

# E-1596-453

## Get It Fixed

Product

Jem & fix

Category Entered

Multi-Market: Retail

Paying Organisation

Uncle Grey *Denmark*

Awards Program

2025 Effie Awards Europe

## ENTRY FORM ESSENTIALS

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 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.

**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).

Review full eligibility information at the [Effie Europe website](#).

### *\*Sustained Success Entries:*

Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025. If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

## 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 01/01/24 - 31/03/25. 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](#)
- [EFFIE EFFECTIVENESS EXPLAINED](#)
- [CASE STUDIES](#)
- [MORE RESOURCES](#)

# ENTRY DETAILS & EXECUTIVE SUMMARY

## ENTRY DETAILS

### Brand Name

List the specific brand name here (not the parent company name)

jem & fix

### Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.

Low-cost DIY hardware store

### Dates Effort Ran (Total)

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

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

Date From 2018-01-01

Date To

### Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From 2024-01-01

Date To 2024-12-31

### Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Multinational

### Countries Presented in This Case

Please select only the countries presented in this case.

Denmark

Norway

Sweden

### Please indicate all countries where this work ran.

Denmark

Norway

Sweden

### Industry Sector

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

Household Supplies

### Industry/Category Situation

Select one.

Growing

## MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

In Scandinavia, there is a deep-seated 'do-it-yourself' culture, driven by high labor costs and a strong cultural focus on home life (embodied by concepts like Danish 'hygge'). This is a region of homeowners who are not just willing, but proud, to undertake home improvement projects themselves.

'Janteloven' (The Law of Jante), a powerful, unwritten social code that punishes arrogance and self-importance. Traditional "we are the best" advertising is culturally rejected, making brand-building uniquely challenging. Brands that appear too slick, too self-congratulatory, or that talk down to their audience are quickly dismissed.

The ultimate prize in this environment is to be seen as 'folkelig'—the people's choice. This status is reserved for brands that are perceived as down-to-earth, unpretentious, and authentically part of the culture. It signifies a level of trust and affection that goes beyond transactional loyalty.

## EXECUTIVE SUMMARY

**GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.**

### **The Challenge:**

(Maximum per line: 20 words)

The brand was known for low prices but lacked emotional connection. This had to change to fuel Nordic growth.

### **The Insight:**

(Maximum per line: 20 words)

We all make excuses to delay DIY projects. With our guaranteed low prices, money is no longer a valid excuse.

### **The Strategic Idea/Build:**

(Maximum per line: 20 words)

We humorously encouraged people to stop making excuses and tackle their many unfinished DIY projects with our help.

### **Bringing the Strategy & Idea to Life:**

(Maximum per line: One sentence - 20 words)

The "Get it fixed" platform used broad, relatable humor to dramatize recognizable (and unfortunate) everyday DIY situations.

### **The Results:**

(Maximum per line: 20 words)

The platform delivered a +41.7% growth in Net Profit, a +70% growth in Brand Esteem, and a ROMI of 11.37.

### **Why is this entry an outstanding example of effective marketing in this Effie entry category?**

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

To ensure future growth and attract new customer groups, jem & fix needed to create a brand narrative that increased emotional engagement through a humorous, popular communication universe.

With a distinct and consistent effort, jem & fix has succeeded in strengthening both the reputation and esteem of the brand, building the strongest brand in the category (BrandAssetValuator). This has increased penetration by attracting a number of new customer groups that have contributed positively to the brand's commercial growth and proved a successful brand-building model for our Nordic expansion.

## SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

### SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

### 1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

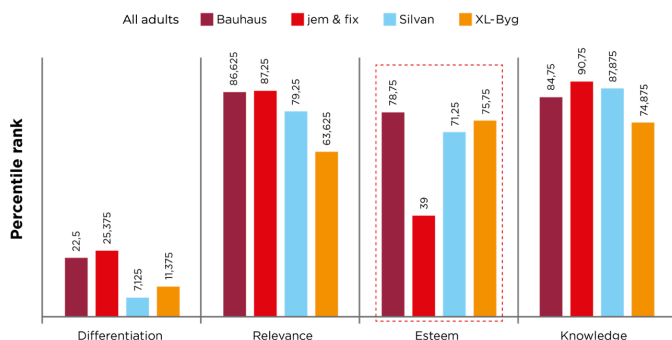
The low-cost DIY retail sector in Scandinavia was characterized by intense price pressure and homogenous product offerings. In our home market, Denmark, this led to a widespread consumer perception that our low prices inherently meant low quality, making it difficult to differentiate and build strong brand loyalty.

Jem & fix is a nationally known discount DIY store, famous for its fixed low prices. However, this strength was also our greatest weakness.

**The problem was clear: Low price was driving low esteem.**

Data from the Brand Asset Valuator (BAV) confirmed this, showing that while Jem & fix outperformed competitors regarding differentiation, relevance, and knowledge, it suffered from the lowest brand esteem among core competitors<sup>1</sup>.

#### Core competitors overview 2022 Denmark



This brand challenge in our home market was amplified by a strategic priority during these years: A significant expansion in Scandinavia.

As Jem & fix were heavily investing in opening new stores across Sweden and Norway, it became critical to develop a powerful and transferable brand platform.

*"Things are always changing, but in Sweden, where we have 51 stores, there is room for many, many more. That market is bigger than the Danish one, and in Norway, we are only just getting started."* -Claus Pedersen, CEO Jem & fix, Børsen 2021<sup>2</sup>

#### The Challenge: Creating an emotional connection across borders

Our task was to create a unifying brand narrative that could forge an emotional connection, first in Denmark, and then across the entire region. We needed to develop a brand blueprint that could accelerate the path to profitability for our Nordic investment. To succeed, we had to expand our target audience and change the value perception of the brand, creating a trusted and respected retail leader without compromising our core low-price position.

We faced two specific challenges:

1. We had to expand our target audience to create a broad, popular appeal that would resonate across all three markets, not just the Danish segments.
2. This had to be done in a way that changed the perception of the brand to be more than just price.

We had to leverage our strength in Denmark and create a brand platform powerful enough to win across Scandinavia.

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

#### RESPONSE FORMAT

List each objective individually.

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

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

## Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

### Reference 1

#### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

**Reverse a profit decline and deliver 25% growth in profitability, fueling the Nordic expansion.**

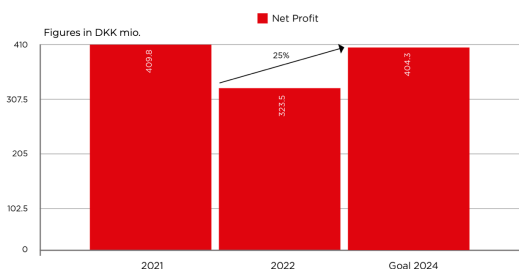
#### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

After years of growth, jem&fix's Net Profit fell by 21% in 2022 on the Danish market.<sup>3</sup>

We set an ambitious 25% growth target, crucial to reverse the decline.

#### Restore profitability through 25% growth in net profit



#### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through the audited Net Profit published in jem&fix official 2024 Annual Report

#### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Profitability (growth/maintenance/easing decline)

#### Marketing Objectives

.

1

#### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

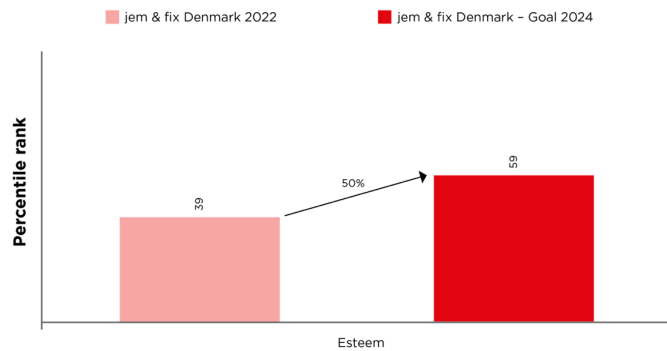
**Shift quality perception by increasing Brand Esteem by 20 percentage points (50%) in our lead market, Denmark.**

## Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Our lowest-in-category Brand Esteem proved consumers related low prices with low quality. Closing this "esteem gap" was the most critical step to creating a more valuable brand. We measured this in our lead market, Denmark, assuming that strong cultural similarities across the Nordics would make this valid for success in Sweden and Norway as well.

### Increase brand esteem by 20 percentage points (50%)



## Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via the Brand Asset Valuator (BAV) category tracking study for Denmark.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Changes in Specific Brand Attributes

## Activity Objectives

-

1

## Objective - Overview & KPI

State your objective here.

(Max: 30 words)

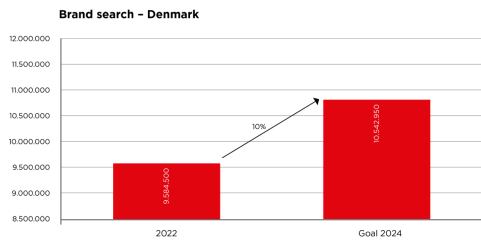
**Generate mainstream demand by achieving 10% growth in brand search volume across all three Nordic markets.**

## Rationale – Why the objective was selected & what is the benchmark?

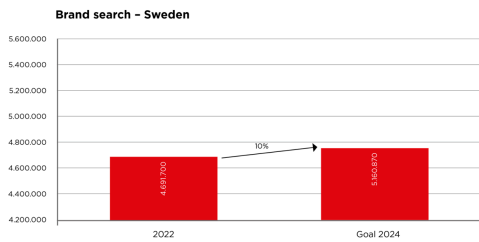
(Max: 75 words, 3 charts/graphs)

Brand search indicates active consumer interest. A growth target of 10% was deliberately chosen to set an ambitious benchmark across all three markets, regardless of their different maturity levels. Achieving this growth would provide proof that our creative platform resonated across borders, creating a Nordic brand presence and proving the growth was a result of our efforts, not just market fluctuations.

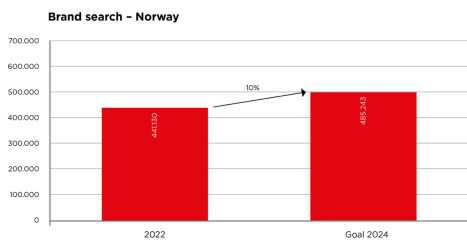
### 10% growth in brand search volume across all three markets



### 10% growth in brand search volume across all three markets



### 10% growth in brand search volume across all three markets



### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via brand search tracking data provided by digital agency, for all three countries.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Popularity / Fame / Social Discourse

Reach (e.g. open rate, shares, views, attendance)

### Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

1. Brand Asset Valuator, BAV Category Tracking Study for Denmark, 2022-2024.
2. Boersen, "Jem & Fix vil udvide i Sverige" (Jem & Fix wants to expand in Sweden), June 8, 2021.
3. Jem&fix A/S, Annual Report 2024, published via CVR API.

## SCORING SECTION 2: INSIGHTS & STRATEGY

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

## SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

### **2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.**

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

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

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

To solve our multi-market challenge, we needed a brand platform that could resonate across all of Scandinavia. Our ambition was to move beyond our core segment of men aged 35+ and connect with the broader population. Our target audience was therefore defined not by demographics, but by a shared mindset, comprising two key groups:

#### **Homeowners**

Across Scandinavia, homeowners represent a massive segment. On average, 70% of Danes, Swedes, and Norwegians own their own home, and renovation is expensive, largely due to high labor costs and strict standards.<sup>4</sup>

Since 1991, Norway has been at the top of the European statistics, counting how much money is annually spent on renovating private homes.<sup>5</sup>

Homeowners are not just undertaking one-off projects; they are continuously doing costly maintenance or improvements, making them the most valuable audience to win.

#### **The DIY Segment**

People across the Nordic region are famously hands-on, with a strong culture of "do-it-yourself." This is driven by a cultural appreciation for home life.

The famous concept of "hygge" (coziness) and a pragmatic desire to save money. In Sweden, less than half of all households outsource their home improvement projects, one of the lowest rates in Europe, and in recent years, there has been a significant growth in the Swedish DIY market. In Norway, the DIY culture translates into a massive market, with retail sales of hardware, paints, and glass reaching 32.7 billion NOK in Norway alone.<sup>6</sup>

This group was a natural core segment, but to grow, we had to broaden our appeal within it.

**We needed a platform flexible enough to be scaled across Scandinavia, powered by a single, unifying idea that could resonate with homeowners and DIY-ers alike.**

### **2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.**

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

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

Despite this strong interest in "do-it-yourself.", there was often a long way from thought to action. Many of these good intentions were overshadowed by everyday excuses like lack of time or money, leaving people with unfinished projects or questionable solutions.

**The Insight: We find all sorts of excuses to postpone DIY projects. Now, you can no longer use price as an excuse.**

Our task was to motivate our target audience to put their excuses aside.

This required a new approach capable of adding an extra dimension to the brand beyond price, increasing its appeal to a broader audience, and shifting the quality perception.

The following steps were defined:

1. To reach homeowners, the DIY segment, and ultimately the general public with a single idea, we had to find a common ground they all shared.
2. We had to create a platform that could form the foundation for the future of Jem & fix and have the flexibility to be scaled to the rest of the Nordic region.
3. The path forward was to create a unified narrative and emotional connection through broad, relatable humor.

## 2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

Our strategy was to re-manifest our long-standing low-price concept:

### Get It Fixed.

While this promise was well-known, it was perceived purely rationally. Our task was to infuse it with a new emotional connection and broader appeal.

**The Idea: We would humorously encourage people to put their excuses on the shelf and finally tackle their many unfinished projects.**

With a healthy dose of down-to-earth charm, we saw the opportunity to shift our role from a passive supplier to an active, helpful partner that motivates people to get their projects "fixed" the right way.

To ensure this idea would resonate across all three markets—regardless of age, gender, or socioeconomic status—we needed to position jem&fix as the people's choice, built on a foundation of good prices, the convenience of local stores, and a wide assortment of products.

## Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

4. Eurostat, "Home ownership statistics," 2023.
5. Daily Scandinavian, "The Norwegian Passion for Home Improvement," 2022.
6. Statista, "Retail sales of hardware, paints and glass in Norway," 2023.

# SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

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

(Maximum: 300 words; 3 charts/visuals)

Our creative platform should reflect the real-life DIY challenges people face, while simultaneously reminding them that jem&fix is always ready with low prices and reliable products.

To achieve top-of-mind awareness with a broader audience, we had to move beyond our previous, purely tactical narrative.

Our plan was designed to increase the entertainment value and cultural impact of our communications, building a more memorable and engaging brand:

#### 1. Focus on Long-Term Brand Building

Our primary goal was to build a powerful brand that could create long-term customer loyalty while also driving sales. A creative platform that continuously could be refreshed with new material while always telling the same core story.

#### 2. A 50/50 Message Split

Our communications were structured to deliver on both long-term brand building and short-term sales. Our 20-second films dedicated the first ten seconds to humorous, brand-building storytelling, while the final ten seconds were a tactical call-to-action focused on specific products and low prices. This balanced approach

ensured we were building the brand and driving traffic simultaneously.

### 3. Entertainment for the Entire Nordic Region

The creative was designed to be universally entertaining. We used humor to communicate the unique Jem & fix concept and illustrate the relatable DIY challenges consumers face - reminding them that with our prices, there's never an excuse not to get the job done. By focusing on dialogue-free, physical comedy, the platform was inherently scalable, ensuring it would resonate across all three markets.

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

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

The creative platform was built on a series of films and stills showing caricatured, everyday situations that DIY-ers find themselves in.

Each film ended with the project going humorously wrong, a necessary consequence of not shopping at jem&fix. A crucial constraint was that all creatives had to be scalable across Sweden and Norway, so the films were action-based rather than dialogue-driven.

#### A Unified Idea with a Localized Call-to-Action

The strategic promise of "Get it Fixed" was the foundation for the entire campaign. However, the final on-screen endline was intelligently adapted to each market. In Denmark, we used the direct "få det nu fixet" ("Just get it fixed"). In Sweden and Norway, the line was adapted to "Mer fix för pengarna" / "Mer fix for penge" ("More fix for your money")

#### A Consistent Format

Each film followed a clear structure: 10 seconds of humorous, relatable storytelling, followed by a 10-second tactical spot featuring two products and their low prices. This created a recognizable and effective format.

#### A Distinctive Visual Identity

To ensure consistency across all touchpoints, we used our characteristic yellow design for all tactical communication. The style is intentionally simple, signaling that "at jem&fix, we save where we can, to keep our prices low."

#### Relatable Characters

The campaign featured a cast of ordinary, sympathetic people, not aspirational super-builders. Their role was to humorously dramatize the consequences of not choosing the simple, affordable solution at Jem & fix.

### 3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

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

Our communications strategy was designed to broaden our appeal beyond the core segment and connect with homeowners and DIYers alike, build on three simple elements:

#### 1. Resonating with a Broader Audience

The use of sympathetic, relatable characters in humorous, dialogue-free situations ensured that viewers across all demographics could see themselves, a partner, or a neighbor in the stories. This allowed us to build a strong, down-to-earth connection, making the brand feel accessible and human. This universal approach was intentionally designed to resonate not just in Denmark, but across our expansion markets of Sweden and Norway as well.

#### 2. A Unified Experience Throughout the Customer Journey

Our experience strategy was designed to create a seamless and consistent journey across all digital and physical touchpoints. The TV commercials served as the foundational element, introducing the characters and the campaign's humorous tone. This was then mirrored across all other channels. Tactical print ads, in-store signage, and social media posts all used the same distinctive visual language and core message.

This created a powerful, integrated experience, ensuring the brand felt familiar and consistent whether a customer saw it on their television, in their social feed, or while walking through the store.

#### 3. The Broad and Traditional Media

With a broad target audience, we needed broad channels to build widespread brand awareness and establish our humorous, popular tone. Television and radio formed the foundation of our plan. While linear TV viewing habits are changing, the power of audiovisual storytelling remains immense.

These channels were the most effective way to build the top-of-mind awareness that was our primary activity objective.

**This integrated channel mix allowed us to build long-term brand equity and drive short-term sales simultaneously, establishing a strong and consistent presence across all key touchpoints.**



translation:

OOH Sign: carwash or a flight? In Jem&fix, we have polite self-service. You will find what you need yourself.

A-sign: Shower or a scalp massage? In Jem&fix, we have polite self-service. You will find what you need yourself.

## Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Get it Fixed end frame

OK

## Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

N/A

# SCORING SECTION 4: RESULTS

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

**4A. Over the time period of your case, how do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.**

Results must relate back to your specific audience, objectives, and KPIs.

### RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

### ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.\*
4. All results must correspond to a data source.

*\*Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.*

*Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.*

## Results Overview

(Maximum: 400 words, 5 charts/visuals)

### We proved that a little humor can lead to a lot of profit.

Jem & fix's new brand story was a significant success and has far exceeded the original objectives. It transformed our Danish business into a powerful driver for the Scandinavian expansion, shifting brand perception, and established a Nordic platform that resonated with consumers across the region.

### Building a Nordic brand based on our Danish success

Jem & fix reversed a significant profit decline, delivering a record-breaking **Net Profit of 458.3 million DKK (€61.4 million)**—a **41.7%** increase from the 2022 baseline and a **Return on Marketing Investment (ROMI) of 11.37**.

This financial success was critical, as it provided the engine to fund the continued expansion.

### Improving brand perception and going beyond just discounting

The new brand narrative did more than just strengthen our market position; it also improved our brand perception. In our mature Danish market, Brand Esteem grew by **70%** from 2022 to 2024, and **brand consideration among our core homeowner audience rose to a sustained high of 75%**.

This market leadership extends to mental availability. Our **Top-of-Mind Ad Recall consistently outperformed all competitors, peaking at 21%**—more than double our nearest rival. This proven success in Denmark provides a strong blueprint for our other Nordic markets.

### A Platform for the Entire Nordic Region

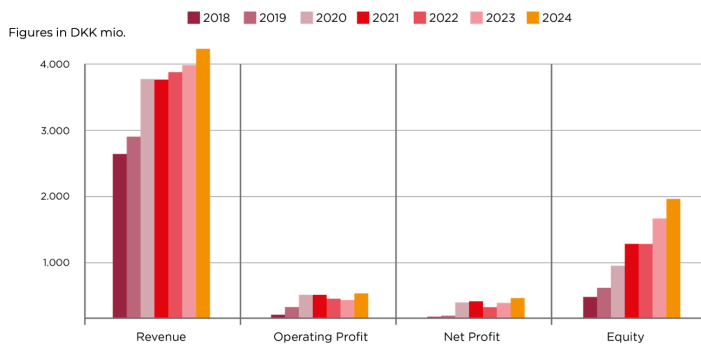
The ultimate proof of the platform's power is how it performed across the different maturity levels of our three Nordic markets.

- In **Norway**, where we started from a lower base, the campaign created a massive uplift in brand salience. From 2022 to 2024, **Aided Brand Awareness surged from 31% to 55%**, proving the platform's incredible power to build a brand from the ground up.
- In **Sweden**, the campaign drove continued growth, increasing Aided Awareness from an already strong 67% to **71%**.

The campaign's down-to-earth, popular appeal resonated powerfully. In Denmark, **64% of consumers associated the campaign with the word "fun,"** and individual ads achieved high **ad-liking scores of 55%**.

This brand-building success translated into active consumer demand. From 2022 to 2024, brand searches grew by **19.5%** in Denmark, **36.8%** in Norway, and **16.2%** in Sweden.

## Jem & Fix continues to build on top- and bottom line



## Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

**Reverse a profit decline and deliver 25% growth in profitability, fueling the Nordic expansion.**

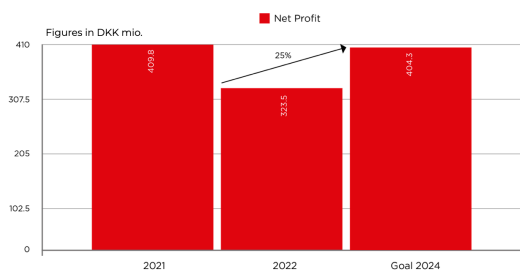
### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

After years of growth, jem&fix's Net Profit fell by 21% in 2022 on the Danish market.<sup>3</sup>

We set an ambitious 25% growth target, crucial to reverse the decline.

#### Restore profitability through 25% growth in net profit



### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through the audited Net Profit published in jem&fix official 2024 Annual Report

### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Profitability (growth/maintenance/easing decline)

### List Result

(Maximum: 30 Words)

Net Profit grew by **41.7%** from 2022-2024, reaching a record **458.3 million DKK (€61.4 million)**.

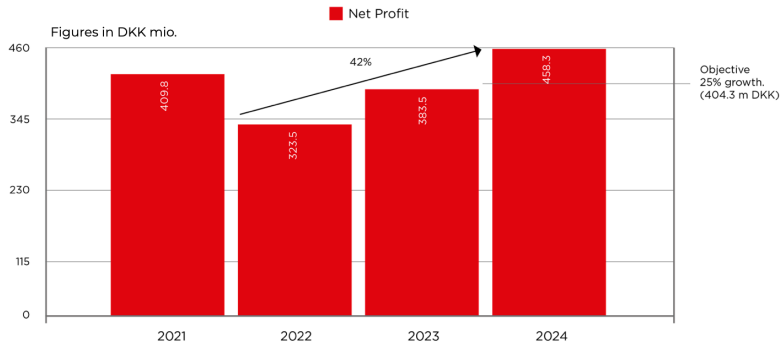
### Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

This result exceeded our ambitious 25% growth target by **16.7 percentage points**. Crucially, it also surpassed the company's own official forecast (300m DKK) by a remarkable **158.3 million DKK**. The 2024 Annual Report confirms "a real price war failed to materialize," allowing us to attribute this success to brand-building, not just market-wide discounting.<sup>7</sup>

# Net profit outperformed the objective with 17 percentage points



## Marketing Objectives Results

-

# 1

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

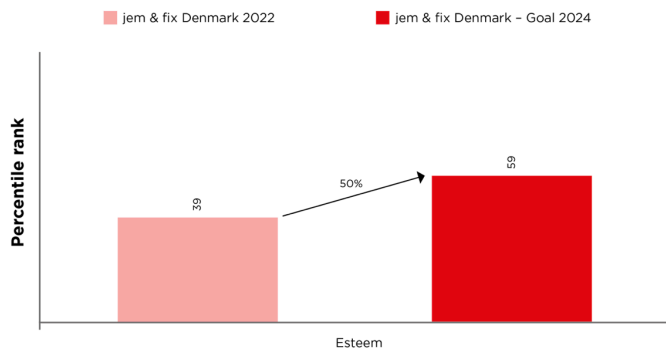
**Shift quality perception by increasing Brand Esteem by 20 percentage points (50%) in our lead market, Denmark.**

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Our lowest-in-category Brand Esteem proved consumers related low prices with low quality. Closing this "esteem gap" was the most critical step to creating a more valuable brand. We measured this in our lead market, Denmark, assuming that strong cultural similarities across the Nordics would make this valid for success in Sweden and Norway as well.

## Increase brand esteem by 20 percentage points (50%)



### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via the Brand Asset Valuator (BAV) category tracking study for Denmark.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Changes in Specific Brand Attributes

### List Result

State your corresponding result here.

Brand Esteem grew by an incredible **70%** from 2022 to 2024, an increase of **27.4 percentage points**.

### Context

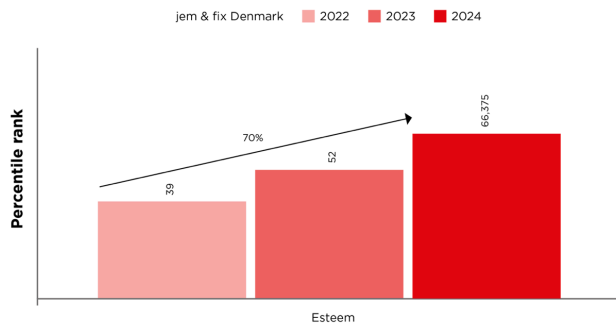
Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

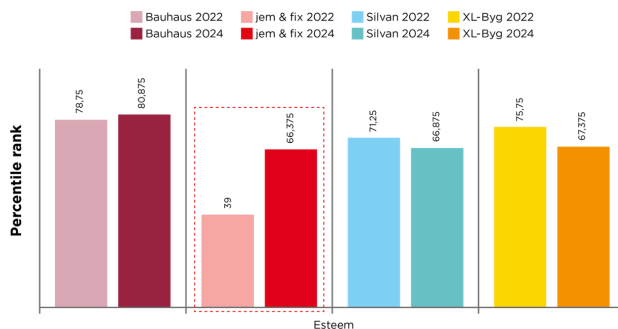
This massive increase was unique to our brand, not a category-wide trend. During the same period, our core competitors saw only minimal growth in Esteem (Bauhaus: +11%, Silvan: +17%, XL Byg: +15%).

It proves we successfully broke the link between low price and low quality, creating a powerful and transferable brand asset.

### Increased brand esteem by 27 percentage points (70%)



### Core competitors Esteem 2022-2024 Denmark



### Activity Objectives Results

-

# 1

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

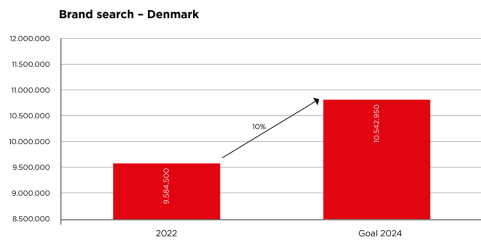
Generate mainstream demand by achieving 10% growth in brand search volume across all three Nordic markets.

## Rationale – Why the objective was selected & what is the benchmark?

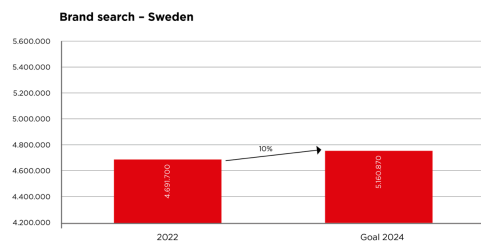
(Max: 75 words, 3 charts/graphs)

Brand search indicates active consumer interest. A growth target of 10% was deliberately chosen to set an ambitious benchmark across all three markets, regardless of their different maturity levels. Achieving this growth would provide proof that our creative platform resonated across borders, creating a Nordic brand presence and proving the growth was a result of our efforts, not just market fluctuations.

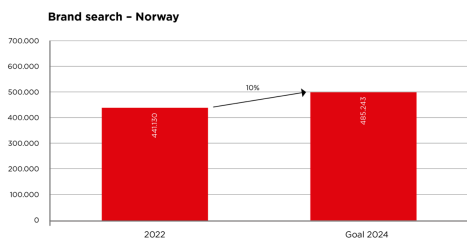
### 10% growth in brand search volume across all three markets



### 10% growth in brand search volume across all three markets



### 10% growth in brand search volume across all three markets



## Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via brand search tracking data provided by digital agency, for all three countries.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Popularity / Fame / Social Discourse

Reach (e.g. open rate, shares, views, attendance)

## List Result

State your corresponding result here.

We drove significant, double-digit growth in brand search across all markets: **+19.5%** (DK), **+36.8%** (NO), and **+16.2%** (SE), outperforming our goal in all three countries.

### Context

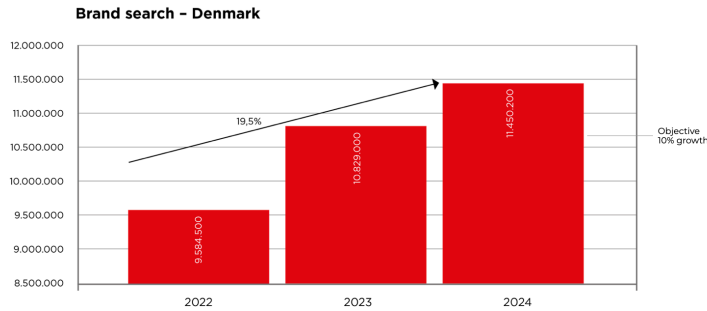
Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

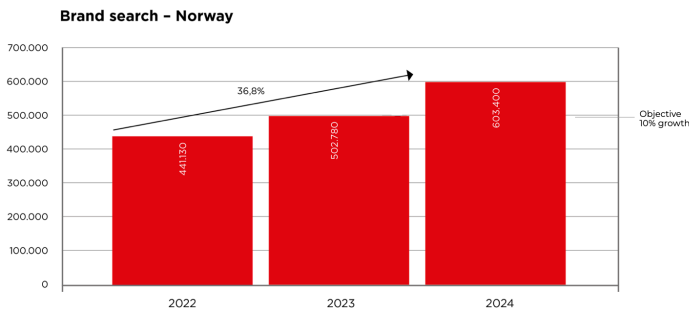
This unified increase in active consumer interest provides definitive proof that the creative platform resonated across borders.

It confirms we successfully created a single, powerful brand idea that could capture mainstream attention and build a Nordic brand presence.

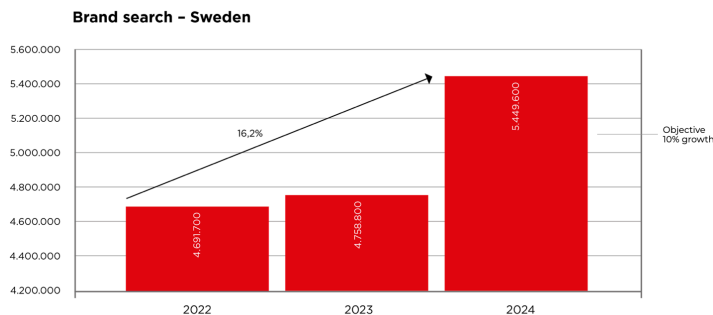
### 19,5% growth in brand search volume



### 36,8% growth in brand search volume



### 16,2% growth in brand search volume



### Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 250 words, 3 charts/graphs)

Beyond the headline results, the platform's success is evident in the underlying business metrics. (2023/2024)

- **We became more efficient.** Jem&fix's profit margin grew by a healthy **15%** in 2024, showing that our growth was profitable.
- **Digital interest continued to surge.** Web traffic was up another **12.3%** last year, building on the massive 58% growth from the year before.
- **More people came to the stores.** It was great to see this wasn't just an online phenomenon – we had **8%** more people walking through our doors in 2024

Index numbers are compared to the previous year	2018	2019	2020	2021	2022	2023	2024
Index for store turnover	100	110	130	99	104	103	106
Index for web turnover	100	106	151	124	83	97	109
Index for store traffic/customer flow	100	109	121	84	110	105	108
Index for web visitors	100	125	134	123	98	159	112
Index for profit margin, Jem & Fix DK	100	120	213	103	79	119	115

Store traffic in 2021, the stores were closed for the first 2 months of the year due to Covid-19

#### 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Societal or Economic Events (e.g. changes in economic, political, social factors)

##### Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

It's fair to say the market provided a bit of a tailwind. Interest rates did fall again during 2024, and we have to assume that it kick-started some of the DIY projects people had put on hold when rates were at their highest.<sup>8</sup>

This has undoubtedly had a positive influence on what is a very strong final ROMI of 11.37.

At the same time, this was happening in a wider context of geopolitical turmoil and general uncertainty about personal finances, which continued to have a negative impact on overall consumer confidence. Price increases have reached a relatively normal level and, together with relatively good growth in real wages, ensure a stable economy for most consumers.

During the financial year, several stores were established in urban areas. So despite general uncertainty regarding consumers' personal finances and geopolitical turmoil, we have succeeded in achieving revenue growth.

#### Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

7. Jem&fix A/S, Annual Report 2024, published via CVR API.

8. DetailWatch, "Jem & Fix-topchef afviser priskrig og investerer sig til underskud i Norge og Sverige" (Jem & Fix CEO denies price war and invests into deficits in Norway and Sweden), October 15, 2024.

## INVESTMENT OVERVIEW

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

## PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

## **Paid Media Expenditure (Current Year)**

*Current Year/Time Period: January 2024 – March 2025*

€200-500 Thousand

## **Paid Media Expenditures (Prior Year)**

*Campaign Period: Prior Year*

€200-500 Thousand

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

Select one.

About the same

## **Compared to prior year spend on the brand overall, the brand's overall budget this year is:**

Select one.

More

## **Media Budget Elaboration:**

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

*(Maximum: 150 words)*

We managed to combine local relevance with national reach. By staying true to our core concept and strategy, we have increased our market share through consistent use of brochures and television, which are important touchpoints in our target group and in our category.

At the same time, we have strengthened our website, e-commerce presence, and performance marketing in general, which has further anchored our local presence within a national framework. By integrating new media channels, our concept thrives and develops, creating a robust foundation for sustained market growth.

With a clear strategy and adaptive media planning, we effectively bridge the gap between local engagement and national presence.

- Paid Media Spend 2,000,000- 3,000,000 DKK
- Production & Other Costs: 2,446,900 DKK
- Agency Fee: 600,000 DKK
- Total Investment = 6,046,900 DKK (810.137,06 Euro)

## **PRODUCTION & OTHER NON-MEDIA EXPENDITURES**

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

### **Production & Other Non-Media Expenditures**

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€500–999 Thousand

### **Elaboration on the Production & Other Non-Media Expenditures**

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

*(Maximum: 100 words)*

The budget has been used for creative development of the platform and the production itself, which was optimized to be able to use assets in all three countries. In the latest films, we have optimized by having only two locations and keeping the number of actors down. They are actors, but not well-known actors – they had to look like ordinary, likeable people across the Nordic region. Finally, we have also used the money to optimize our production in post-production. After a production, we have had about 50 different assets, which has given the campaigns a long shelf life.

## **OWNED MEDIA**

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

*(Maximum: 100 words)*

### **Was owned media a part of your effort?**

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

(Maximum: 100 words)

Yes : Content on social media channels and website

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

### Sponsorships

Select all that apply.

Not Applicable

### Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

N/A

## SOURCES

### Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

**Gallup AdFacts:** This is used to assess spending in the category.

**Advantage:** This is used to track TRP impressions on radio and TV for our competitors.

## ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

### All Touchpoints

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. - SEM

Digital Mktg. - SEO

Digital Mktg. – Video Ads

OOH – Billboards

Print - Magazine

Print - Newspaper

Radio

TV

## MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

### Main Touchpoint 1

Most integral touchpoint.

TV

### Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. - SEM

### **Main Touchpoint 3**

#3 Most Integral Touchpoint

Print - Magazine

## **SOCIAL MEDIA PLATFORMS**

Select all social media platforms utilised in your effort from the list below.

### **Social Media Platforms**

Select all that apply, or select Not Applicable.

Facebook  
Instagram  
LinkedIn  
Pinterest  
Snapchat  
YouTube

## **CREATIVE EXAMPLES**

Creative Work is reviewed as part of Scoring Section 3: Bringing the Strategy & Idea to Life, along with the entrant's response to Questions 3C-3D and the Investment Overview. These elements together account for 23.3% of the total score.

## **CREATIVE REEL**

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

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

**The Creative Reel is viewed once the case has been read.**

### **Creative Reel**

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

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



**jem & fix**  
**LAVPRIS BYGGEMARKED**

Jem&fix\_Get it Fixed

OK

**Creative Examples Presented in the Creative Reel - Select All**

Select all that apply.

Digital Mktg. – Display Ads

Interactive / Website / Apps

OOH – Billboards

Print - Newspaper

Radio

TV

**Raw Creative Examples as Originally Aired - For Research Purpose**



Denmark\_TV

OK

**In what language the raw creative example aired?**

Danish

**IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)**

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

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

**Images of Creative Work**

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements: .jpg/jpeg format



Translation for Image 1: Creative Snippets

- **Tagline (on right-hand images):** "Få det nu fixet" = "Get it fixed"
- **Paving Stone Offer (Top Middle):** "HAVEFLISE" = "PAVING STONE"
- **Lawnmower Offer (Bottom Middle):** "PLÆNEKLIPPER" = "LAWNMOWER"
- **General Text:** "LAVPRIS BYGGEMARKED" = "LOW-COST DIY STORE"

Highlight from TVC

OK



Translation for Image 2: Newspaper Advertisement

- **Headline:** "Vi har fixet en helt ny butik" = "We have fixed a brand new store"
- **Main Event:** "Åbnings-fest" = "Opening party"
- **Date:** "Søndag d. 18. maj" = "Sunday, May 18"
- **Store Type:** "LAVPRIS BYGGEMARKED" = "LOW-COST DIY STORE"
- **Product Offer:** "TRÆFIX" = "WOOD FIX" (A brand name for wood stain)

Newspaper

OK



Translation for Image 3: Image: In-Store A-Signs

- **Left Sign:** "Høflig selv betjening holder Lavprisen Lav" = "Polite self-service keeps the low price low."
- **Right Sign:** "Bestil online i butikken" = "Order online in the store."

In-Store A-Signs

OK

## Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

### Image 1: Creative Snippets

- **Tagline (on right-hand images):** "Få det nu fixet" = "Get it fixed"
- **Paving Stone Offer (Top Middle):** "HAVEFLISE" = "PAVING STONE"
- **Lawnmower Offer (Bottom Middle):** "PLÆNEKLIPPER" = "LAWNMOWER"
- **General Text:** "LAVPRIS BYGGEMARKED" = "LOW-COST DIY STORE"

### Image 2: Newspaper Advertisement

- **Headline:** "Vi har fixet en helt ny butik" = "We have fixed a brand new store"
- **Main Event:** "Åbnings-fest" = "Opening party"
- **Date:** "Søndag d. 18. maj" = "Sunday, May 18"
- **Store Type:** "LAVPRIS BYGGEMARKED" = "LOW-COST DIY STORE"
- **Product Offer:** "TRÆFIX" = "WOOD FIX" (A brand name for wood stain)

### Image 3: Image: In-Store A-Signs

- **Left Sign:** "Høflig selv betjening holder Lavprisen Lav" = "Polite self-service keeps the low price low."
- **Right Sign:** "Bestil online i butikken" = "Order online in the store."

# CASE BACKGROUND

# PUBLICITY MATERIALS

All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.

## COMPANY & INDIVIDUAL CREDITS

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

**Credits cannot be removed or replaced after the entry is submitted** – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorisation & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a €200 fee after time of entry. No additions/edits will be accepted after 15 September 2025. See the Entry Kit for all the details. [UPDATE THIS LINK WITH YOUR LOCAL ENTRY KIT.](#)

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognised as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

## PERMISSION & AUTHORISATION

### DOWNLOAD ENTRY

Printed 2026-06-24 07:28:30 +0000

With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges