E-1228-044

Lost the Pot

Product	Category Entered
Pot Noodle	Best of Europe: Food & Beverage

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

This year's eligibility period runs from 1 January 2023 - 31 March 2024. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe and no results may be included after the end of the eligibility period. Review full eligibility information at the **Effie Europe website.**

Sustained Success Entries: Data presented must be isolated to Europe & entries in this category must include work and results that date back to at least 2021, also including the current competition year. Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year and describe how/why change occurred over time, including the current competition year.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/23-31/03/24. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame.
  Results directly tied to work are eligible throughout the entry season (no date cut-off).

- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **SAMPLE CASE STUDIES**

ENTRY DETAILS

NATIONAL EFFIE PROGRAM

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

Effie United Kingdom

ORIGINAL CATEGORY

List the original category in which the

Social Media

campaign won a Gold or Grand Effie in.

COUNTRIES EFFORT RAN IN

United Kingdom

INDUSTRY SECTOR

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

Food & Beverages (Non-Alcoholic)

TYPE OF PRODUCT/SERVICE

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

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

Packaged Instant Noodles

CATEGORY SITUATION

Select one.

Growing

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	2022-07-18
Date To	2022-10-31

DATES EFFORT RAN (for full span)

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From	2022-07-18
Date To	2022-10-31

EXECUTIVE SUMMARY

MARKET / LOCAL NUANCE 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.

The UK is a mature, well regulated advertising market. Companies and consumer bodies frequently hold business to account through the regulator, or the courts if a claim is false or misleading. While the regulation has created an environment where advertising and advertisers are broadly trusted, it is understood that marketing departments will present products in their best light. As a consequence most marketing communications single-mindedly focus on finding the area they can claim their brand is 'best' at within the limits of regulation, then hammer it home repeatedly. This has created some scepticism amongst UK consumers about marketing claims.

In this context of healthy scepticism, for a brand to come out and simply, and bluntly acknowledge the (negative) truth about their products is sufficiently disruptive to be noteworthy. This case explores the benefits of taking such an approach.

The Challenge:

(Maximum per line: 20 words)

Re-launch a new "Lost the Pot" Noodle when consumers had already tried and hated the old version (it was rubbish).

The Insight:

(Maximum per line: 20 words)

We'd failed, publicly. Pot Noodle's audience like nothing more than seeing 'experts' taken down a peg. We'd embrace that.

The Strategic Idea/Build:

(Maximum per line: 20 words)

Eat humble pie to gain attention.

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words)

“No longer Crap...Now with flavour”

The Results:

(Maximum per line: 20 words)

Marketshare increase 3%-7%

Y1 Sales target achieved 6 months

21% penetration increase

Incremental revenue ROI 2.6:1

OrganicReach 1.5m, engagement 22.7%

Case Summary:

Provide a snapshot of the effectiveness of your case. Summarise 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.

In 2020/21 our first attempt to launch Lost the Pot failed because the product tasted rubbish, alienating Pot Noodle fans and retailers who’d tried us.

In 2022 we had a delicious product and small budget. We tried a “genius” strategy of telling the truth, celebrating that our product was ‘No longer crap’.

It worked, increasing household penetration by 21% [Kantar], a sustained 50% increase in sales, a 38% increase in market share in our chosen retailer Asda, [Nielsen] and a strong organic engagement rate of 22.7% in our social channels. [Sprinklr] With an overall revenue ROI of 2.6:1 [Unilever].

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

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

(Maximum: 100 words)

This campaign played to the strengths of social media and community management on a low budget to deliver business impact, not just social success. Paid and organic social activity was the only activity in market. We increased household penetration by 21% [Kantar], delivered a sustained 50% increase in sales, a 38% increase in market share in our chosen retailer Asda, [Nielsen] and a strong organic engagement rate of 22.7% in our social channels. [Sprinklr] With an overall revenue ROI of 2.6:1 [Unilever].

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

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

1A. Before your effort began, what was the state of the brand's business and the 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?

Context to consider including: 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.

Pot Noodle is a leading instant noodle brand in the United Kingdom, made in Crumlin, Wales, and sold nationally. It's a big deal – the leading brand in potted instant noodle. Famously delicious, affordable, and filling, eaten as a quick and satisfying meal or snack by millions of people every year.

The original creators of the brand obviously couldn't conceive of a future without pots, but this was the market we wanted to tap into – block noodle. Without the same portability or convenience as a Pot Noodle (you need your own pot to cook it in) this category is used more for in home consumption, and typically bought in bulk and at a lower price point.

Dominated by Batchelor's Super Noodles, our first attempt to enter the market in 2021 with Lost the Pot V1 had performed poorly - receiving vocal and very negative feedback from those who tried it – with an average review rating of less than 2/5 on retailer sites.

By 2022, Lost the Pot was in danger of being de-listed from sale in all major grocers.

The failure of our 2021 product had left us with the following legacy challenges:

- We could not re-brand – this would not be cost-effective, and we did not have the budget
- We could not rely on significant paid investment to buy reach – our A&P budget was slim, reflecting the 'last chance' nature of our initiative
- We could not change our audience (category buyers) as they were essential to drive sufficient volume to avoid delisting – we needed to appeal to the same groups we'd already alienated

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

Category buyers are typically time poor British parents, families and workers, often lower income, but not always.

Lost the Pot is a quick, no-nonsense convenient and tasty snack. You just add (or stir in) to boiling water. It's filling and requires minimal prep time.

We simply needed them to add Lost the Pot to their repertoire as another handy option to feed the kids or themselves. Our major challenge was that many had already tried the previous version of Lost the Pot and disliked it – very vocally.

audience, or both. What perceptions or behaviors are you trying to affect or change?

"The vegetable one tasted like garbage water"

"Chicken one tasted like puke"

"They were absolutely awful! Put them out for my seagull pals and they too spat them out."

"I used to live on these things and now the mere thought of eating one fills me with anxiety."

We had to shift this perception. How?

Our core audience of typically lower income, time poor working Brits appreciate humour, and they also appreciate honesty from big companies.

Time and time again this audience has been screwed over or outright lied to by politicians, big business or other authority figures – meaning they view the world with a healthy dose of skepticism, particularly enjoying experts being taken down a peg. [*Outsiders Insight*] They're active on social media, and often decide who to trust based on what their social circle define.

In our favour, the new product was straight up delicious. In testing, 95% of consumers preferred the taste of our new product VS the old.

We didn't have anywhere to hide, nor did we want to.

1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

Provide context, including category background, for why

By 2022, Lost the Pot was in danger of being de-listed from sale in all major grocers.

the objectives were important for the brand and growth of the business.

NOTE: Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).

Our commercial objectives were shaped by this context. In the instant noodle category, Block noodles (dominated by Batchelors) were seeing higher growth than Pot noodles. (Dominated by us).

We needed to get a foothold in this fast-growing category, and our commercial objectives reflected this.

Business objectives

1) Market share increase of block noodle from 3% - 5% by 2023

2) Leading to an Incremental turnover value increase of £0.7m Y1 £1.8m year 2

3) By proving success, secure additional listings in other retailers

Benchmarking was based on prior product launches in adjacent categories. We would measure and prove success through a combination of Nielsen, Retailer and Unilever sales analysis.

To achieve these commercial objectives we needed to grow penetration. Our modelling indicated that we needed to achieve 15% to grow our turnover target. This defined our Marketing objective.

Marketing objective - 15% Penetration of Category buyers for Lost the Pot

Benchmarking for target penetration was based on prior product launches in adjacent categories that achieved similar market share growth. Driving mental availability is key to grow penetration in any FMCG category. Given our budget, 20% target audience reach was a stretch but achievable. Our normal Nutrition engagement benchmark was 3%.

This in turn determined our communications objective for the campaign;

Campaign objective - Drive target audience reach and engagement using paid and organic media

KPI 20% TA reach, engagement rate above benchmark (3%).

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 European marketers, they may not be familiar with the unique nuances within

For FMCG products to achieve significant volume targets in the UK typically requires a strong relationship with one or ideally all of the major UK retailers. Proving success in one can often open up fruitful conversations with the others. Equally, a story of failure in another major retailer makes it less likely a product will achieve listing. Given previous failures, the pressure was on to show commercial success fast.

the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

DATA SOURCES: SECTION 1

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. Judges encourage third-party data where available. We recommend each source include the following information: Source of Data/Research, Type

Nielsen 13th August 2022. LTP share of block noodle sub-category in ASDA last 4 weeks vs MAT.

Nielsen 13th August 2022 LTP rate of sale in ASDA new vs old products average across the three SKU's.

Kantar block noodle penetration data 4th September 2022

Sprinklr, Social platform analytics and results

Rival IQ, Social media category benchmarks

Mindshare, media performance data

Unilever Sales data

Outsiders Insight, Working class research

of Data/Research, Dates Covered. Do not include agency names or outline additional information in your sources.

SECTION 2: INSIGHTS & STRATEGY - 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 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 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.

Our previous product was awful.

The new one was good.

Our audience hate bullshitters.

We had no money to buy attention (or credibility) with scale

So we'd earn it by coming clean.

There'd been a trend of brand 'apologies' a few years back - famously Carlsberg had 'apologized' for poor product quality with premium, exquisitely shot, subtle homages to Nordic noir. KFC too had finally admitted their fries weren't tasty.

But we'd go one further.

To do this, our strategy was to first hold the so-called marketing 'experts' (us) responsible for the failure first time around to account, as there's nothing our audience likes more than to see 'experts' being taken down. [Outsiders Insight]

Then, we'd parody the sort of saccharine, recessive marketing claims our audience are deluged with. We'd own our mistake in the hope they'd give us and

our now delicious noodles a second chance. Owning our mistake needed a creative leap to take us away from the conventions of brand apologies.

We'd celebrate the fact that 'Lost the Pot' was …

"NO LONGER CRAP…

NOW WITH FLAVOUR".

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.

Radical honesty - we'd come clean about our failure last time, celebrating that Lost the Pot is no longer awful.

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

Being blunt and to the point is celebrated in Britain, particularly when you're being self-deprecating about it. It also stands out amidst the sea of sophisticated, slick, clean and dull content that many brands pump out.

DATA SOURCES: SECTION 2

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

Nielsen 13th August 2022 LTP rate of sale in ASDA new vs old products average across the three SKU's.

Kantar block noodle penetration data 4th September 2022

Sprinklr, Social platform analytics and results

Rival IQ, Social media category benchmarks

Mindshare, media performance data

Unilever Sales data

Outsiders Insight, Working class research

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

This section relates to how and where you brought your idea to life – this might include one or more of the following: brand experience, communications, packaging, a piece of technology, a product extension, a retail space (in-store or stand alone), a promotion or media sponsorship or partnership, an operation change, a loyalty program, a partnership, etc. Whatever it was you created to solve the business/organisational challenge/opportunity you were facing.

Judges are looking to understand why you chose to do what you did and how it related to your strategy and audience. Judges will provide their score for this

section based on this rationale, the additional information you provide in the Investment Overview, and the creative output and/or other materials you created to bring the idea to life internally or externally as presented in the reel and accompanying images. Please provide visuals of every key touchpoint in your activity. Between the creative examples and your response to this question, the judges should have a clear understanding of how you brought the idea to life and how the creative elements and/or other materials you created worked together to achieve your objectives. View detailed creative requirements here.

3. How did you bring the idea to life? Explain your idea and your overall communications strategy. Describe the customer experience and/or media eco-system. If applicable, how did you optimise and adapt the strategy?

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Our campaign ran in two phases, both focusing on social media as the critical channel to re-build trust and grow broader awareness with category buyers.

The first phase began with a public apology to our fans as the new product hit the shelves through our social channels made by “Head of Workplace Flavour Disasters” Jerry Nöhdellberg which accumulated a whopping 65k engagement in 14 days. We boosted this with paid once we saw it was kicking off, but the majority of reach was organic.

This was followed up by a series of leaked emails one which included receiving an OOO response from our “Head of Flavour” Steve, (who we dubbed Annual Steve) as well as a website refresh.

We also carried out obviously fake consumer research groups again shared via social, that indicated people did not like the taste of cardboard, sharing our conclusion that after extensive research and data collection, Lost the Pot Inc. had an epiphany – people wanted food to taste of something. Anything.

We then launched phase two: Lost the Pot Noodles, No longer Crap, Now with Flavour, promoting our core message in digital and social display channels, and taking up the bulk of our paid media budget.

To drive reach we needed to stand out creatively everywhere our budget could take us. For our audience this was primarily static formats in Facebook, Instagram and Twitter. We’d also engage our active and passionate community through these same channels using our content and community management team.

We also needed to share pack image and range to ensure consumers could easily make the connection with this relatively new product and format.

And we needed to be noticed it amidst the sea of pack shots that already deluge our audience. Which meant being very single minded. And blunt.

We used our community management team to share our "revolutionary" strategy with the world. We reached out to "bland" brands such as dried pastas, Weetabix and so on, suggesting they try adding flavour. We using our community management team to create a conversational tone for this content, investing to boost these posts too.

We created classic HR inspired posters illustrating our "360-approach to flavour", alongside pack shots and promoted them through paid digital/ social formats.

Our combined brand, creative, community management and media team identified top performing posts and other content through the campaign then redeployed budget in flight to drive greater reach.

This was enabled by Unilever's unique DMC structure that blends agency, brand teams and Unilever channel experts in cross functional project teams who're able to respond at the speed of culture.

We essentially crushed failure and sprinkled it all over our noodles, and social media. Turning Lost the Pot Noodles into a success – finally.

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 European marketers, they may

The use of the word 'Crap', while moderately offensive (and very unconventional in the context of a brand trying to sell to you) is not considered truly obscene by most in the UK. In addition, our targeting was restricted to adult audiences, with social media's advanced filtering allowing us higher confidence that when served we would not be reaching under 18s.

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.

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.

DATA SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not

Sprinklr, Social platform analytics and results

Rival IQ, Social media category benchmarks

include any additional context or information in the below field.

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/organization/cause. You will need to provide a result corresponding to each objective listed in your response to question 1C – objectives will appear above your response to question 4A in the Entry Portal.

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/organisation within the context of the submitted category.

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.

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 sources box.
- Results after March 2024 that are directly related to work that ran in the

Our campaign was the only marketing activity running at the time, either for Lost the Pot or the wider Pot Noodle brand.

Business impact.

- Share of block noodle market increased by 38% in Asda during the campaign, taking us to an overall market share of 7% - smashing our 2-year target *
- Over the year to 31st December from campaign launch, we more than doubled monthly sales from our lows in in the months prior to launch. Achieved an average incremental sales revenue of £109k per month, taking us close to our Y1 sales target in just 6 months.
- In the immediate aftermath of the campaign Kantar reported a 21% increase in penetration for the product
- On the back of this success, we achieved additional listings.

Marketing Reach and engagement:

- 295k total engagements across Meta and Twitter, on paid and organic posts which include likes, shares, saves and comments.
- Organic Reach: 1.5M
- Organic engagement rate: 22.7%, significantly above our benchmark of 3%
- Fantastic community engagement and feedback:

eligibility window can be included All results must be isolated to Europe.

- All results must correspond to a data source.

"They have too much flavour now"

"If the marketing these past few days is anything to go by, I don't think I'll need to eat anything else for the rest of my life"

"Pot Noodle wins marketing."

"Your marketing team deserve a raise"

"Probably the best marketing ever for a mistake any company has ever done"

Overall, our activity had a healthy incremental revenue ROI figure of 2.6:1. This is just based on short term sales data, and does not include long term effects [Unilever calculation based on monthly sales averages prior to campaign launch and post campaign launch]

*Nielsen 13th August 2022. LTP share of block noodle sub-category in ASDA last 4 weeks vs MAT.

**Nielsen 13th August 2022 LTP rate of sale in ASDA new vs old products average across the three SKU's.

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 (or lack of influence) of these factors in the space provided. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

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

(Maximum: 200 words; 3 charts/visuals)

The campaign took place within the context of a deep cost of living crisis in the UK, exacerbated by the impact of the war in Ukraine on global fuel and commodities crises.

This will have driven overall category expansion and penetration as block noodles present an affordable and delicious meal. However our market share has been shown to increase as a result of the campaign and relaunch, so we're confident we outperformed our competitors in this moment.

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 European 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.

Context previously shared.

DATA SOURCES: SECTION 4

You must provide a source for all data and facts presented anywhere in the entry form. The below field

Provide sources of data included in your responses to Section 4.

Nielsen 13th August 2022 LTP rate of sale in ASDA new vs old products average across the three SKU's.

Kantar block noodle penetration data 4th September 2022

may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.	Sprinklr, Social platform analytics and results Rival IQ, Social media category benchmarks Mindshare, media performance data Unilever Sales data Outsiders Insight, Working class research

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.

The Investment Overview, like the rest of the entry form, is completed in the **Entry Portal**. The questions below are visuals to share with your team to gather data.

PAID MEDIA EXPENDITURES

Select paid media expenditures not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under €50,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year	€50-200 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year	€50-200 Thousand

DONATED MEDIA EXPENDITURES

Select donated media expenditures for the effort described in this entry. If there were no donated media expenditures, please select "No Donated Media Expenditure". If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Donated Media Expenditures (Current Year)

Campaign Period: Competition Year

Not Applicable

Donated Media Expenditures (Prior Year)

Campaign Period: Prior Year

Not Applicable

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

Select one.

Less

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

Select one.

Less

Media Budget Elaboration:

Provide judges with the context to understand your budget.

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

As previously mentioned we'd invested in the previous, failed product launch. Our budget was slimmer as a consequence. When our initial, organic efforts showed high engagement, we boosted them with paid. When we had a case for success and audience interest, we pitched for and successfully unlocked more budget.

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.

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.

Context previously shared.

PUBLIC VERSION: 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 European 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.

Pot noodles Instagram, Facebook and Twitter handles alongside our website were used for interactions with the community. This content garnered a cumulative organic reach of 1.5m, and engagement rate of 22.7%.

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.

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 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.

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

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

(Maximum: 100 words)

N/A

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.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships. (Maximum: 100 words)	N/A

SOURCES

DATA SOURCES: INVESTMENT OVERVIEW

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**	Nielsen 13th August 2022 LTP rate of sale in ASDA new vs old products average across the three SKU's. Kantar block noodle penetration data 4th September 2022 Sprinklr, Social platform analytics and results Rival IQ, Social media category benchmarks Mindshare, media performance data Unilever Sales data Outsiders Insight, Working class research

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Digital Mktg. – Social: Paid

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Organic

Main Touchpoint 3

#3 Most Integral Touchpoint

User Generated Content & Reviews

SOCIAL MEDIA PLATFORMS

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

Social Media Platforms

Select all that apply, or select Not Applicable.

- Facebook
- Instagram
- Twitter

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 & CREATIVE WORK

The Creative Reel is your opportunity to showcase the creative work that ran in front of your audience to the judges. The reel is NOT a video version of your written case - judges thoroughly review the written case before watching the reel and become frustrated when there is too much repetition & not enough examples of the creative work are shown. Judges recommend spending at least 70% of your 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 your challenge, insights, audience, and strategy.

Results (including social metrics), agency names/logos, competitor logos/work, and stock music/images that will cause confusion for judges with how your work ran in the marketplace may not be included anywhere in the video.

The Creative Work 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.

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

Lost the Pot Creative Reel for Effie
OK

Creative Work (Other)

Raw Creative Examples as Originally Aired

For Research Purpose

.
OK

In what language the raw creative example aired?

English

Creative Video Sample

If you wish to upload individual samples of creative work (instead of a single creative

reel), use this field. (Optional)

Raw 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 (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.

Technical Requirements: ,jpg/jpeg format

Lost the Pot Hero Image
OK

Lost the Pot Image
OK

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 7d2e11b82d60a2534099e7240ec72a2b