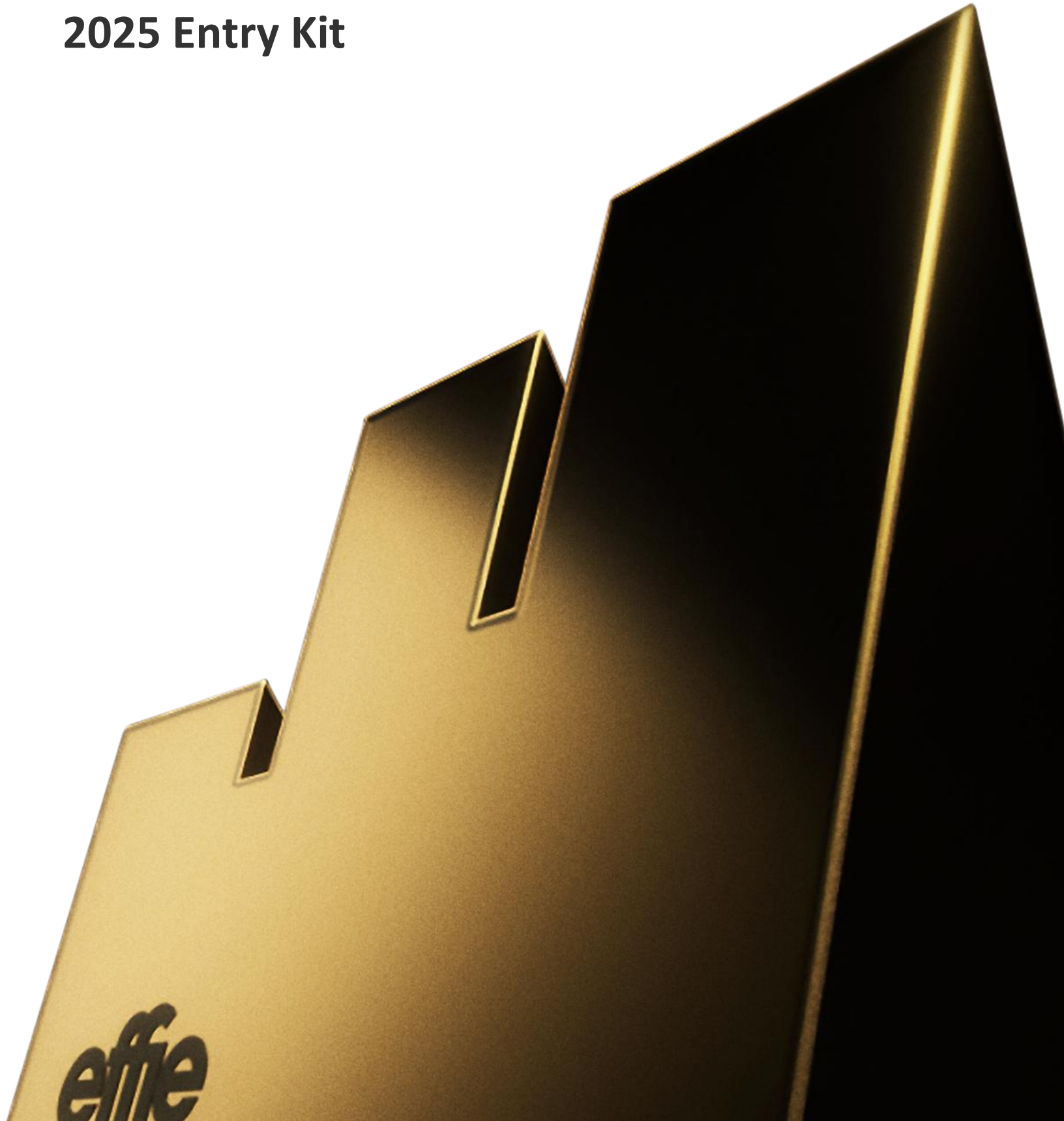




2025 Entry Kit



Introduction

This document is designed to give you all the information you need to write and submit your entry. It includes all the practical information - like what work is eligible to enter, what categories are available, accepted creative assets & credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

NEW IN 2025:

- **Multi-market: Health Effectiveness category** to celebrate marketing efforts proven effective in making a positive impact on health outcomes at an individual and societal level.
- **Best of Europe: Influencer Marketing** to recognize brands that successfully partnered with influencers to achieve short or long-term marketing goals.
- **Independent Agency of the Year** award to recognise outstanding agencies that are not majority-owned by a holding company.

Additionally, we've developed the ***Effie Effectiveness Explained*** training to provide you with top tips and actionable insights on building an effectiveness culture. This training offers practical guidance on using the Effies as your framework to drive success, craft standout entries, and maximize your chances of winning. For even more inspiration, visit our [Insights page](#)—packed with case studies and research papers from award-winning campaigns.

If you have any questions at any stage of the process, please ask and we'll be happy to help. Just email us at kasia.gluszak@eaca.eu.

We wish you all the best in this year's competition!

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How to enter

Eligibility

Multi-market categories

- Efforts that ran in two or more countries in Europe at any point between 1 January 2024 and 31 March 2025* are eligible to enter.

Single-market categories

- Positive Change Effies: efforts that ran in a single country in Europe at any point between 1 January 2024 and 31 March 2025 are eligible to enter.
- Best of Europe: efforts that won Gold/Grand Effie in a 2024 national Effie programme. No local Effie in your country? You can still enter if your effort ran in Europe at any point between 1 January 2023 and 31 March 2025*.

Any and all marketing cases, from any discipline, whether full campaigns or specific activities within a campaign, can enter. Data and creative work presented must be specific to Europe. Test efforts are not eligible.

The creative work and the written text of the entry must be the original work of the credited companies and authors.

One or any multiple combination of mediums may be submitted; any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.

Your work must have run during the eligibility period. Elements of the work may have been introduced earlier and continued after, but the information you submit for your entry must have taken place *during* the qualifying time period.

Results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing activity you have entered.

It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry.

A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. However, different organizations may take the lead on entering the work in different categories.

Effie Europe reserves the right to re-categorize entries, split/redefine categories, and/or refuse entry at any time. Review category definitions and re-entry requirements for additional guidelines.

*** Special circumstances:**

- Sustained Success: At a minimum, entries in the Sustained Success category must include work and results that date back to at least 2022. Results must be provided through the current competition year. Refer to the entry form for further information. Sustained Success requires a different Entry Form. Find the necessary file here.
- Best of Europe: in case there is no local Effie programme in your country, and you are entering your effort in the Best of Europe track, Multi-market & Positive Change fees apply.

Eligibility

RE-ENTERING PREVIOUSLY ENTERED WORK

- Entrants, finalists & winners of the previous year's competition period must update their entry to the current eligibility time period, including results.
- 2024 Gold Effie Winners can only re-enter a category in which they did not win Gold.
- Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years – Gold winners from the 2022 competition and earlier are eligible to enter.

ENTERING IN MULTIPLE CATEGORIES

- For the multi-market categories, you may enter an effort into a maximum of 4 categories, with no more than 1 Industry category. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.
- For the single-market Best of Europe categories, you may enter an effort into a maximum of 2 categories, with no more than 1 Industry category. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.
- Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition.

Deadlines & Fees

DEADLINE	DATE	FEE (Member*/non-Member) Multi-market & Positive Change	FEE Best of Europe
First Deadline	30 July	€995 / €1895	€845
Second Deadline	13 August	€1495 / €2295	€1095
Third Deadline	27 August	€1595 / €2395	€1195
Final Deadline	10 September	€1695 / €2495	€1295

Entry fees are locked based on the date of submission - all requirements must be met to submit your entry.

NON-PROFIT DISCOUNT

50% off Entry Fees.

Eligibility: This applies when the entering organization or brand is non-profit. Discounts are automatically applied in the entry portal.

NEW ENTRANT DISCOUNT

€200 off Entry Fees.

Eligibility: Entrants (lead agency/entering company) that haven't submitted an entry in the 2022-2024 competitions.

Discount: On all entries you submit (except for Best of Europe categories; non-comulative). Discounts cannot be applied until you have created an account in the Entry Portal. Once your account is active, please request the discount by emailing francesco.bottegal@eaca.eu with the subject line: EFFIE EUROPE - NEW ENTRANT DISCOUNT.

HOW TO PAY

Payment is accepted via credit card or Bank Transfer. When submitting your entry, you can choose to pay at that time via credit card, or to generate an invoice to be used for payment processing. Bank transfer instructions will be provided on your invoice.

How to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-europe.acclaimworks.com/>

Before submitting your entry, we recommend you use the relevant Entry Form Template to prepare it - the next section explains what’s required for each part. You can access the [Entry Form templates here](#).

- The template includes all required fields that must be provided in order to submit your entry.
- Once drafted, copy/paste the answers to each question into the corresponding question in the entry portal.
- Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
- Ensure you have credited all of your main strategic and creative partners and collaborate with all partners on submitting your effective work.

Note: there are dedicated Entry Forms for submissions into the Sustained Success, Health Effectiveness & Best of Europe categories.

Here’s a checklist of the entry requirements:

REVIEWED BY JUDGES	OTHER REQUIREMENTS
<ul style="list-style-type: none">• Written entry form• Creative examples (reel, images)	<ul style="list-style-type: none">• Case background• Company & individual credits• Publicity materials• Authorization & verification form

Categories

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.

NEW IN 2025:

- **Multi-market: Health Effectiveness category** to celebrate marketing efforts proven effective in making a positive impact on health outcomes at an individual and societal level.
- **Best of Europe: Influencer Marketing** to recognize brands that successfully partnered with influencers to achieve short or long-term marketing goals.

Category Overview

Category definitions can be [found in the appendix](#) at the back of this entry kit.

MULTI-MARKET INDUSTRY		MULTI-MARKET SPECIALTY	
<ul style="list-style-type: none">○ Automotive○ Consumer Goods & Telecom○ FMCG○ Food & Beverage○ Health & Wellness○ Media, Entertainment, Sports & Leisure○ Product/Service Launch○ Retail○ Services○ Travel, Transport & Tourism		<ul style="list-style-type: none">○ Artificial Intelligence (AI)○ Experiential Marketing○ Business-to-business○ Marketing Innovation Solutions○ Media Strategy/Idea○ Small Budget○ Social Media○ Sustained Success○ NEW: Health Effectiveness	
SINGLE-MARKET BEST OF EUROPE INDUSTRY		SINGLE-MARKET BEST OF EUROPE SPECIALTY	
<ul style="list-style-type: none">○ Automotive○ Electronics, Gaming & E-Sports○ FMCG○ Food & Beverage○ Government and Public Service○ Health & Wellness○ Media, Entertainment & Leisure○ Product/Service Launch○ Retail○ Services○ Travel, Transport & Tourism		<ul style="list-style-type: none">○ Artificial Intelligence (AI)○ Experiential Marketing○ Business-to-business○ Commerce & Shopper○ Corporate Reputation○ Crisis Response/Critical Pivot○ NEW: Influencer Marketing○ Marketing Innovation Solutions○ Media Strategy/Idea○ Positive Change○ Seasonal/Current Events○ Small Budget○ Social Media○ Sustained Success	
SINGLE-MARKET POSITIVE CHANGE			
<ul style="list-style-type: none">○ Environmental: brands, non-profit○ Social good: brands, non-profit			

How to complete the entry form

The background of the page is a dark, abstract composition. It features several overlapping geometric shapes, primarily triangles and quadrilaterals, in shades of black and dark brown. A prominent, bright gold diagonal line cuts across the lower-left portion of the image. Another, slightly less intense gold line runs parallel to it, further down. The overall effect is one of modern, sophisticated design.

Entry Form Overview

The written Entry Form has three sections:

1. Entry details and Executive Summary to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. It is important to have a coherent storytelling through the entire entry.

Section 1: Challenge, Context & Objectives (23.3% of score)

Section 2: Insights & Strategy (23.3% of score)

Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)

Section 4: Results (30% of score)

3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.

1. Challenge, Context and Objectives

This section lays the foundation of your case and accounts for 23.3% of your score. If it's weak your whole entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. 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. They 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.

Reminder: Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

QUESTION 1A

The context to your brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

- **Business:** This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behavior change what did you want people to start doing / doing more / doing less / stop doing etc. You can have up to 3 of these objectives.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For e.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

CATEGORY-SPECIFIC GUIDANCE

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Sustained Success Cases:** It's important to include change over time for both questions.

2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results. It counts for 23.3% of your total score.

QUESTION 2A

Explain who the target audience is and why they were the right for your brand, bearing in mind your context, challenge and objectives. Outline if your target was existing, or new, or both. Describe them using demographics, culture, media behaviors, etc.

- **Commerce & Shopper Cases:** Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

QUESTION 2B

Outline your key insight(s) and how your audience's behaviors and attitudes, your research and/or business situation led informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

- **Sustained Success Cases:** It's important to include change over time.

3. Bringing the Strategy & Idea to life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan relates back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images. Together they account for 23% of the total score.

QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM program, search engine marketing, display advertising, affiliate marketing etc.

QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. Explain how the integral elements worked together to drive results.

4. Results

Tie together the story of how your work drove the results. This section is key for a winning entry and accounts for 30% of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.


QUESTION 4A

Results must relate to your objectives and KPIs as outlined in Section 1.

- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organization.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

QUESTION 4B

It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.



How to craft your entry within guidelines

The Entry: Requirements

The following could result in disqualification and loss of entry fees:

Failing to adhere to the eligibility rules. Data presented must be isolated to Europe & work must have run at some point between 1/1/24 and 31/03/25 (1/1/23-31/03/25 for Best of Europe). Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period should be submitted. See the [Eligibility section](#) for further details & special exceptions.

Entry does not meet category definition requirements. Entries are judged based on their effectiveness within the entered category.

Agency names/logos included in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.

Note: It is fine for agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

Data not sourced. All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The entry portal is set up to encourage sourcing via footnotes. Refer to the following “sourcing data” page for more information.

Directing Judges to External Websites. Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren’t permitted to direct judges to websites for further information or for further examples of work.

Missing Translation. All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab on the Entry Portal.

Violating Creative Example (creative reel + images) Rules. Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the [Creative Requirements](#) section of the entry kit.

The Entry: Sourcing Data

All data, claims, facts, etc. included anywhere in the entry form should include a specific, verifiable source. Entries that do not source data will be disqualified.

On the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations. **Suggested sourcing layout:** Source of Data/Research, Research/Data Type, Dates Covered.

Judges cannot click on external websites when reviewing your entry, so if citing a website please also include key sourcing details (e.g. publication, article name, date).

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility period, entrants are required to include the dates covered for all results data presented.
- All data must be included in your response to Sections 1-4 and Investment Overview. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections should only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (advertising, media or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies and is not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, e.g. "PR Agency Research", "Media Agency Data", etc. As with all other sourcing, include any relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name, and judges encourage third-party data when available.
- Effie Europe reserves the right to check all sources provided for accuracy.

The Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: *Bringing the Strategy & Idea to Life*.

The focus of the reel should be the creative work. You don't need to feature all of the items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success that are explained in your written case. Any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding.

Judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"> At least one complete example of each integral touchpoint, to ensure that the judges can see the breadth of the work you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.) Video clips over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible If showing multiple examples of a touchpoint (e.g. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time 	<ul style="list-style-type: none"> Results of any kind will lead to disqualification Agency names, logos, images Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.) Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot) Any confidential information, as creative reels will become public for finalists & winners.

SPECS	TALENT / LICENSING
<ul style="list-style-type: none"> 1 creative reel per entry 3 minute maximum (Sustained Success entries can be 4 minutes) 250 MB maximum file size mp4 format High Resolution: 16:9 at 1920x1080. Do not include any agency names/logos in the video or in the file name. 	<ul style="list-style-type: none"> Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials. Effie Worldwide/Effie Europe is an educational organization that shows work for educational purposes, and for honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.

The Entry: Creative Images

Images of the Creative Work: at least 2 images are required; a maximum of 6 images are allowed.

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based creative elements that ran in front of your audience. It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.) or you may wish to upload work that you'd like judges to have another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format.
- Draw further attention to key element you wish to highlight

Technical Requirements:

- .jpg format
- High-res. 15 MB max
- Do not include agency names or logos on any creative materials (including file names) you submit

Creative images will be shown publicly if your case is a finalist or winner.

Other Requirements: Publicity

Entrants are required to provide the publicity materials below at the time of entry.

☐ **PRIMARY PUBLICITY IMAGE**

This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner.

Specs: High res jpg, 15 MB max.

☐ **LEAD AGENCY & CLIENT LOGOS**

Please provide current company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the gala if you're one of our winners, so please make sure the logos are current and hi res.

Specs: ai/eps preferred; jpg/png also accepted.

☐ **CREATIVE EXAMPLES FROM JUDGING**

The Creative Work provided for judging (reel + images) will also be used for publicity purposes.

☐ **PUBLIC CASE SUMMARY**

In 90 words, provide a summary of your case with no confidential information included.

☐ **STATEMENT OF EFFECTIVENESS**

In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential information is included.

☐ **(optional) TEAM PHOTO**

Team Photos may be featured online and at the Effie Awards Gala. Photos may be of the client/agency together or featured separately. You may upload a maximum of one photo per lead agency and client. If your entry has a second lead agency or client, additional photos may be uploaded. (4) images max per entry

Specs: High res jpg, 15 MB max.

Other Requirements: Credits

Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners – clients; agencies (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

Effie’s policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.

Client & Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the entry portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. Credit additions require a €200 per request and will not be permitted after 15 September 2025. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

COMPANY CREDITS	INDIVIDUAL CREDITS
<p>Lead Agency (1 Required, 2 Maximum) Client (1 Required, 2 Maximum) Contributing Companies (0 Required, 4 Maximum)</p> <p>CO-LEAD AGENCIES: You may credit a second Lead Agency and they will be given equal recognition by Effie. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry, you may not add or remove second lead agencies after the entry period.</p> <p>IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they’ll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.</p>	<p>Primary Individual Credits (0 Required, 10 Maximum) Secondary Individual Credits (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>

Confidentiality & Publication

Effie Europe is an organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

To help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry. By providing permission to publish your written case, you are:

Bettering the industry. By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

Bettering the future leaders of our industry. Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

Showcasing your team's success in achieving one of the top marketing honors of the year. Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants may select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED	PUBLISH AN EDITED VERSION OF THE WRITTEN CASE
If you're a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes.	If you're a finalist or a winner, you agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. In this case, you may redact sensitive data, however, you may not redact any section in its entirety including results

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data.

If you would like to have a further discussion on confidentiality, please email kasia.gluszk@eaca.eu.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

JUDGING

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category.

INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context so the judges understand the significance of the data. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

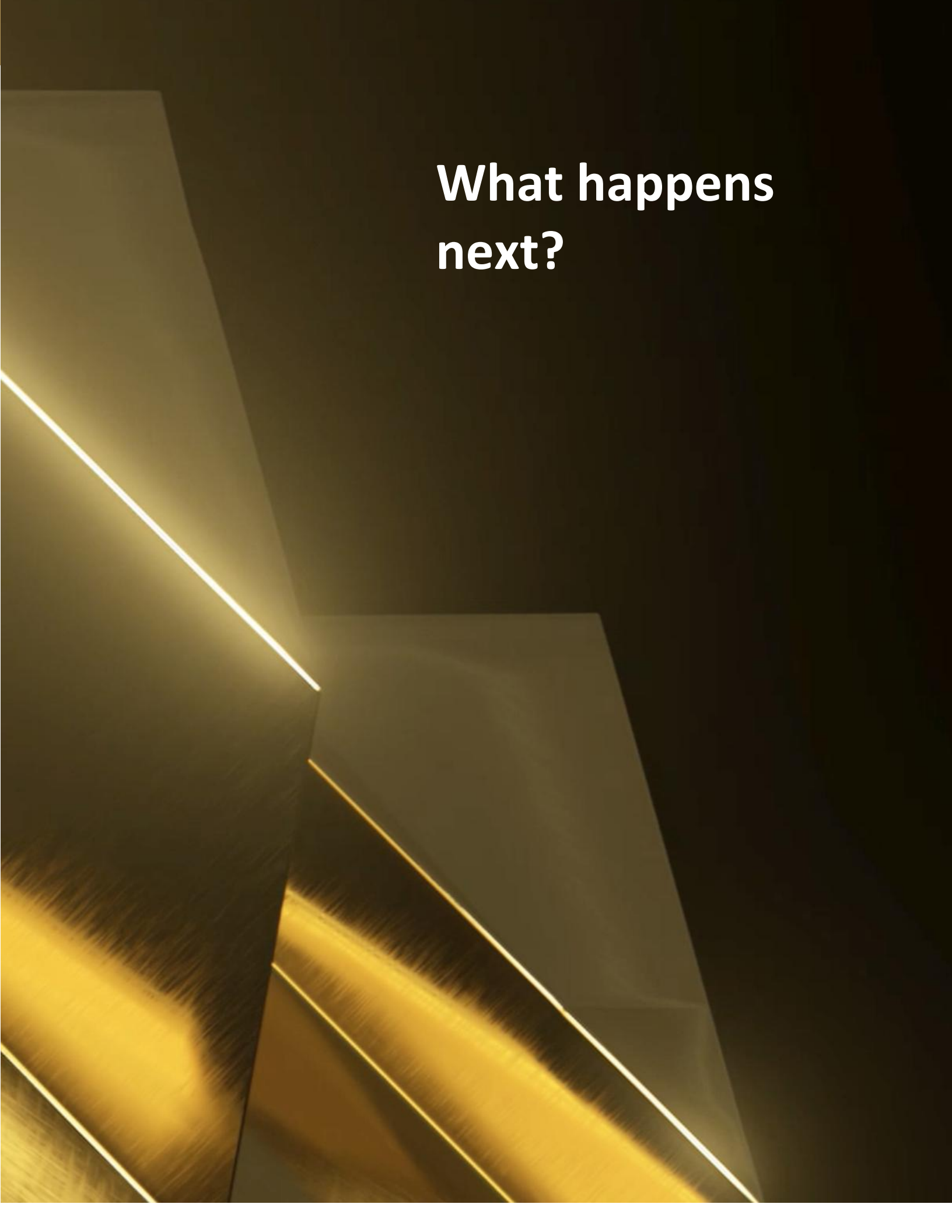
CREATIVE WORK & PUBLICITY MATERIALS

The creative material (reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Europe and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Europe is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured on the [Effie Europe's website](#), Effie Worldwide's website, partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

The background is a dark, almost black, abstract composition. It features several overlapping, semi-transparent geometric shapes, primarily triangles and quadrilaterals, in shades of dark grey and black. A prominent, bright yellow diagonal line cuts across the frame from the upper left towards the lower right. Below this, there are several horizontal and diagonal bands of a glowing, textured yellow light, resembling a nebula or a series of light trails. The overall effect is one of depth and dynamic movement.

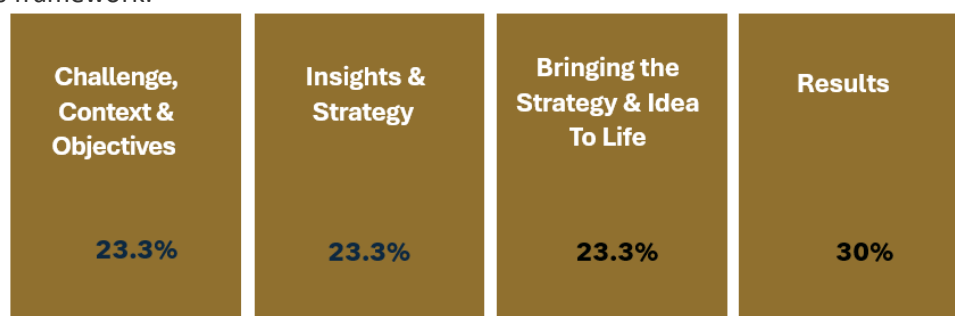
**What happens
next?**

Judging

Your entry will be judged by some of the brightest and most experienced business leaders in Europe. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. For more on the judging process, [visit our website](#).

Entries are judged in two phases: in both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide written feedback on each case for the Insight Guide.

Judges are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide market and category context in their entries to give judges a clear understanding of the category situation and explain what your KPIs mean in the context of the category. In all rounds of judging, judges provide scores across the four pillars of Effie's effectiveness framework:



The judges' scores determine which entries will be finalists and which finalists are awarded a Gold, Silver, or Bronze Effie trophy. Each level has minimum scores required to be eligible for finalist status or for an award, therefore it is possible that a category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists.

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award, the award for the single best case entered in a given year. As the Grand Jury is senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

Interested in becoming a judge?

We welcome nominations for senior marketers across the industry for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and confidentiality rules firsthand. Previous judges have also said how much they've enjoyed the opportunity to review and evaluate great work with fellow marketers from different disciplines.

To nominate a judge, please complete our [Judge Application Form](#).

If you win

WINNING AN EFFIE

Winning an Effie Award means your work stands out as one of the most effective and impactful marketing efforts, combining insightful strategy, creative brilliance, and proven market results. As the competition continues to grow, winning has never been more challenging or rewarding.

Winner notifications will be sent November 2025. The 2025 Effie Europe Awards Gala will be held on 10 December in Brussels.

TROPHY

A complimentary trophy is provided to each winning lead agency and client company. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy. Trophies should be picked up at the Awards Gala. If not, they will be shipped to each Lead Agency Main Contact in January 2026, following the gala. The shipping costs will have to be covered by the winning organization.

If your case is a finalist or winner, and you're interested in purchasing additional personalized trophies with your choice of credited company(ies) or individuals showcased, please contact francesco.bottegal@eaca.eu.

EFFIE INDEX

The Effie Index (effieindex.com), identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Awards competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

If your case becomes a 2025 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.

We request that all entrants communicate with their own corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.

AGENCY RANKINGS

Agency office rankings are compiled using the Agency Name, city and state as listed on the Company & Individual Credits Tab in the entry portal. Whether or not the city/state is included in the “Agency Name” field, the Index rankings will be based off the location of the office using the city/state fields. Effie encourages consistency year-to-year.

Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

Reserving the right to make changes (wording in some places).

AGENCY NETWORK & HOLDING COMPANY RANKINGS

Agency networks and holding companies are selected in the entry portal.

The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.



Appendix



Category Definitions

MULTI-MARKET CATEGORIES

INDUSTRY CATEGORIES

- **Multi-market: Automotive.**

All vehicles & automotive aftermarket products including cars, trucks, motorcycles, vans, both brand and model advertising, gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

- **Multi-market: Consumer Goods & Telecom.**

All products and services related to:

- Agriculture, Industrial, Building: All related products, materials, tools, and services.
- Devices & Furnishings: All home and business devices, appliances and furnishings including smart home devices, kitchen appliances, etc.
- Electronics: 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.
- Internet & Telecom: Mobile network providers, high speed Internet access services, online services, bundled communications (internet, telephone, and TV), etc.
- Software: Software, groupware, operating systems, SaaS/IaaS and Cloud based services, software/apps stored locally on a computer/tablet/ mobile device, etc.

- **Multi-market: 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, fabric softeners, paper products, domestic services, mowers, fertilisers, lawn care, gardening 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, jewellery, styling services, clothing rentals, eyewear and footwear.

- **Multi-market: Food and Beverage.**

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

- **Multi-market: 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.

- **Multi-market: Media, Entertainment, Sports & Leisure.**

- Entertainment: including apps, movies, programs (TV, online, radio), books, music, DVDs, games, toys, comics, podcasts, etc.
- Culture & the Arts: Plays, museums, music organizations, concert series, cultural festivals, theatre festivals.
- Sports & Leisure: All sporting events, sports teams, sport sponsorships, etc. Products and services aimed at hobbies, leisure and recreation, including but not limited to dating services/apps, wedding planning platforms, personal development/improvement programs/ apps, genetics/ancestry testing services, sporting and camping goods/ services, etc.
- Media & Entertainment Cos.: open to all media and entertainment companies including broadcasters, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio and television stations
- Gaming & E-Sports: All forms of e-sports and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

- **Multi-market: Product/Service Launch.**

New Product/Service Introduction: Efforts used to introduce a new product or service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how audience insights were leveraged to overcome the barriers faced by products/services being launched for the first time. Address the category situation and how your product/service was new and the situation you faced as a

result of it being new. For example, what specifically was new? Why did the newness matter?

- **Multi-market: Retail.**

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g. 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.

- **Multi-Market: Services.**

Financial products and services include: communications promoting the overall image and capabilities of a financial institution; insurance; specific products or services, including credit cards, charge cards, debit cards, home banking, loans, mobile payment services, mortgage, mutual funds, etc.

Includes B2B and Business/Professional services such as consulting, accounting, legal, employment, real estate, shipping/ delivery, domestic services, etc.

- **Multi-market: 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

- **Multi-market: Artificial Intelligence (AI). *Updated**

For the AI Category, entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimizing operations, increasing sales, or any other measurable objective.

Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be

looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

- **Multi-market: Experiential Marketing. *Updated**

This category is to showcase how you can create a brand experience beyond traditional advertising.

Work that truly brought a brand or product to life 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 “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive 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 show 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.

- **Multi-market: 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.

- **Multi-market: 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.

- **Multi-market: 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.

- **Multi-market: 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.

- **Multi-market: Social Media.**

17. Multi-market: Social Media

This category is for efforts that set out with the explicit purpose of using social as the primary touch point 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.

- **Multi-market: Sustained Success.**

Efforts that experienced sustained success for at least three 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.**

- **NEW: Multi-market: Health Effectiveness.**

The Health Effectiveness category celebrates marketing efforts proven effective in making a positive impact on health outcomes at an individual and societal level.

Winners of this award will be recognized for innovative marketing strategies, technologies or creative approaches that bring about change to improve patients' lives.

Audiences can include, but are not limited to, patients, professionals, caregivers, advocacy groups.

Examples include improving patient understanding, engagement and treatment adherence or perhaps a change in healthcare professional behaviour or clinical practice.

Demonstration of significant collaboration with key healthcare stakeholders is important, as is the potential for long-term impact and scalability across regions or populations. Entries must demonstrate clear results associated with improvements in health outcomes and be underpinned by data that provides a robust-evidence base.

***A separate entry form is required for the Health Effectiveness 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:

Recognizing 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.**

All vehicles & automotive aftermarket products including cars, trucks, motorcycles, vans, both brand and model advertising, 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). *Updated**

For the AI Category, entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimizing operations, increasing sales, or any other measurable objective.

Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

- **Best of Europe: Experiential Marketing. *Updated**

This category is to showcase how you can create a brand experience beyond traditional advertising.

Work that truly brought a brand or product to life 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 “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive 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 show 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.

- **NEW: Best of Europe: Influencer Marketing.**

This category recognizes brands that successfully partnered with influencers to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, and bloggers. Clearly define the strategy, target audience, and why the influencer was chosen. Highlight how the influencer engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.

- **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.

Contact us

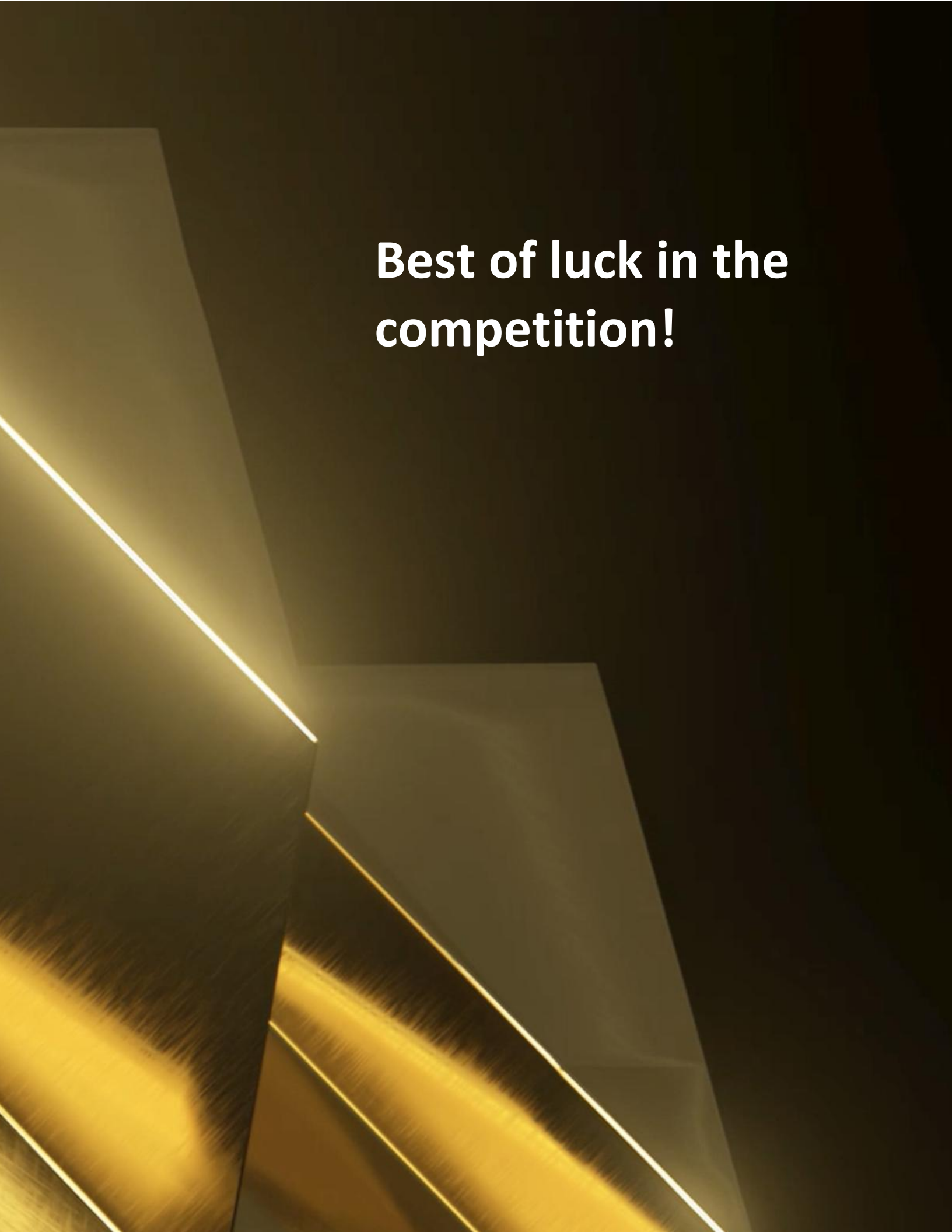
QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., don't hesitate to contact kasia.gluszak@eaca.eu.

EFFIE INDEX

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

For more information email us at index@effie.org



**Best of luck in the
competition!**