

2026 Effie Awards Europe

CATEGORY OVERVIEW

CATEGORY LIMIT

Multi-market categories: your campaign ran in two or more European countries. 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: your campaign won a Gold/Grand Effie in a local Effie competition in 2025. 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.

Special categories: open to single & multi-market entries. If your campaign ran in multiple countries, please enter the multi-market track. Campaigns that ran in only one country should be submitted to the single-market track.

- 👉 Positive Change categories: your campaign is promoting the greater good.
- 👉 Health Effectiveness category to celebrate marketing efforts making a positive impact on health outcomes.
- 👉 Civic Engagement & Democracy category to champion the role of advertising and marketing to promote civic engagement, inclusive institutions and democratic values.
- 👉 Decades of Sustained Success – 10+ years of long-term effectiveness.
- 👉 Influencer Marketing category to recognize brands that successfully partnered with influencers to achieve short or long-term marketing goals.

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 2026:

- New special categories: Civic Engagement & Democracy and Decades of Sustained Success (10+ years of long-term effectiveness).
- New multi-market & Best of Europe categories: Restaurants, Business Achievement, Brand Content & Entertainment, Brand Integration & Partnerships and Retail Media.
- Beauty & Fragrance and Fashion & Accessories, previously under FMCG, are now separate categories.
- Positive Change Effies, Health Effectiveness Effie, and Influencer Marketing are open to single & multi-market campaigns.

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: Beauty & Fragrance.**
Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, spas, etc.
- **Multi-market: Beverages.**
Beverages: All beverages, including alcoholic & non-alcoholic.
- **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/laaS and Cloud based services, software/apps stored locally on a computer/tablet/ mobile device, etc.
- **Multi-market: Fashion & Accessories.**
Apparel, accessories, jewelry, styling services, clothing rentals, eyewear and footwear.
- **Multi-market: FMCG.**
Fast-moving consumer goods including household goods, office products, personal care, pet care, etc.
- **Multi-market: Food.**
All food products, including fresh, packaged and frozen food; snacks; desserts.
- **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.
- **Multi-market: Media, Entertainment, Sports & Leisure.**
All products and services related to:
 - 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: Restaurants.**
Quick service, casual dining, mid-scale, fine dining and other restaurants. Any type of restaurant may enter.
- **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 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).**

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: 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: Business Achievement.**

This category is for effective efforts centered on a particular business goal. Efforts in the following categories should enter: Corporate Reputation (marketing efforts to promote corporations, not exclusively their products); Marketing Disruptors (efforts that changed the marketing model for the brand/category); and Renaissance (efforts that renaissance a brand).

- **Multi-market: Brand Content & Entertainment.**

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of the entry should be content designed to be consumed/ experienced and sought out by the consumer for entertaining or informative reasons. Entrants must detail the content, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently and can include long form entertainment.

Note: Judges will expect to understand why branded content was chosen as a tactic.

- **Multi-market: Brand Integration & Partnerships.**

This category honors brands that have effectively reached their audience via strategic integrations and partnerships. Submissions should detail how the brand was seamlessly interwoven in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly explain the selection process of the partner, and how this partnership led to the results that met the brand objectives.

- **Multi-market: Commerce & Shopper.**

Honoring the most effective integrated campaigns based on a specific shopper insight and designed to engage the shopper and guide the purchase process to achieve conversion. Eligible campaigns include those for single or multiple brands, and/or a category solution. Entries may be brand-driven, retailer-driven, or a combination of the two.

- **Multi-market: Crisis Response / Critical Pivot**

For brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g., pandemic, social justice movement, political events, etc.). Entrants need to pinpoint the pivot, and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. 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.

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

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: Health Effectiveness (Impact on health outcomes).**

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.**

- **Multi-market: 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.

- **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 Idea / Innovation.**

This is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking where the integration of media and message led to the success. The award honors media-led ideas that are powerful enough to become the genesis of the communications program itself, to the extent that the program would not have been successful without the strategic media idea.

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

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 Media.**

This category highlights the success achieved through strategic collaborations between retail media networks and brands, driving measurable business growth for both parties. Whether digital or instore, or omnichannel, demonstrate how your efforts were tailored to specific customer segments using data-driven insights. Showcase the use of multiple channels, both online and offline, to deliver a cohesive and effective campaign that resonates with your target audience and drives tangible results for both retailer and brand.

- **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.**

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 (3+).**

Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition year's results. Work 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. Entries should present the campaign as a clear journey across the years, highlighting key moments, milestones, and turning points that shaped its evolution and effectiveness. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

***A separate entry form and different creative requirements are required for the Sustained Success category.**

- **Multi-market: Sustained Success (10+).**

Efforts that experienced sustained success for at least 10 years are eligible for entry. At a minimum, include at least ten years of creative work and case results, and include the current competition year's results. Work 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. Entries should present the campaign as a clear journey across the years, highlighting key moments, milestones, and turning points that shaped its evolution and effectiveness. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

***A separate entry form and different creative requirements are required for the Sustained Success category.**

- **Multi-market: Topical / Annual Events.**

For effective efforts around a particular moment in time or current event. Efforts in the following categories should enter: Seasonal Marketing (efforts focused on time-based interests of their target audience) and Current Events (efforts that effectively leveraged immediate relevance, interest or importance via a targeted strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.

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: Beauty & Fragrance.**
Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, spas, etc.
- **Best of Europe: Beverages.**
Beverages: All beverages, including alcoholic & non-alcoholic.
- **Best of Europe: 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/laaS and Cloud based services, software/apps stored locally on a computer/tablet/ mobile device, etc.
- **Best of Europe: Fashion & Accessories.**
Apparel, accessories, jewelry, styling services, clothing rentals, eyewear and footwear.
- **Best of Europe: FMCG.**
Fast-moving consumer goods including household goods, office products, personal care, pet care, etc.
- **Best of Europe: Food.**
All food products, including fresh, packaged and frozen food; snacks; desserts.
- **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.
- **Best of Europe: Media, Entertainment, Sports & Leisure.**
All products and services related to:
 - 🍷 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.
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 - 🍷 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.
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Quick service, casual dining, mid-scale, fine dining and other restaurants. Any type of restaurant may enter.
- **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.**
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).**
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.
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Note: Judges will expect to understand why branded content was chosen as a tactic.
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This category honors brands that have effectively reached their audience via strategic integrations and partnerships. Submissions should detail how the brand was seamlessly interwoven in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly explain the selection process of the partner, and how this partnership led to the results that met the brand objectives.
- **Best of Europe: Commerce & Shopper.**
Honoring the most effective integrated campaigns based on a specific shopper insight and designed to engage the shopper and guide the purchase process to achieve conversion. Eligible campaigns include those for single or multiple brands, and/or a category solution. Entries may be brand-driven, retailer-driven, or a combination of the two.
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For brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g., pandemic, social justice movement, political events, etc.). Entrants need to pinpoint the pivot, and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. 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.

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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.

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- **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: Product/Service Launch.**

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?

- **Best of Europe: Retail Media.**

This category highlights the success achieved through strategic collaborations between retail media networks and brands, driving measurable business growth for both parties. Whether digital or instore, or omnichannel, demonstrate how your efforts were tailored to specific customer segments using data-driven insights. Showcase the use of multiple channels, both online and offline, to deliver a cohesive and effective campaign that resonates with your target audience and drives tangible results for both retailer and brand.

- **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.

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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.

- **Best of Europe: Sustained Success (3+).**

Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition year's results. Work 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. Entries should present the campaign as a clear journey across the years, highlighting key moments, milestones, and turning points that shaped its evolution and effectiveness. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

***A separate entry form and different creative requirements are required for the Sustained Success category.**

- **Best of Europe: Topical / Annual Events.**

For effective efforts around a particular moment in time or current event. Efforts in the following categories should enter: Seasonal Marketing (efforts focused on time-based interests of their target audience) and Current Events (efforts that effectively leveraged immediate relevance, interest or importance via a targeted strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.

SPECIAL CATEGORIES / POSITIVE CHANGE EFFIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM, OPEN TO SINGLE & MULTI-MARKET

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

For efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services. Explain how your efforts created positive impact on the environment and the business. Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices. Entrants should address how the sustainability goal relates back to the overall brand and business strategy. Demonstrate immediate impact while articulating progress toward long-term objectives. Highlight the most interesting, effective and impactful elements of the work, including the actual change-making components. 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 in one of the two sub-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: Social Good

For marketing efforts proven effective in solving/impacting 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 with inspired action.

Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more diverse, equitable and inclusive society; or 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, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Demonstrate immediate impact while articulating progress toward long-term objectives. Highlight the most interesting, effective and impactful elements of the work, including the actual change-making components. Include the impact your work had on the cause and why it was a match for your business.

Enter in one of the two sub-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.

SPECIAL CATEGORIES / HEALTH EFFECTIVENESS EFFIE

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. Enter in one of two sub-categories:

- Health Effectiveness – single market
- Health Effectiveness – multi-market (2 or more)

Note: There is a special entry form required for the Health Effectiveness category.

SPECIAL CATEGORIES / CIVIC ENGAGEMENT & DEMOCRACY EFFIE

The objective of this new category is to champion the role of advertising and marketing to promote civic engagement, inclusive institutions and democratic values. It aims to inspire the creative and communications industry to use their skills and platforms to positively impact civic engagement and participation, institutions for justice, fairness and equal representation, media literacy, and democratic values. The category recognises efforts from brands or NGOs that actively promote and strengthen democratic values. It would honour communications and ideas that inspire people to care about human rights, free expression, fair representation, accountability and the essential freedoms that allow democracy to thrive. Rather than simply illustrating these principles, the work should motivate audiences to protect and advance them, whether it is at a local, national or regional level. Campaigns must demonstrate measurable results in inspiring civic engagement or strengthening democratic values. The following provides examples of the type of campaigns that would fall into this category:

- **Participation of citizens**
Celebrating creative work that inspires voter registration, turnout, and civic involvement through non-partisan initiatives and in a non-partisan way — empowering citizens to participate and shape their societies.
- **Youth engagement & future voices**
Celebrating young people shaping the democratic conversation. Youth-focused campaigns that promote democratic values and amplify the voices of young people in civic life, including collaborations between brands and youth that champion electoral participation, justice, inclusion, and freedom of expression.
- **Protecting freedom of expression/equal representation**
Celebrating campaigns that stand up for fundamental rights — from free expression to equality, inclusion, representation. Honouring ideas that advance social equity, uphold human dignity and challenge discrimination.
- **Justice and the rule of law**
Creative work that promotes fairness and equal access to justice. Entries that highlight the importance of laws that protect citizens challenge corruption or the abuse of power and encourage honesty and transparency, such as equal access to justice and independence of the judiciary system.
- **Countering disinformation**
Honouring campaigns that confront false narratives, promote fact-based dialogue, and help audiences navigate today's complex information landscape, empower citizens to discern truth from manipulation.
- **Courage and leadership in democratic values**
Work that demonstrates bravery in defending democratic values, even under threat. This work challenges injustice and the abuse of power, defends fundamental freedoms, and amplifies unheard voices.
- **Develop regional & local solidarity around peace, cooperation and democratic values**
Recognising creative work that builds bridges between communities and reinforces shared human and democratic values.

SPECIAL CATEGORIES / DECADES OF SUSTAINED SUCCESS

Efforts that experienced sustained success for at least 10 years are eligible for entry. At a minimum, include at least ten years of creative work and case results, and include the current competition year's results. Work 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. [add]Entries should present the campaign as a clear journey across the years, highlighting key moments, milestones, and turning points that shaped its evolution and effectiveness. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Enter in one of two sub-categories:

- 👉 Sustained Success – single market
- 👉 Sustained Success – multi-market (2 or more)

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success form.

SPECIAL CATEGORIES / 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.

Enter in one of two sub-categories:

- 👉 Influencer marketing – single market
- 👉 Influencer marketing – multi-market (2 or more)

CONTACT US

If you are unsure in which category to enter, please email Kasia Gluzak at kasia.gluzak@eaca.eu with a brief description of the campaign you wish to enter, followed by your questions.