

Welcome to the Insights Mastery Guide.



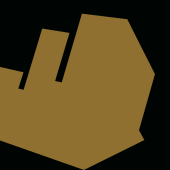
effieAwards
Europe

How to Use This Guide

These examples help you articulate insights more effectively for the "Insights & Strategy" section - often the lowest-scoring part of Effie entries - especially when translation issues obscure clarity, or where the insight is drowned in hyperbole or missing.

That section of the Entry Form covers your strategy's key building blocks: why you chose your audience, your key insight(s) and how they sparked the strategic idea, the thinking behind those insights, and their ties to your brand, audience behaviors/attitudes, research, or business situation.

Review the examples for inspiration on phrasing your insights in clear, compelling English. They showcase well-articulated insights that are true to your audience, without generic fluff. Use this to nail the "why" and "how" jurors seek, boosting your entry's score.



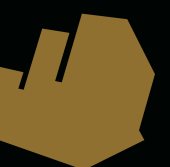
Examples of Insights from 2025 Effie Winners

“At Christmas, Spaniards aim to present their best selves, through home decorations, food they serve, and in clothing and hairstyles.”

Check out the full case: [*The Wavy Cut*](#)
Double Bronze Effie Winner

“Slovaks crave humor and optimism, especially in summer, and to emotionally connect with nostalgic icons and national heroes.”

Check out the full case: [*Refreshing The Legend: How Zlatý Bažant Radler Rode Back To Fame*](#)
Gold Effie Winner



Examples of Insights from 2025 Effie Winners

“From Individual Burden to Collective Impact: Shift recycling perceptions from burden into a nationwide movement, fostering pride instead of obligation.”

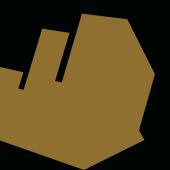
Check out the full case: [*The Recycling Dance*](#)
Silver Effie Winner

“Oxygen depletion is complex, hard to understand, easily overlooked. Humanizing the sea makes it an emotional issue, impossible to ignore.”

Check out the full case: [*The Dead Sea*](#)
Double Gold Effie Winner

“Podcast & storytelling night fans are already practising the key skill of a Samaritan: listening intently for 26 minutes plus.”

Check out the full case: [*Finding Samaritans Amongst The Keenest Of Listeners*](#)
Gold Effie Winner



Examples of Insights from 2024 Effie Winners

“Sweden is actually known for so little that people tend to confuse it with a completely different country: Switzerland.”

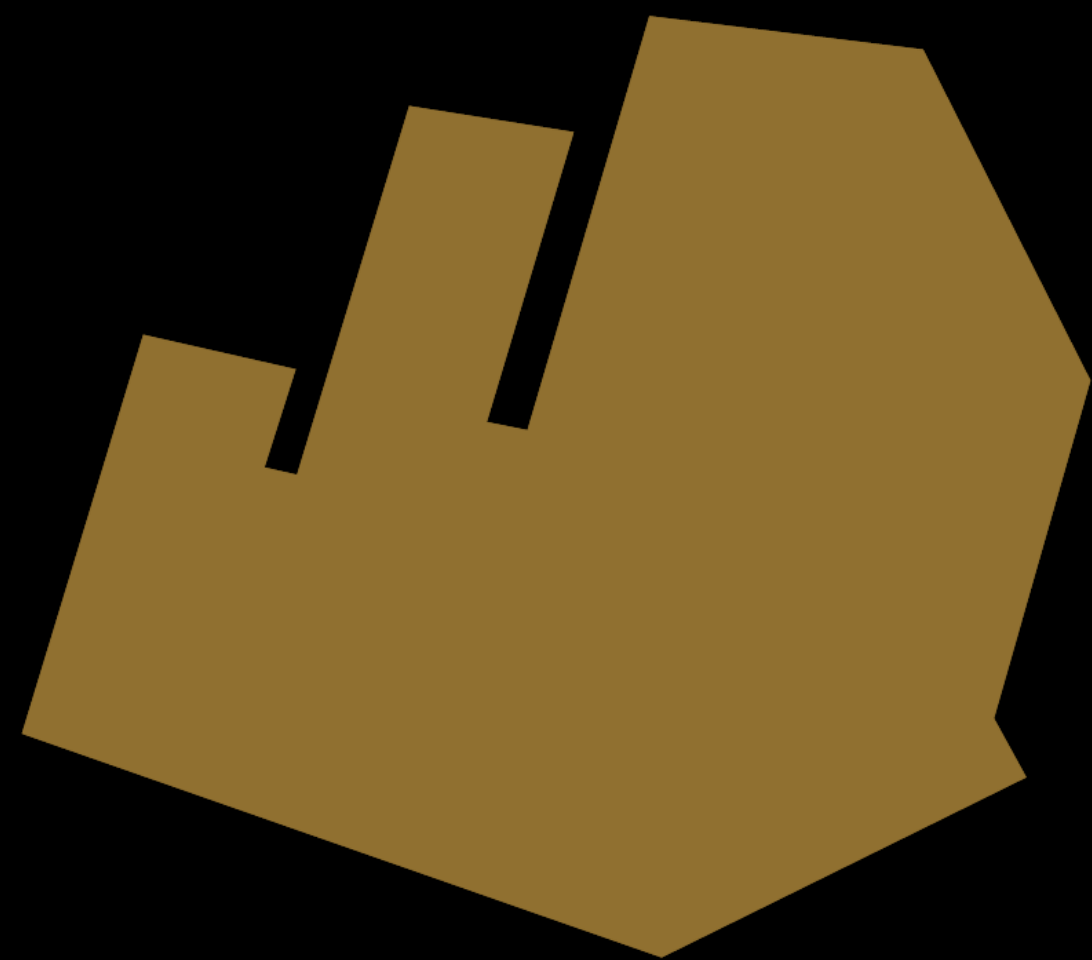
Check out the full case: [Sweden \(Not Switzerland\)](#)
Gold & Silver Effie Winner

“Italians’ perception of Sardinians is skewed by popular stereotypes: they and their island are often parodied and made fun of.”

Check out the full case: [Sardinian Soul](#)
Double Silver Effie Winner

[More Insights & Case Studies.](#)





Together, we set the bar for marketing effectiveness.



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