

2026 Effie Europe Creative Requirements

**effie**

# The Entry: Creative Reel

## JUDGING CONTEXT

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. As a reminder, any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Objectives and Results outlined in the written form and must have run in the marketplace.

You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The reel should complement your response to Questions 3A-3C.

Because the judges read the written case first and the focus of the reel is on the work, no results – hard or soft - may be included in the reel.

Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.



# The Entry: Creative Reel

## **PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE.**

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which includes your written responses to Questions 3A-3C and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.

## **CONTENT:**

At least one example of each integral touchpoint must be shown. To keep the focus on the creative work, judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.

There may be situations where this is not possible. In those instances, ensure that the judges are seeing a breadth of your work. The key is to ensure judges are left with a thorough understanding of how your idea and strategy were brought to life – any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.) in situations where it may not be clear.

**No results of any kind may be included – this will result in disqualification.**

Entry reels have a 3-minute maximum; apart from Sustained Success entries which have a 4-minute maximum and 5-min for the special Decades of Sustained Success category. It is not required to utilize allotted minutes.



# The Entry: Creative Reel

## MUST INCLUDE

At least one complete example of each integral touchpoint, as described in your written response in Scoring Section 3.

Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.

If showing multiple examples of a touchpoint (e.g. 3 TV spots), after you show one example in full, it is ok to edit down the additional examples for time.

## DO NOT INCLUDE

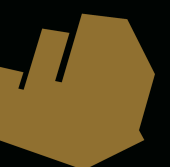
Results of any kind.

Agency names, logos, images .

Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally.)

Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot).

Any confidential information, as creative reels will become public for finalists & winners.



# The Entry: Creative Reel

## SPECS

1 creative reel per entry.

Do not include any agency names/logos in the video or in the file name.

3-minute maximum

Sustained Success: 4-minutes

Decades of Sustained Success: 5-minutes

High Resolution: 16:9 at 1920x1080.

.mp4 format.

250 MB maximum file size.

## TALENT / LICENSING

Do not add music/stock images that did not run in your original creative work to the reel unless you secure the rights to include those supplemental materials.

Effie stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. Effie showcases the work for educational purposes and to honor effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.



# The Entry: Creative Images

## Images of the Creative Work: 2 images required; 6 images maximum

After the judges read your case and watch the reel, they review images of your work. Images uploaded should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

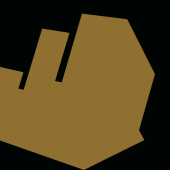
It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc). Or you may wish to upload work that you want judges to have another look at after watching the reel.

This is an opportunity to showcase your creative work:

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

**Technical Requirements:** .jpg format, high-res. 15 MB max. Do not include agency names or logos on any creative materials (including file names) submitted for judging.

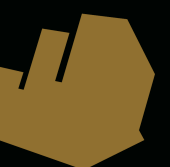
Creative images will be shown publicly if your case is a finalist or winner.



# Other Requirements: Publicity

Entrants are required to provide the following publicity materials at time of entry:

- **PRIMARY PUBLICITY IMAGE**  
This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner.  
Specs: High res, CMYK format, 100% of size. 15 MB max.
- **LEAD AGENCY & CLIENT LOGOS**  
Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. Specs: ai/eps preferred; jpg/png also accepted.
- **CREATIVE EXAMPLES FROM JUDGING**  
The Creative Work provided for judging (images, reel) will also be used for publicity purposes.
- **PUBLIC CASE SUMMARY**  
In 100 words or less, provide a summary of your case with no confidential information included.
- **STATEMENT OF EFFECTIVENESS**  
In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential is included.



# Other Requirements: Publicity

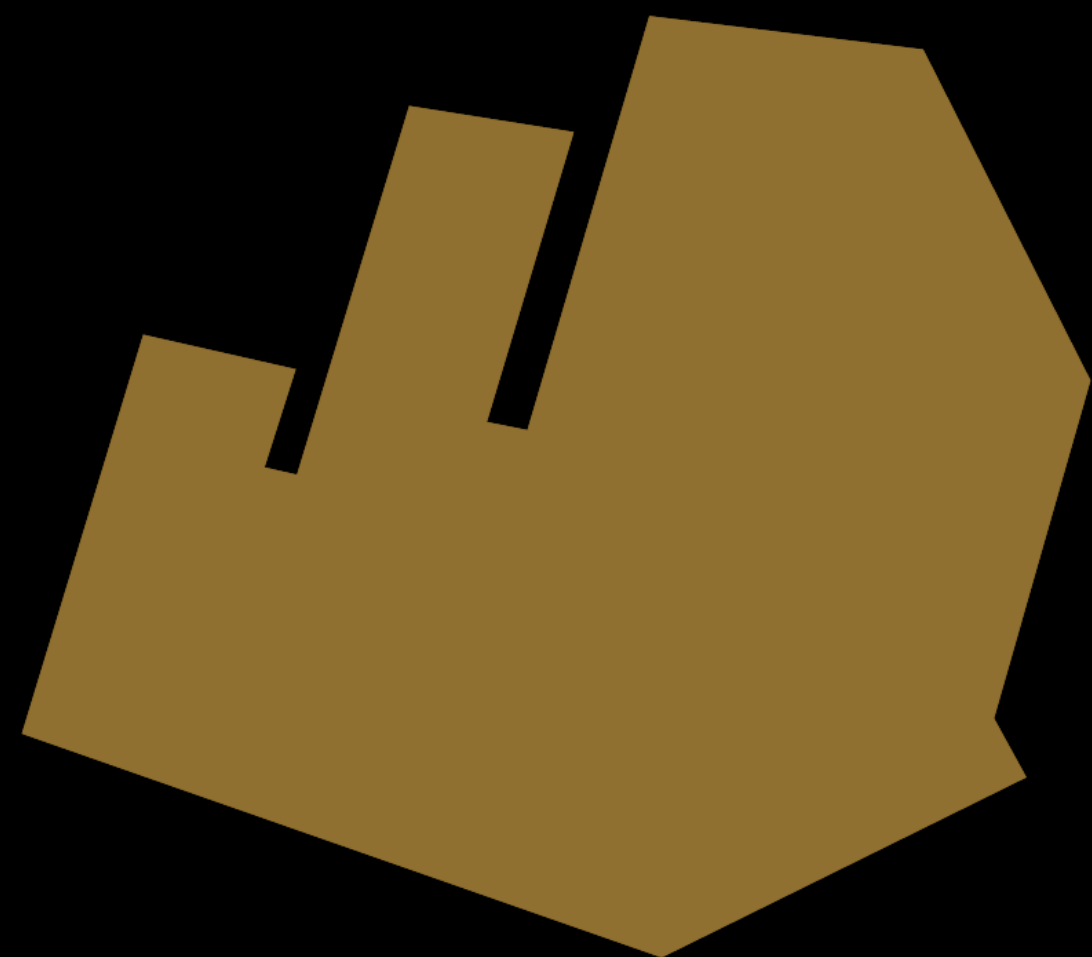
The following publicity material is optional to provide at the time of entry:

- **PUBLICITY PHOTO**

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

Specs: 300dpi, High res, CMYK format, 100% of size. 15 MB max.





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