the Sustained Success category.**

## POSITIVE CHANGE CATEGORIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing. The program has two tracks - Environmental and Social Good.

### Positive Change: Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

Winners of this award showcase how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service or action.
- **Trial** – Trying the sustainable product, service or action for the first time.
- **Product/Service Substitution** – Switching to a more sustainable product, service or action.
- **Change in Use** – Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

#### Environmental – Brands

Recognising brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

#### Environmental – Non-Profit

Recognising non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing.

# POSITIVE CHANGE CATEGORIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

## Positive Change: Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse, equitable and inclusive society, creating equal opportunities at work and in wider society for all members of our society.

Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Enter your case into one of the following categories:

### Social Good – Brands:

Recognising brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

### Social Good – Non-Profit:

Recognising non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

# BEST OF EUROPE CATEGORIES

## INDUSTRY CATEGORIES

- **Best of Europe: Automotive.**

This category includes vehicles as well as aftermarket.

- Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

- **Best of Europe: Electronics, Gaming & E-Sports.**

Devices may be aimed at consumers or businesses - TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

- **Best of Europe: Fast Moving Consumer Goods (FMCG).**

Fast-moving consumer goods including household goods, office products, beauty and personal care, fashion & accessories, pet care, etc.

Examples:

Cleaning products, waxes, detergents, floor-care products and services, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, pet care.

Products and services focused on beauty, which includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc. Personal care products such as soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, diapers, etc.

Fashion & Accessories: apparel, accessories, jewelry, styling services, clothing rentals, eyewear and footwear.

- **Best of Europe: Food and Beverage.**

All food and beverage products, including fresh, packaged and frozen food; snacks; desserts; alcoholic and non-alcoholic beverages.

- **Best of Europe: Government and Public Service.**

Municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

- **Best of Europe: Health & Wellness.**

Health and wellness products and services that can be directly purchased by a consumer with or without physician involvement. Efforts may also be targeted to physicians or healthcare professionals. Also including work related to health insurance, dental and medical care services. Additionally, work that focuses on health education and disease awareness programs for healthcare professionals, patients and/or consumers.

- **Best of Europe: Media, Entertainment & Leisure.**

TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

Plays, museums, immersive experiences, music organisations and festivals, concert series, cultural festivals, theater festivals. Includes all forms of entertainment. e.g. apps, movies, programming (TV, online, radio), books, DVDs, video games, board games, etc. Sporting events such as Wimbledon, sports teams, etc. Recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

- **Best of Europe: Product/Service Launch.**

For a campaign which has achieved a highly successful product or service launch. The marketing must have been key to the success of the launch.

- **Best of Europe: Retail.**

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise, including department stores; online retailers; clothing, fashion, shoes or jewelry stores; food retailers; movie/book stores; furnishings and design retailers, discount/bulk retailers; home & garden stores, pet care; toy stores; specialty stores; convenience stores, etc.

- **Best of Europe: Services.**

(Includes the previous internet and telecom category)  
Financial products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including credit cards, charge cards, debit cards, home banking, loans, mobile payment services, mortgage, mutual funds, etc. Includes services such as mobile network providers, high-speed Internet access services, online services, delivery services, consulting, accounting, legal, employment, realtors, domestic services, etc.



- **Best of Europe: Travel, Transport & Tourism.**

All modes of transportation such as air, train, bus, taxi, subway systems, rideshares services, bike shares, car rentals, ferries, as well as all forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

## SPECIALTY CATEGORIES

- **Best of Europe: Artificial Intelligence (AI)**

This category aims at recognising the use of AI technology to improve marketing effectiveness.

The use of AI in a campaign may concern the creative process, implementation, content creation, personalization of communication, audience targeting, analytics and innovation. Entrants should illustrate how AI drove effectiveness, from initially motivating audiences to ultimately driving consumer behaviour.

NB: Employing content generated in Midjourney or similar tools without strategic justification is inadequate for entering a specific campaign into this category. The same principle applies to the use of solutions that optimise media campaigns.

- **Best of Europe: Brand experience.**

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life - either literally or virtually - and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality - it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants must address how the brand experience related back to the overall brand strategy.

- **Best of Europe: Business-to-business.**

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

- **Best of Europe: Commerce & Shopper.**

This award will honour the most effective integrated efforts designed to engage the shopper and guide the purchase process online and / or in-store.

- Eligible efforts include those for single or multiple brands, and/or for a category solution.
- All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc.
- The award will be given to the efforts that best demonstrated how they effectively connected with the shopper, influenced along the path to purchase, and inspired to become a buyer.

- **Best of Europe: Corporate Reputation.**

This category is for efforts that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

- **Best of Europe: Crisis Response / Critical Pivot.**

This award is for brands that effectively pivoted their marketing programme or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.). These shifts can be internal to the business or external. Entrants will need explain the shift to the judges, how it has impacted the business, frame for the judges how the business approach has changed in response and how has the marketing strategy adjusted to secure a successful outcome for the business/brand. It will be important for the entrants to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.



- **Best of Europe: Marketing Innovation Solutions.**

In this category, innovative single marketing & business activities or entire marketing programmes will be awarded. You can submit any actions or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; operation change; introduction/change of a Loyalty program, etc.

- **Best of Europe: Media Strategy & Idea.**

This category recognises those efforts that were lead by media thinking. The award honours media led strategic thinking and ideas that are powerful enough to become the genesis of the communications programme itself. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea or media strategy drove the entire effort. All efforts driven by the media strategy and/or idea are eligible to enter. Examples:

- Media Strategy – Cases where media planning and strategic approach spearheaded the effort.
- Content Led – Cases led by a content idea.
- Data Driven Insights – Cases led by a data driven insight.
- Tech Led – Cases led by a technology idea.
- Media Idea Led – Cases led by a Media Idea other than those listed above.

- **Best of Europe: Positive Change**

- **Positive Change – Brand:** Recognising brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social and/or environmental/sustainability cause (health, education, community, family, etc)
- **Positive Change – non-profit:** Recognising non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and/or the environment and successfully contributed back to the organization's purpose.

- **Best of Europe: Seasonal/Current Events.**

Seasons, holidays and current events allow marketers the opportunity to build strategic marketing efforts based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday, or cultural event to drive

results for their business. This category also includes efforts that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g., elections, World Cup, Olympics, economics, etc.).

- **Best of Europe: Small Budget.**

Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows: €1 million.

- **Best of Europe: Social Media.**

This category is for efforts that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. This could include efforts that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals.

Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

- **Best of Europe: Sustained Success.**

Product or service marketing efforts that have experienced sustained success for 3 or more years are eligible for entry.

Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. media idea or media strategy drove the entire effort.

## CONTACT US

If you are unsure in which category to enter, please email Francesco Bottegal at [francesco.bottegal@eaca.eu](mailto:francesco.bottegal@eaca.eu) with a brief description of the campaign you wish to enter followed by your questions.