



The Street of Life

E-1418-196

Product

Organ donation awareness

Category

Best of Europe: Positive Change - Non-profit

Recognising brands and non-profits that are promoting the greater good through marketing communications. Both, environmental and social good submissions are accepted.

Awards Program

2025 Effie Awards Europe

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.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe

region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe – non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

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

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

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

Effie Bulgaria

ORIGINAL CATEGORY (IF APPLICABLE)

Brand Name

"The Documentalists" Foundation

Brand Description

NGO

Dates Effort Ran (Total)

Date From 2023-09-20

Date To

Dates presented in this case

Date From 2023-09-20

Date To 2024-12-31

Regional Classification

National
Non-English

Countries Presented in This Case

Bulgaria

Please indicate all countries where this work ran.

Bulgaria

Industry Sector

Non-Profit

Industry/Category Situation

Flat

MARKET / LOCAL NUANCE BACKGROUND

Bulgaria ranks last among all EU countries in terms of the number of performed organ donations – on average 13 per year over the last 10 years. There are very few transplantation cases, while almost a thousand patients desperately wait. In 2019, the Ministry of Health closed the only institution trying to improve the situation – the National Transplantation Agency.

The topic of organ donation is practically absent from the national discourse. Despite the country's opt-out system, when the time comes for a mandatory family consent, it's rarely given. Fear of the unknown causes people to stay silent. It is families' last priority in their moment of grief, doctors and hospitals lack a coordinated system, and even to this day the Bulgarian Orthodox Church remains silent on its stance regarding organ donation.

Being constantly avoided, the topic of organ donation remains a taboo.

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:

For years, "The Documentalists" Foundation searches for ways to spark conversation about organ donation, which is in a desperate state.

The Insight:

Organ donors don't receive any public recognition from Bulgarian media and society for their heroic contribution.

The Strategic Idea/Build:

A campaign that gives wide exposure to donors, their names and the heroic gift they make to society.

Bringing the Strategy & Idea to Life:

The campaign represents one symbolic act attracting national attention – creating the world's first street named after an organ donor.

The Results:

Hundreds of media outlets cover "Georgi Nikolov" Street, launching national dialogue and administrative reforms that increase donors in Bulgaria.

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

Can a campaign with a budget of 50€ get media coverage equaling 500,000€?

The short answer is: "yes". The longer one is: "yes, but the campaign has to be so simple and unexpected that the media cannot ignore it". This is exactly the goal of the campaign "The Street of Life" - attract national attention to the topic of organ donation. The subject is neglected in Bulgaria where transplantations are few, while thousand wait for a new organ. To bring attention to the issue the campaign consists of a single symbolic act - naming the first street in the world after a local organ donor. The news about the street was featured in almost all national broadcast media as well as hundreds of online news outlets.

"The Street of Life" not only gained massive media coverage, but provoked an institutional change that led to an increase in organ donations.

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.

Bulgaria faces a health crisis that few are talking about. The country ranks last in all of the EU for transplants per million citizens¹. Over a thousand desperate patients wait for organs while only about 10 donor situations occur annually².

The problem, of course, is complex. Though Bulgarian law technically considers everyone a donor, family members make the final decision. Of the 319 hospitals nationwide, a mere 5 or 6 react to donor situations³. Even more troubling, the Ministry of Health dismantled its own Transplantation Agency in 2019, while the Bulgarian Orthodox Church remains silent on its stance regarding organ donation.

While there's no quick fix, one vital first step remains - breaking the silence on the topic. When families discuss organ donation, they become prepared for these difficult decisions. When the media covers donations, society listens. When society listens and engages, institutions act.

Unfortunately, almost no one in Bulgaria is talking about the issue. Media outlets ignore the problem, politicians remain passive, and public awareness is very low. Only a handful of NGOs, like "The Documentalists" Foundation, make efforts to change the situation.

The goal of "The Documentalists" Foundation is to raise public's attention to issues affecting human rights by creating visually strong documentary stories with contemporary digital tools. Their interactive online

project "The Last Gift" shares compelling human stories from doctors, patients, organ recipients and family members of organ donors.

Despite its powerful message, the online project "The Last Gift " reaches only about 100 people monthly since its 2021 launch⁴. This vital cause desperately needs a breakthrough campaign to overcome media indifference and inspire Bulgarians to recognize the life-saving importance of organ donation.

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

Reference 1

Objective - Overview & KPI

Goal 1: Ignite media coverage about organ donation and "The Last Gift".

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

This is the most important goal for "The Documentalists" Foundation and their mission - literally to provoke public discussion on the topic of organ donation through the media. This goal isn't just about publicity - it's about breaking through years of societal taboo so families can start having a discussion on this sensitive theme.

Measurement - How did you plan to measure it?

Reports in television programs and news, coverage on websites, mentions of the project in the media, interviews with the creators of "The Documentalists" Foundation.

Tagging - What keywords best describe your objective type?

National awareness & popularity

Marketing Objectives

1

Objective - Overview & KPI

Goal 2: Increase website traffic to "The Last Gift" webpage.

Rationale - Why the objective was selected & what is the benchmark?

Currently, the project's website has just around 100 visitors per month⁴. The campaign aims to multiply this at least 3X, reaching 3,000 monthly visitors for at least a 3-month period. Each new visitor represents another Bulgarian who might understand the power of donation and potentially start that critical conversation with loved ones.

Measurement - How did you plan to measure it?

Monthly visits to the "The Last Gift" website.

Tagging - What keywords best describe your objective type?

Reach

Activity Objectives

1

Objective - Overview & KPI

Goal 3: Provoke Engagement on Social Media

Rationale - Why the objective was selected & what is the benchmark?

The more the topic of donation is discussed, commented on, and shared, the greater the chance that the situation improves. Until now, the foundation's posts related to "The Last Gift " have performed poorly - fewer than 100 likes and comments⁵. Proof of people's low engagement with this topic is the fact that "The Documentalists" project "Born in War" (about Ukrainian refugees in Bulgaria) gained much more traction online - 3.9K likes and 150 shares⁵.

Measurement - How did you plan to measure it?

Likes, comments, and shares of "Documentalists" content on the topic of donation.

Tagging - What keywords best describe your objective type?

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

Section 1: Sourcing

Source 1 - Eurostat, 2022

Source 2 - Bulgarian Health Ministry, Executive Agency "Medical Supervision" 2012 - 2022

Source 3 - web article "Why Bulgaria is last in the number of transplants in the EU", Radio Free Europe, October 11, 2023

Source 4 - Google Analytics (<https://dokumentalisti.bg/dar/>)

Source 5 - Facebook Business Manager (<https://www.facebook.com/dokum...>)

SCORING SECTION 2: INSIGHTS & STRATEGY

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.

The main target audience of the campaign is the media. They hold the power to transform organ donation from a taboo subject into a celebrated act of heroism. Yet they continue to treat these life-saving gestures with anonymity - reducing extraordinary individuals to nameless statistics: "a 27-year-old donor saved a life" or "a 48-year-old woman from Sofia saved three lives." **This sterile approach strips away the humanity from what might be the most profound human gift possible.**

The secondary target group is the general public. But society, much like the media, approaches the topic with reluctance. People don't like to think about their own death, and out of superstition, most avoid discussing organ donation with their loved ones.

For the Bulgarian media and society, the topic of organ donation is not recognized as a noble act worthy of respect.

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

Contrary to media and most Bulgarians, "The Documentalists" Foundation sees organ donation as the highest form of human altruism - both on the part of the donor and their loved ones. **In the project "The Last Gift" donation is treated as a heroic act that should not remain just a news snippet in the media. Organ donation is an extraordinary act of heroism that deserves the highest honors and should be a source of pride.**

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?

Following this same belief, we set out to find a way to pay tribute to Bulgaria's donors. A campaign that would give wide public recognition to the donors, their names, and the heroic contribution they have made to society.

But how are deserving heroes honored? If they were alive, they might receive a medal of honor from the President. But for deceased heroes, Bulgarian law has designated a special way to honor them. According to the law, streets in Bulgaria are named after deceased individuals with significant contributions to society - scientists, generals, revolutionaries, writers, and other public figures whose names deserve to be remembered and nationally recognized.

To honor the contribution of donors and to provoke media interest, we decided to do something that doesn't exist anywhere in the world - to name a street after a donor.



Section 2: Sourcing

N/A

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.

The first step of the campaign is finding a name of a donor that would later become the name of the street. From the dozens of stories that are featured on "The Documentalists" website "The Last Gift" one particular story sticks out. The story about a young man who became an organ donor after a sudden brain aneurism ended his life in 2015. He managed to save 4 lives - all human beings the young man doesn't know but who are in desperate need of help. His name is Georgi Nikolov. Georgi's story reflects what "The Documentalists" truly believe - that organ donation is a extraordinary act of heroism that deserves the highest honors.

A second crucial step of the campaign is finding a recipient street that would get a new name. The idea of naming a street after a donor sounds appealingly simple, but its implementation is extremely difficult. The idea gets rejected several municipalities, but ultimately **finds support in the most appropriate place - the city of Varna - Georgi Nikolov's hometown.** The local municipality embraces the cause wholeheartedly and relatively quickly (note: 10 months is fast for municipal administration) and finds an unnamed street to receive its new name - "Georgi Nikolov" Street.

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.

Most advertising campaigns follow a familiar playbook: a compelling video, some eye-catching visuals, influencers broadcasting across social media, a witty radio spot... The conventional wisdom holds that the more channels a campaign uses, the stronger the campaign becomes.

This campaign deliberately flips this logic on its head. The plan is to have a very "non-advertising" approach - consisting of nothing more than placing street signs on a single street in a town in Bulgaria. No supporting activities. No banners, videos, influencers, or radio ads. Even the street signs themselves are meticulously designed to blend in, appearing identical in color, form, and font to every other street sign in the city.

The whole idea lies in its simplicity: one symbolic act designed to capture the national attention—naming the world's first street after an organ donor.

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.

The next important step of the campaign is the unveiling of the street. This is the most symbolic and eye-grabbing element, so the timing is crucial. That is why we planned the unveiling to take place on a very specific date - September 20, 2023. This is exactly eight years after Georgi died and saved four lives.

The day before the unveiling, we sent 30 media outlets a compelling headline: **"Georgi Nikolov Street - the world's first street bearing the name of a donor."** The message is designed to spark intrigue and national pride - stories about Bulgaria contributing something unique to the world always resonate.

The media invitation describes Georgi's story and invites journalists to come to the unveiling of the street. Dozens of journalists respond, including camera crews from the two main TV channels in the Bulgaria- bTV and Nova. The event brings together Georgi's parents, the doctor who performed the transplant operation 8 years ago, as well as local officials. **The compelling human story guarantees media coverage of the world's first street named after an organ donor.**

The ceremony's goal is of triggering a media snowball effect is fulfilled. Within days, dozens more outlets cover the story, while "The Documentalists" Foundation and Georgi's parents receive numerous invitations for appearances and interviews.

Key Visual



The Street of Life - Plan

Section 3: Sourcing

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. 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 350 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 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
 4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.
-

Results Overview

"Georgi Nikolov" Street becomes the subject of more than 150 media publications¹. The news about Bulgaria's newest street gets into the primetime news on all 3 national television channels - one report from the street unveiling, a 15-minute interview with the "Documentalists" Foundation and a dedicated 10-minute report on "Georgi Nikolov" Street on the most most-watched and respected current affairs program - Panorama on the National Broadcast Channel. The street is covered by nearly 140 Bulgarian online media outlets, and the founders of "The Documentalists" discusses organ donation on 7 different radio programs¹.

By calculations, the media coverage, measured in advertising time and advertising space, is valued at €500,000². For context, this amount of media coverage equals the quarterly budgets for Bulgarian beer

brands, retail chains and pharmaceutical companies¹.

Website traffic to "The Last Gift" surged from around 250 to nearly 7,000 users in the three months following the unveiling of the street³. The Facebook announcement became the most engaging post by "The Documentalists": 6.9K likes, 153 comments, and 402 shares⁴.

The indirect results of the campaign proved even more significant. Just over a month after the inauguration of the world's first street named after an organ donor, the Bulgarian Ministry of Health proposed restoring the Transplantation Agency - the same agency it closed a few years back.

The Health Minister personally invited "The Documentalists", presenting them with a special certificate recognizing their contribution to organ donation.

While not claiming direct causation, the final quarter of 2023 saw a surge in donor cases, making it a record year for organ donation in Bulgaria⁵.

Business Objective Results

1

List Result

"Georgi Nikolov" Street appears in over 150 media outlets - primetime news, morning shows, online publications and radio programs¹.

Context

By estimates, the media coverage, measured in advertising time and advertising space, is valued at €500,000². With an actual campaign budget of €50 (for sponsoring the content on social media), "Georgi Nikolov" Street achieved an astronomical ROI of 10,000.

Marketing Objectives Results

1

List Result

In the 3 months following the campaign launch, "The Last Gift" website is visited by nearly 7,000 users³, thus largely exceeding the set goal of 3,000 visitors.

Context

This represents enormous growth compared to visits during the 3 months before the opening of "Georgi Nikolov" Street. During that period, the website dedicated to organ donation was visited only around 250 times³.

Activity Objectives Results

1

List Result

The Facebook post announcing the inauguration of "Georgi Nikolov" Street is "The Documentalists'" most liked, commented on and shared post - 6.9K likes, 153 comments and 402 shares⁴.

Context

This doesn't even include the additional shares and mentions of the campaign on Instagram, LinkedIn and Twitter, as well as posts by media outlets that covered the news.

Additional Results

The most significant achievement of "Georgi Nikolov" Street is paving the way for the campaign to continue and evolve into a large-scale cause for every municipality.

Currently, three more streets in Bulgaria are undergoing renaming processes to honor local donors, while the chairman of Sofia's cultural committee wants to name ten streets in the capital and will soon seek approval from the local government.

The simple idea of naming streets after donors doesn't have to be limited to Bulgaria's borders. **This means that the world's first street named after a donor will certainly not be the last.**

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?

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.

During the same period as the campaign launch, Bulgaria holds its parliamentary elections. This means that the story of Georgi Nikolov and the topic of organ donation manages to thrive despite the highly politicized and saturated media cycle.

Section 4: Sourcing

Source 1 - Internal agency media monitoring

Source 2 - Agency calculations provided by a media agency, based on gross prices and data from GARB

Source 3 - Google Analytics (<https://dokumentalisti.bg/dar/>)

Source 4 - Facebook Business Manager (<https://www.facebook.com/dokum...>)

Source 5 - Bulgarian Health Ministry, Executive Agency "Medical Supervision" 2023

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)

Under €50 Thousand

Paid Media Expenditures (Prior Year)

Not Applicable

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

Not applicable (Requires Elaboration)

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

About the same

Media Budget Elaboration:

It's clear that NGOs almost never have a large advertising budget. "The Documentalists" Foundation is no exception – the media budget for the campaign is €50. All of the budget is used to sponsor a single Facebook post¹.

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

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Every production element of the campaign is donated to the cause. The municipality's signage service produces the street signs, while the photos and videos are made free of charge by a local photographer (who also happens to be a childhood friend of Georgi Nikolov).

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?

Yes : The Facebook page of "The Documentalists" Foundation; the website "The Last Gift ".

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

Not Applicable

Elaboration on Sponsorships and Media Partnerships

The campaign has no pre-arranged media partnerships. All media coverage is provoked by the news about "Georgi Nikolov" Street.

SOURCES

Investment Overview: Data Sources

Source 1 - data from "The Documentalists" Foundation

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

Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Interactive / Website / Apps
OOH – Other Outdoor
Public Relations

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

OOH – Other Outdoor

Main Touchpoint 2

Public Relations

Main Touchpoint 3

Digital Mktg. – Social: Organic

SOCIAL MEDIA PLATFORMS

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

Social Media Platforms

Facebook

Instagram

CREATIVE EXAMPLES

CREATIVE REEL

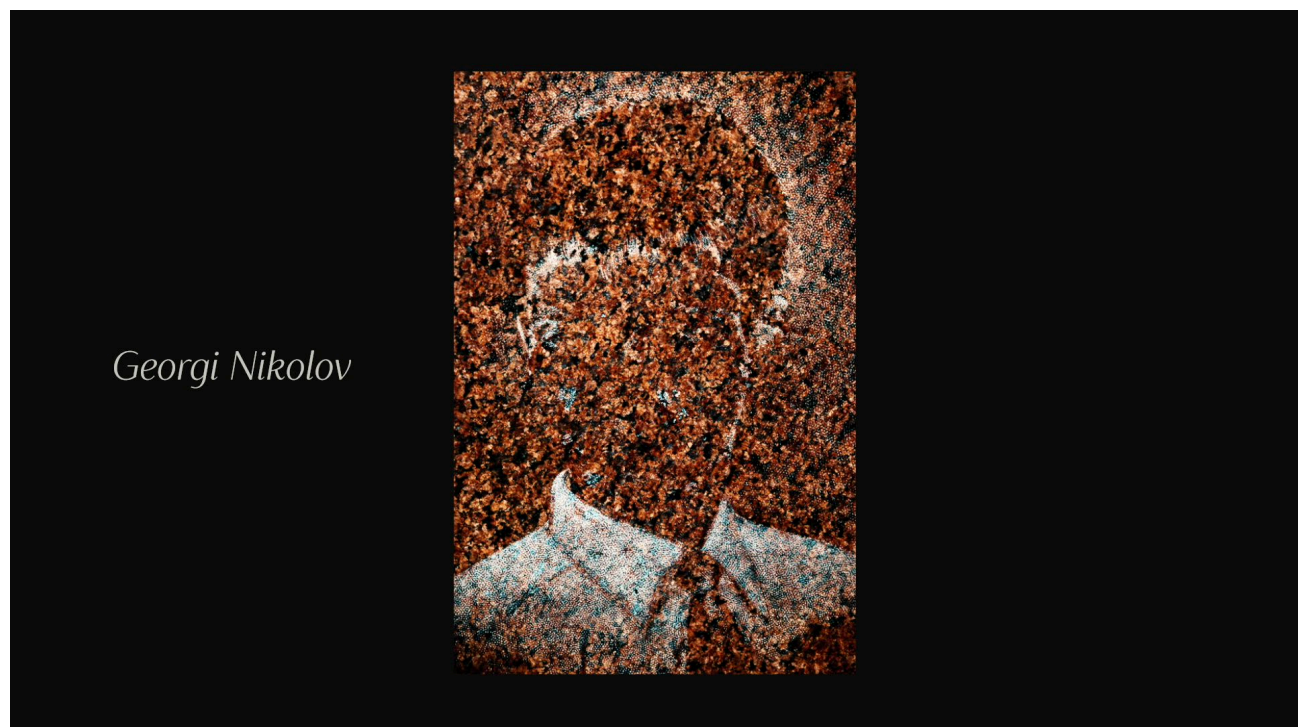
The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

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



The Street of Life_CASE

Creative Examples Presented in the Creative Reel - Select All

Digital Mktg. - Social: Organic

OOH - Other Outdoor

Public Relations

Raw Creative Examples as Originally Aired - For Research Purpose



The Street of Life_Material_1

In what language the raw creative example aired?

Bulgarian

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



The Street of Life - image 1



The Street of Life - image 2

Translation of Non-English Creative Work (If Applicable)

CASE BACKGROUND

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

COMPANY & INDIVIDUAL CREDITS

How long have the Lead Agency and Advertiser team worked together (Select 1)?"

2 - 4 Years

JUDGING VIEW - PDF Version of the Written Entry for Judges
Printed 2026-07-15 14:05:58 UTC