

# Adding Categories

## STEP ONE

Select if the brand is a not for profit or for profit.

## STEP TWO

Select the Category Group for your first category.

## STEP THREE

Click Add to Entry for your intended category.

## STEP FOUR

Repeat steps 2 & 3 until you have selected all categories.

## Category Finder

### Not for Profit/For Profit Status

Entries for non-profits receive a 50% discount on entry fees. To set your rates, please select if you are entering a Not for profit or For Profit brand. Entrants may be asked to provide proof of non-profit status.

### Adding Categories

After selecting your non-profit/for profit status, select the category group of the first category you are entering this case into. Select your intended category from the list below, then select the ADD TO ENTRY button. Continue this process until you have selected all categories that you wish to enter this effort into. Then, select the CONTINUE button on the right-hand side of the screen.

Please select if the brand you are entering is a non-profit or for-profit company.

- Not for Profit  
 For Profit

#### Category Group

- Industry Categories
- Audience
- Brand Content, Entertainment & Experience
- Business Achievement
- Commerce & Shopper
- Digital
- Health & Wellness
- Marketing Innovation Solutions
- Media Planning & Innovation
- Positive Change
- Topical & Annual Events

#### Search by Category Name

Start typing the name of a category you would like to enter and then pick it from the list.

### Choose your Category(s) - 4 Maximum

Each category submission requires a separate entry fee.

After you've added one category, you may add another category from a different category group by selecting the next category group above. Continue to add categories until you have selected all categories that you wish to enter this case into.

#### Positive Change

Environmental - Brands / Positive Change

ADD TO ENTRY

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

Social Good - Brands / Positive Change

ADD TO ENTRY

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. 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 communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist. Recognizing brands that are making the world a better place by using the power of their communications 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. Note: Efforts focused on disease awareness & education must enter the Disease Awareness & Education; Advocacy; Pharma/Corporate categories - they are not eligible here.

## Selected Categories For This Entry

Efforts can be entered into a maximum of 4 categories. To remove a category, use the (-) symbol below.

Efforts may be entered in a maximum of 4 categories in the Effie US Awards.

#### CATEGORY

##### Industry Categories

Agricultural, Industrial & Building

⊖

##### Business Achievement

David vs. Goliath

⊖

##### Marketing Innovation Solutions

Customer Experience / Marketing Innovation Solutions

⊖

##### Positive Change

Environmental - Brands / Positive Change

⊖

CANCEL

CONTINUE

#### ENTRY DEADLINES & FEES

Feb. 25th - \$995

March 9th - \$1595

March 18th - \$2345

March 25th - \$2745

\*Entries received by Jan. 25th will receive a 10% discount.

Review eligibility, deadline & fee info [here](#).

If you have any questions, please email [entries@effie.org](mailto:entries@effie.org).

#### ENTRY RESOURCES

Entrants are included to review entrant resources for more information on submitting a strong case. Resources include the [Effective Entry Guide](#), [video support](#), and [case study samples](#).

#### ENTRY PORTAL INSTRUCTIONS

##### Adding/Editing Responses for Multi-Category Submission Instructions

Entrants are included to review entrant resources for more information on submitting a strong case. Resources include the [Effective Entry Guide](#), [video support](#), and [case study samples](#).

#### ENTRY PORTAL INSTRUCTIONS

##### Adding/Editing Responses for Multi-Category Submission Instructions

##### Step-by-Step Entry Portal Submission Instructions

Please do not open multiple tabs of the Entry Portal within the same browser, as this may lead to technical issues.

**FAQs:** Click on the Help button in the upper-right corner of this page.

**Technical Issues:** If you experience any glitches or are having trouble with the system, please do not hesitate to [email us](#). Please include your Entry ID#, a screenshot of the issue you are experiencing, the browser you are using, and a brief description of the problem. Entrants are **never** penalized with a late fee due to technical issues.

## STEP FIVE

Click Continue once you have selected all intended categories.



# Tailoring Responses

Before your effort began, what was the state of the brand's business and the marketplace/category in which it c...

What was the strategic challenge that stemmed from this business situation?

Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environment situations, etc.) Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

## Question

Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes?

## MULTI-CATEGORY SUBMISSION

By default, this answer will apply to all categories this entry is entering. To change which categories this answer applies to, use the button below and uncheck categories that should not have this answer applied.

SHOW/HIDE

## STEPH TEST

EDIT YOUR ENTRY

COMPETITION

Brand Experience - Digital E-6148-731

2021 Effie Awards United States

Influencer Marketing / Digital E-6149-272

2021 Effie Awards United States

## Word Count

1—275



words: 0 | chars: 0

CANCEL

SAVE

