

E-1275-420

Lay's, a sacred and untouchable recipe...Until now

Product	Category Entered
Lays	Best of Europe: Marketing Innovation Solutions

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

ELIGIBILITY.

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

*List the Effie Program
in the Effie Europe
region where the
campaign won Gold or
Grand Effie (if
applicable).If you
choose a Country
without an Effie
Program, please select
OTHER and specify
the Country.*

Spain

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With Print Set ENTRANT RECORDS - Edited Case Study for Publication -
Includes Thumbnails/Admin Qs

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