

E-1321-667

Industrial Emissions Face Mist

Product

Industrial Emissions Face Mist

Category Entered

Positive Change: Environmental - Brands

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

Dates Effort Ran (Total)

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

Date From	2023-05-23
Date To	2023-08-31

Efforts that are ongoing should leave the end date blank in the Entry Portal.

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	2023-05-23
Date To	2024-05-23

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.

Multinational

Countries Effort Ran In

Please select all the countries your effort ran in.

Finland
Germany
Netherlands
Sweden

Countries Presented in This Case

Please select only the countries presented in this case.

Finland
Germany
Netherlands
Sweden

Industry Sector

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

Other

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.

PUBLIC VERSION: The Challenge

(Maximum per line: 20
words).

PUBLIC VERSION: The Insight

(Maximum per line: 20
words)

PUBLIC VERSION: The Strategic Idea/Build

(Maximum per line: 20
words)

PUBLIC VERSION: Bringing the Strategy & Idea to Life

(Maximum per line: 20
words)

PUBLIC VERSION: The Results

(Maximum per line: 20 words)

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

Effie has no predetermined definition of effectiveness. It is your job to propose why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the specific category.

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(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.

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. PUBLIC VERSION: 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 for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 275 words;
3 charts/visuals)

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer (marketing) and Activity (comms) objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

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

PUBLIC VERSION: Objective - Overview & KPI

State your objective here.

(Max: 25 words)

PUBLIC VERSION: Rationale - Why the objective was selected and what is the benchmark?

Set-up your objectives and share any

overarching
explanation
of your objectives
& KPIs.

(Max: 150 words;
3 charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30
words)

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Environmental/social impact (e.g.
sustainability/purpose/diversity/CSR)

Geographic Expansion

New Brand or Product / Service Launch

Audience expansion

Marketing Objectives

1

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30
words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75
words; 3
charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

2

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30 words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75 words; 3 charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select?
View guidance here.

Changes in Specific Brand Attributes

3

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30 words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75 words; 3 charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tagging - What keywords best describe your objective type?

- You may have more than one objective

of the
same type.

- Unsure

which
objective
type to
select?

Consideration

View
guidance
here.

Activity Objectives

-

1

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30
words)

PUBLIC VERSION: Rationale – Why the objective was selected &
what is the benchmark?

(Maximum: 75
words; 3
charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure
it?

(Maximum: 30
words)

Tagging - What keywords best describe your objective type?

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

objective

type to

select?

Popularity / Fame / Social Discourse

View

guidance

here.

PUBLIC VERSION: Section 1: Sourcing

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.**

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. PUBLIC VERSION: 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.

*(Maximum: 300 words;
3 charts/visuals)*

2B. PUBLIC VERSION: Explain the thinking that led you to your insight(s). 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. How would this unique insight(s) lead to the brand's success and

how did it inform your strategic idea.

*(Maximum: 300 words;
3 charts/visuals)*

2C. PUBLIC VERSION: 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)

PUBLIC VERSION: 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.**

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 optimisation.

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.

3A. PUBLIC VERSION: Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

*(Maximum: 100 words;
3 charts/visuals)*

3B. PUBLIC VERSION: Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

*(Maximum: 100 words;
3 charts/visuals)*

3C. PUBLIC VERSION: Outline the rationale behind your communications strategy, experience 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 optimisation.

*(Maximum: 400 words;
3 charts/visuals)*

PUBLIC VERSION: 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. The image must be jpg/jpeg/png.

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.

PUBLIC VERSION: 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, 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.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

PUBLIC VERSION: Results Overview

*(Maximum: 350 words,
5 charts/visuals)*

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

For each result, you may include up to 3

1

PUBLIC VERSION: Objective - Overview & KPI

State your objective here.

(Max: 25 words)

PUBLIC VERSION: Rationale - Why the objective was selected and what is the benchmark?

Set-up your objectives and share any overarching explanation

charts/graphs.

of your objectives
& KPIs.

(Max: 150 words;
3 charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)
Geographic Expansion
New Brand or Product / Service Launch
Audience expansion

PUBLIC VERSION: List Result

(Maximum: 30 Words)

PUBLIC VERSION: Context

(Maximum: 75 words; 3 charts/visuals)

Marketing Objectives Results

-

1

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30 words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75
words; 3
charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30
words)

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

PUBLIC VERSION: List Result

(Maximum: 30
words)

PUBLIC VERSION: Context

(Maximum: 75
words; 3
charts/visuals)

2

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30 words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75 words; 3 charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

PUBLIC VERSION: List Result

(Maximum: 30 words)

PUBLIC VERSION: Context

(Maximum: 75
words; 3
charts/visuals)

3

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30
words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75
words; 3
charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30
words)

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select? View guidance here.

Consideration

PUBLIC VERSION: List Result

(Maximum: 30 words)

PUBLIC VERSION: Context

(Maximum: 75 words; 3 charts/visuals)

Activity Objectives Results

-

1

PUBLIC VERSION: Objective - Overview & KPI

(Maximum: 30 words)

PUBLIC VERSION: Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75 words; 3 charts/visuals)

PUBLIC VERSION: Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select? View guidance here.

Popularity / Fame / Social Discourse

PUBLIC VERSION: List Result

(Maximum: 30 words)

PUBLIC VERSION: Context

(Maximum: 75 words; 3 charts/visuals)

PUBLIC VERSION: 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. It is not required to provide additional results & you may leave this field blank.

(Maximum: 150 words, 3 charts/graphs)

4B. PUBLIC VERSION: 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. 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.

PUBLIC VERSION: 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)*

PUBLIC VERSION: Section 4: Sourcing

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.**

PUBLIC VERSION: Investment Overview Publication Settings

Select one.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated 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 there were no donated media expenditures, please select "not applicable" 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 €3-5 Million

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

€5-8 Million

Donated Media (Current Year)

Campaign Period:

Competition Year

Not Applicable

Donated Media (Prior Year)

Campaign Period:

Prior Year

No Donated Media Expenditure

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

Select one.

About the same

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 distribution strategy?

Did you outperform your media buy?

At its core, this was an earned-first campaign with a heavy PR strategy, leveraging the celebrity endorsement of Ms. Cara Delevingne. The investment in a celebrity was the majority of the budget, which helped drive earned media placements. The paid part of the campaign supported and distributed the campaign messaging further for effective media orchestration. The PR result outperformed what a traditional media campaign would deliver at these investment levels.

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 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.

€2–3 Million

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

Development of the facemist in collaboration with c/oGerd, along with the hero film featuring Cara Delevingne was the focus of the production.

the information
provided above.

(Maximum: 100 words)

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?

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

No

(Maximum: 100 words)

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

Not applicable

sponsorships and
media partnerships.
(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

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.

Vattenfall group 2023
OMD Media

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.**

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.

All Touchpoints

Select all that apply.

Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Print - Magazine
Public Relations
Digital Mktg. – Display Ads
Digital Mktg. – Influencers
Influencer/Key Opinion Leader
OOH – Billboards
TV

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.

Public Relations

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Influencers

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Short Video (:15-3 min.)

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.

Instagram

YouTube

Facebook

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.

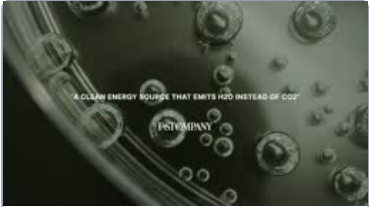
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

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.

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



Creative reel
OK

Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Influencers

OOH – Billboards

OOH – Other Outdoor

Print - Magazine

TV

Raw Creative Examples as Originally Aired - For Research Purpose

This item won't be visible to jurors.



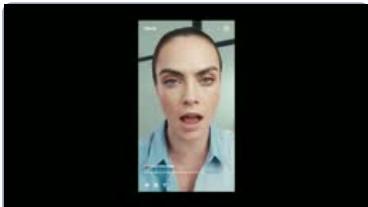
Stureplan
OK



Film
OK



Social
OK



Tiktok
OK

In what language the raw creative example aired?

English

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.

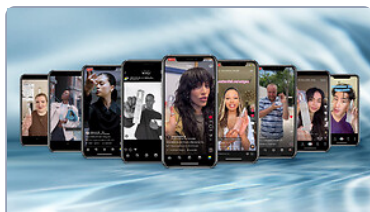
Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

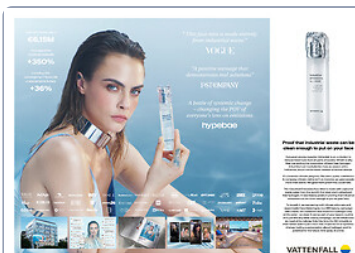
Images of Creative Work

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



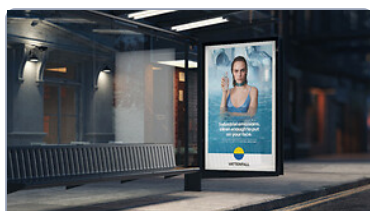
Social
OK



Board
OK



Facemist
OK



OOH Facemist
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 2025-05-26 10:49:42 +0000

With Print Set JUDGING VIEW - with edited responses.

PDF Fingerprint 4dfd7c28116f7ef26893a31ceb9b45f6