



Ideas too effective  
to hide in the shadows

Entry Kit 2026



# Introduction

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketers for years to come.

This document is designed to give you all the information you need to write and submit your entry. It includes all the practical information - like what work is eligible to enter, what categories are available, accepted creative assets and credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

To support entrants in the entry process, we're offering complimentary online workshops for guidance in crafting more effective entries. These sessions are designed to help you navigate the process and strengthen your submission. You'll find details about entry workshops, sample winning cases and other helpful resources at [effie.rs](https://www.effie.rs).

If you have questions at any stage of the entry process, please reach out to us at [office@effie.rs](mailto:office@effie.rs).

**We wish you all the best in this year's competition!**

# New for the 2026 Effie Awards Serbia Competition

We know you have a story to tell, and we want to help you tell it effectively. Each year, the Effie team carefully reviews all feedback we receive from judges, entrants, and partners, along with competition data trends. These insights drive our ongoing program improvements to ensure that the Effie Awards remain relevant and valuable, while reflecting the ever-changing marketing landscape. Please review key updates to the 2026 Effie Awards Serbia competition below.

## New in 2026:

### CATEGORY REFINEMENTS:

- **Positive Change:** category definition has been updated.
- **Sports & Entertainment:** category definition has been updated.

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**How to enter**

# Eligibility

**ALL MARKETING ACTIVITY THAT RAN IN SERBIA AT ANY POINT BETWEEN [JANUARY 1, 2025 AND DECEMBER 31, 2025](#) IS ELIGIBLE TO ENTER.**

Any and all marketing cases, from any discipline, whether full campaigns or specific activities within a campaign, can enter. Data and creative work presented must be specific to Serbia. Test efforts are not eligible.

The creative work and the written text of the entry must be the original work of the credited companies and authors.

**One or any multiple combination of mediums may be submitted;** any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.

**Your work must have run during the eligibility period.** Elements of the work may have been introduced earlier and continued after, but the marketing activity you submit within your entry must have taken place *during* the qualifying time period.

**Results that illustrate the effectiveness of your case can fall outside of the eligibility period, but must be tied directly to the marketing activity you have entered.**

**It is important to include context, data and results prior to the eligibility period.** This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry.

**A single effort cannot be submitted by different organizations in the same category.** Teams must collaborate on a single entry. However, different organizations may take the lead on entering the work in different categories.

**Effie reserves the right to re-categorize entries, split/redefine categories, and/or refuse entry at any time.** Review category definitions and re-entry requirements for additional guidelines.

**Ensure that you have the required licenses, consents and rights to enter.** Review the Effie Awards Authorization Form which contains the Competition Terms in the [Entry Portal](#) for further details.

\*The **Sustained Success and Performance Marketing categories** have separate entry forms. You’ll find more information in the [category definition](#).

# Eligibility

## ENTERING IN MULTIPLE CATEGORIES

- You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper categories.
- You will need to submit a separate entry and pay separate entry fees for each category submission.
- Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition.

# Deadlines & Fees

DEADLINE	DATE	FEE
First entry deadline	February 26, 2026	300 EUR + VAT
Second entry deadline	March 13, 2026	500 EUR + VAT
Third entry deadline	March 26, 2026	800 EUR + VAT

*Fees increase the morning after each deadline at 00:00. Entry fees are locked based on the date of submission - all requirements must be met to submit your entry.*

## NON-PROFIT DISCOUNT

### 50% off Entry Fees.

Eligibility: This applies when the entering organization or brand is non-profit. Discounts are automatically applied in the entry portal. If you have any questions, please reach out to [office@effie.rs](mailto:office@effie.rs).

# How to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-serbia.acclaimworks.com/uba/auth>.

To enter, you will need to complete all questions in the Entry Portal and sign the Authorization Form. To prepare your entry, we recommend you:

1. Create an account on the Entry Portal and review the Authorization Form, which contains the Competition Terms. Once all credits and publication permissions are completed in the Entry Portal, you will need to download a copy of the Authorization Form and have a company officer sign.
2. Use the relevant Entry Form Template to prepare your answers to the entry questions - the next section explains what's required for each part. You can access the [Entry Form templates here](#).

- The template includes all required fields that must be provided in order to submit your entry.
- Once drafted in the template, copy/paste the answers to each question into the corresponding question in the entry portal.
- Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
- Ensure you have credited all your main strategic and creative partners and collaborate with all partners on submitting your effective work.

**Note:** there are dedicated Entry Forms for submissions into the Performance Marketing and Sustained Success categories.

## Here's a checklist of the entry requirements:

### REVIEWED BY JUDGES

- Written entry form
- Creative examples (reel, images)

### OTHER REQUIREMENTS

- Case background
- Company & individual credits
- Publicity materials
- Authorization & verification form

# Categories

## Category limits

Cases can be entered in **up to four categories (max)**. Of those four categories, only **one category submission can be an industry category**. Additionally, Commerce & Shopper has a limit of two categories and Topical & Annual Events has a limit of one category per entry. You are not required to enter an Industry category or a Commerce & Shopper category – you may enter four speciality categories instead.

**Each entry should be customized to speak to the specifics of each entered category.**

## Multiple Category Submissions:

The entry portal allows you to submit your work to multiple categories. Standard details (like credits) can be replicated across entries, while answers to category-specific questions can be customized.

When starting a new entry, browse the category list and click **“Add to Entry”** next to each desired category. You can also add more categories later by scrolling to the top of the entry form and clicking **“Add to More Categories.”**

You can also add additional categories after you start an entry - scroll up to the top and click the "add to more categories" button. You will need to adapt the entry form based on the category definition and pay the entry fee for each category entered.

By default, your answers will carry over to all selected categories. Use the **Multi-Category “Show/Hide”** button in the portal to choose which categories should receive customized answers, allowing you to tailor your case to the specific category requirements.

**The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.**

## Industry categories

There is a representative list of industry categories to choose from. Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list.

## Specialty categories

The Specialty Categories are designed to address a specific business situation or challenge. See below for the full list of specialty categories, which include category groups for precision marketing, brand content & experiential marketing, business achievement, commerce & shopper marketing, digital, health & wellness, media, marketing innovation, positive change and topical & annual events.

When entering into any of these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review the category definitions to ensure your effort meets the criteria. Judges will down score your entry if you are missing required information.

# Category Overview

INDUSTRY	
<ul style="list-style-type: none"> <li>○ Beauty &amp; Fragrance</li> <li>○ Beverages: Alcohol</li> <li>○ Beverages: Non-Alcohol</li> <li>○ Culture &amp; The Arts</li> <li>○ Delivery Services</li> <li>○ Education &amp; Training</li> <li>○ Fashion &amp; Accessories</li> <li>○ Finance &amp; Insurance</li> <li>○ Food</li> <li>○ Health &amp; Wellness: OTC</li> <li>○ Internet &amp; Telecom</li> </ul>	<ul style="list-style-type: none"> <li>○ Media &amp; Entertainment Companies</li> <li>○ New Product or Service Introduction / New Product or Service Line Extension</li> <li>○ Non-Profit</li> <li>○ Personal Care</li> <li>○ Retail</li> <li>○ Snacks &amp; Desserts</li> <li>○ Sports &amp; Entertainment <b>*updated definition</b></li> </ul>

SPECIALTY
<ul style="list-style-type: none"> <li>○ Brand Content &amp; Entertainment; Experiential Marketing (Live, Digital, Hybrid)</li> <li>○ Brand Integration &amp; Entertainment Partnerships</li> <li>○ Marketing Disruptors: Products, Services</li> <li>○ Small Budgets - Non-Profit, Products &amp; Services</li> <li>○ Sustained Success: Non/profit, Products, Services</li> <li>○ Timely Opportunity</li> <li>○ Commerce &amp; Shopper: Crisis Response / Critical Pivot</li> <li>○ Commerce &amp; Shopper: Category/Aisle Evolution</li> <li>○ Digital Commerce</li> <li>○ Retail Media</li> <li>○ Media Idea/Media Content Partnership/Media Innovation: Emerging &amp; New Channels, Existing Channels</li> <li>○ Artificial Intelligence (AI)</li> <li>○ Social Media/Influencer Marketing/Engaged Community: Products, Services</li> <li>○ Performance Marketing</li> <li>○ Youth Marketing: Products, Services</li> <li>○ Topical &amp; Annual Event</li> <li>○ Disease Awareness &amp; Education: Pharma/Corporate</li> <li>○ Positive Change - Environmental: Brands, Non-profit/Social Good: Brands, Non-profit</li> </ul>



# How to complete the entry form

# Entry Form Overview

The written Entry Form has three sections:

1. Entry details and Executive Summary to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of Effie's framework, listed below. It is important to have a coherent storytelling through the entire entry.

Section 1: Challenge, Context & Objectives (23.3% of score)

Section 2: Insights & Strategy (23.3% of score)

Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)

Section 4: Results (30% of score)

3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

**The next few pages give an overview of each of the four pillars of Effie's marketing effectiveness framework, to explain what's required for each section.**

# 1. Challenge, Context and Objectives

This section lays the foundation of your case and accounts for 23.3% of your score. If this section is weak, your entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. Judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. They will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Reminder: Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

## QUESTION 1A

The context to your brand and business situation. This could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

## QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

- **Business:** This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These objectives should directly link to the customer or target audience in some way and are typically focused on specific behavior changes you want to achieve. Examples may include starting a new behavior, increasing an existing behavior, reducing an existing behavior, stopping a behavior entirely etc. You can have up to 3 of these objectives - only 1 is required.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For example, attitudes, perception, social discourse etc. You can have up to 3 of these objectives - only 1 is required.

## CATEGORY-SPECIFIC GUIDANCE

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Performance Marketing Cases:** You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the [Objectives Guide](#) for examples of Pre-Conversion and Conversion metrics along the customer journey. Present the performance marketing goals and explain how these goals relate back to the overall brand or organization's strategy and objectives.
- **Sustained Success Cases:** It's important to include change over time for both questions.

## 2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results. It counts for 23.3% of your total score.

### QUESTION 2A

Explain who the target audience is and why they were the right for your brand, bearing in mind your context, challenge and objectives. Outline if your audience was existing, or new, or both. Describe them using demographics, culture, media behaviors, etc.

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

### QUESTION 2B

Outline your key insight(s) and how your audience's behaviors and attitudes, your research and/or business situation led to or informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

**Performance marketing cases:** Your answer should include the data and audience insights that led to your strategy and idea and can include one or more of the following:

- Any non-data insights (e.g. behavior observation, market research) that complemented your data insights.
- Any data analysis that provided the breakthrough in shaping your strategy.
- New ways of identifying your audience and their search and purchase behavior.
- Any marketing channel insights that was the foundation of your marketing spend channel mix.

### QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

- **Performance Marketing Cases:** In addition to the above, your answer should bring to life your initial strategy and idea on how to target and convert your audience.  
**Note:** In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimized or changed your strategy based on real-time performance.
- **Sustained Success Cases:** It's important to include change over time.

## 3. Bringing the Strategy & Idea to life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan relates back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images. Together they account for 23% of the total score.

Judges review the written case before they view the creative work.

### QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM program, search engine marketing, display advertising, affiliate marketing, etc.

### QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc. If relevant, include any important changes that optimized the creative while the activity was running.

### QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. 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 optimization.

### KEY VISUAL

You have the option to upload a single image to accompany your explanation, 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.

## 4. Results

**Tie together the story of how your work drove the results. This section is key for a winning entry and accounts for 30% of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.**

### QUESTION 4A


Results must relate to your objectives and KPIs as outlined in Section 1.

- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results. You must include a clear time period for all data shown.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organization.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

### QUESTION 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?

- It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors such as weather, business events, etc. that could have contributed to your success.
- When this section is not addressed thoroughly, judges may assume attribution to other factors.

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# How to craft your entry within guidelines

# The Entry: Requirements

The following could result in disqualification and loss of entry fees:

**Failing to adhere to the competition and eligibility rules.** The creative work and the written text of the entry must be the original work of the credited companies and authors, and the entry must meet the competition requirements. Data presented must be isolated to Serbia and work must have run at some point between 1/1/25 and 12/31/25. Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period should be submitted. See the [Eligibility section](#) for further details and special exceptions.

**Entry does not meet category definition requirements.** Entries are judged based on their effectiveness within the entered category.

**Agency names/logos included in the entry form or in the creative materials.** Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc. **Note:** It is fine for agency name to appear in an entry in situations where the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

**Data not sourced.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The entry portal is set up to encourage sourcing via footnotes. Refer to the following “sourcing data” page for more information.

**Directing Judges to External Websites.** Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren’t permitted to direct judges to websites for further information or for further examples of work. Ensure all data, details for sources, etc., are included in the written case.

**Missing Translation.** All non-Serbian creative work must include translation via subtitles or the Translation field on the Creative Examples tab on the Entry Portal.

**Violating Creative Example (creative reel + images) Rules.** Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: no competitor logos/creative work, the integral creative work must be shown and time limits must be followed. See full rules, including guidelines on editing and content, in the [Creative Requirements](#) section of the entry kit.

# The Entry: Sourcing Data

All data, claims, facts, etc. included anywhere in the entry form should include a specific, verifiable source, including dates. Entries that do not source data will be disqualified.

The entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide full sourcing details without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations. **Sourcing layout: Source of Data/Research, Research/Data Type, Dates Covered.**

Judges cannot click on external websites when reviewing your entry. Be sure to include all key sourcing details like publication, article name, dates, time period covered and additional details that will help judges to understand it is a legitimate source and to verify the data. Include the website of the source when available, in addition to all the details listed above. However, the URL is not a substitute for providing the additional details.

## ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility period, entrants are required to include the dates covered for all results data presented.
- All data must be included in your response to Sections 1-4 and Investment Overview. The sourcing sections should only be used to provide detailed citation for footnoted sources, not to present new data.
- Use the specific name of the company to reference a source except when the source is an agency (advertising, media or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies and is not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, e.g. "PR Agency Research", "Media Agency Data", etc. As with all other sourcing, include any relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name, and judges encourage third-party data when available.
- Effie reserves the right to check all sources provided for accuracy.

# The Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: *Bringing the Strategy & Idea to Life*, along with your answers to the questions in Section 3 and in the Investment Overview sections of the written Entry Form.

**The focus of the reel should be the creative work for the entered case.** You don't need to feature all of the 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. Any set-up on the reel (re: context, challenge) should not impede the judges' ability to have a clear understanding of the creative work as the audience would have experienced it.

Judges recommend that, at minimum, 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. **Judges review the creative reel after reading the written case.** Review the [Effective Entry Guide](#) for judge recommendations regarding the creative reel and images.

- Provide a three (3) minute maximum reel (4 minutes for Sustained Success). The reel should show your integral creative work as the audience would have experienced it. Do not include any confidential information in the creative reel, as it will be shown publicly if your case is an Effie finalist and winner, and edits cannot be made after submission.

## MUST INCLUDE

- The original creative work for the entered case that ran in the territory and eligibility time period for the competition.
- At least one complete example of each integral touchpoint, as it ran, to ensure that the judges can see the breadth of the work you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.)
- Work 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. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time.

## DO NOT INCLUDE

- Agency names, logos, images unless they were part of the creative work.
- Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.)
- 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.**

## SPECS

- 1 creative reel per entry
- 3 minute maximum (**Sustained Success entries can be 4 minutes**)
- 250 MB maximum file size
- mp4 format
- High Resolution: 16:9 at 1920x1080.
- Do not include any agency names/logos in the video or in the file name.
- It is helpful to label each creative example by media type (“Outdoor”, “Social”, etc.)
- **Sustained Success:** Creative examples from three or more years are required, with labelling of the year/time period on the creative reel and images.

## TALENT / LICENSING

- Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials and they do not cause confusion with or take time away from showing the integral creative work.
- Effie honors effective marketing ideas and the successful teams (advertiser and agency) creating them. If your case is a finalist or winner, the creative work (reel and images) will be published.

# The Entry: Creative Images

**Images of the Creative Work: at least 2 images are required; a maximum of 6 images are allowed.**

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based 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'd like 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 element you wish to highlight

## Technical Requirements:

- .jpg format
- High-res. 15 MB max
- It is helpful to label each creative example by media type ("Outdoor", "Social", etc.)
- Do not include agency names or logos on any creative materials (including file names) you submit unless they were included in the work that ran.
- **Sustained Success:** Indicate time period the work ran as part of the labeling.

**Creative work (reel and images) will be shown publicly if your case is a finalist or winner.**

# Other Requirements: Publicity

Entrants are required to provide the publicity materials below at the 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 jpg, 15 MB max.

**LEAD AGENCY & CLIENT LOGOS**

Please provide current company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the gala if you're one of our winners, so please make sure the logos are current and hi res.

Specs: High-res, ai/eps preferred; jpg also accepted.

**CREATIVE EXAMPLES FROM JUDGING**

The Creative Work provided for judging (reel + images) will also be used for publicity purposes.

**PUBLIC CASE SUMMARY**

In 90 words, 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 information is included.

# Other Requirements: Credits

Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners – clients; agencies (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

**Effie’s policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**

Client and Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the entry portal after you have input all credits.

- Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. Credit additions require a 500 EUR + VAT fee per request and will not be permitted after April 6, 2026. All credit requests will be reviewed and accepted at the discretion of Effie and are not guaranteed.
- It is the responsibility of the entrant to confirm and accurately submit all agency office names, networks, holding companies, brand names, and client names. If the Effie team uncovers an inconsistency, Effie has the right to amend the credits. The decisions of Effie in all matters relating to the competition shall be final and binding.

COMPANY CREDITS	INDIVIDUAL CREDITS
<p><b>Lead Agency</b> (1 Required, 2 Maximum)  <b>Client</b> (1 Required, 2 Maximum)  <b>Contributing Companies</b> (0 Required, 4 Maximum)</p> <p><b>CO-LEAD AGENCIES:</b> You may credit a second Lead Agency and they will be given equal recognition by Effie. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weight and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry; you may not add or remove second lead agencies after the entry period.</p> <p><b>IN-HOUSE WORK:</b> If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they’ll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.</p> <p>Read more about the Effie Index here: <a href="https://effieindex.com/about/">effieindex.com/about/</a></p>	<p><b>Primary Individual Credits</b> (0 Required, 10 Maximum)  <b>Secondary Individual Credits</b> (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise, all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>

# Publication Permissions

**Updated Permissions Agreement:** Our Competition Terms and associated permissions granted by entrants have been updated for 2026. Full details on publication, confidentiality and use of entry materials are available below and further details in the **Effie Awards Authorization Form** (which contains our Competition Terms) available in the [Entry Portal](#). **It is important that you read and understand this Form, which contains the Competition Terms of Entry, prior to submitting your entry to the Competition.** All finalists and winners of the Competition are published as outlined below. Entrants can also select to have their non-finalist case published.

## WRITTEN CASE

Effie stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. By providing permission to publish your written case, you are:

**Bettering the industry.** By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

**Bettering the future leaders of our industry.** Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

**Showcasing your team's success in achieving one of the top marketing honors of the year.** Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

## FINALISTS AND WINNERS

We respect that parts of certain entries may have information deemed to be confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants select from the following options:

### PUBLISH AS THE CASE WAS SUBMITTED

If you are a finalist or a winner, you can elect to agree that your entry may be published as it was submitted and may be reproduced or used by Effie as set out in the Effie Awards Authorization Form.

### PUBLISH AN EDITED VERSION OF THE WRITTEN CASE (EDITED WRITTEN ENTRY)

If you are a finalist or a winner, you can elect to agree to submit an edited version of your case study for publication which may be reproduced or used by Effie as set out in the Effie Awards Authorization Form. Any edits must adhere closely to the original entry. While you may redact sensitive data, you may not redact any section in its entirety, including results. **The Edited Written Entry must be submitted to Effie within 60 calendar days of receipt of the finalist notification email from Effie.** If the Edited Written Entry is not received within that timeframe, Effie reserves the right to publish the original written entry as submitted. Where an Edited Written Entry is provided, that version of the Entry will be the only version published and/or used publicly.

## NON-FINALISTS

Entries that are not finalists in the Competition may choose to have their entry materials published. Unless an Entrant has granted Effie permission to use their non-finalist entry materials, these will be used in aggregate form only.

- If you are interested in having your entry materials published, regardless of whether or not you are a Competition finalist or winner, please select this option when entering.

**The written case is the only portion of the entry that should contain confidential information.** For that reason, the written case is the only portion of the entry that is included in the above publication permission policy.

## CREATIVE WORK & PUBLICITY MATERIAL - SUMMARY

**By submitting your entry, you are agreeing for your entry materials to be used as detailed in the Effie Awards Authorization Form.** You must ensure you have all rights and consent to enable your entry material to be used as set out therein, including (but not limited to):

- submitting the entry materials to a jury for judging;
- having the entry materials included in a data set for Effie research purposes that do not breach any confidentiality obligations we may owe you; and
- the use, publication and screening of Winner and Finalist materials by Effie, its affiliates, partners and authorized third parties.

Unless you are a winner or a finalist, **or you have elected to grant us further publication or use rights**, your entry materials will be used in aggregate form only.

Where you are a Competition winner or finalist, or you are not but you have elected to grant us these rights, your materials (which means: your creative work; a public summary; a public statement of effectiveness, the back-end data provided with the case, and a written case approved for publication by you in line with your publishing permissions) may be published and/or used by us, our partners, affiliates or other organizations associated with, or authorized, by us. This includes but is not limited to: (a) publishing such materials in Effie's Case Library and upon other partner websites and/or publications; (b) using such materials to promote the Competition; (c) analyzing the materials to create reports or commentaries on particular types or categories or entries; and (d) displaying materials at public or private presentations. We will respect your chosen publication preferences for your written case. Your materials should not contain any confidential information as they may be used however we deem fit. Review the **Effie Awards Authorization Form**, which includes our Competition Terms, in the Entry Portal for full details.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent. The creative work and publicity materials will be published if your case is a finalist or winner.

In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

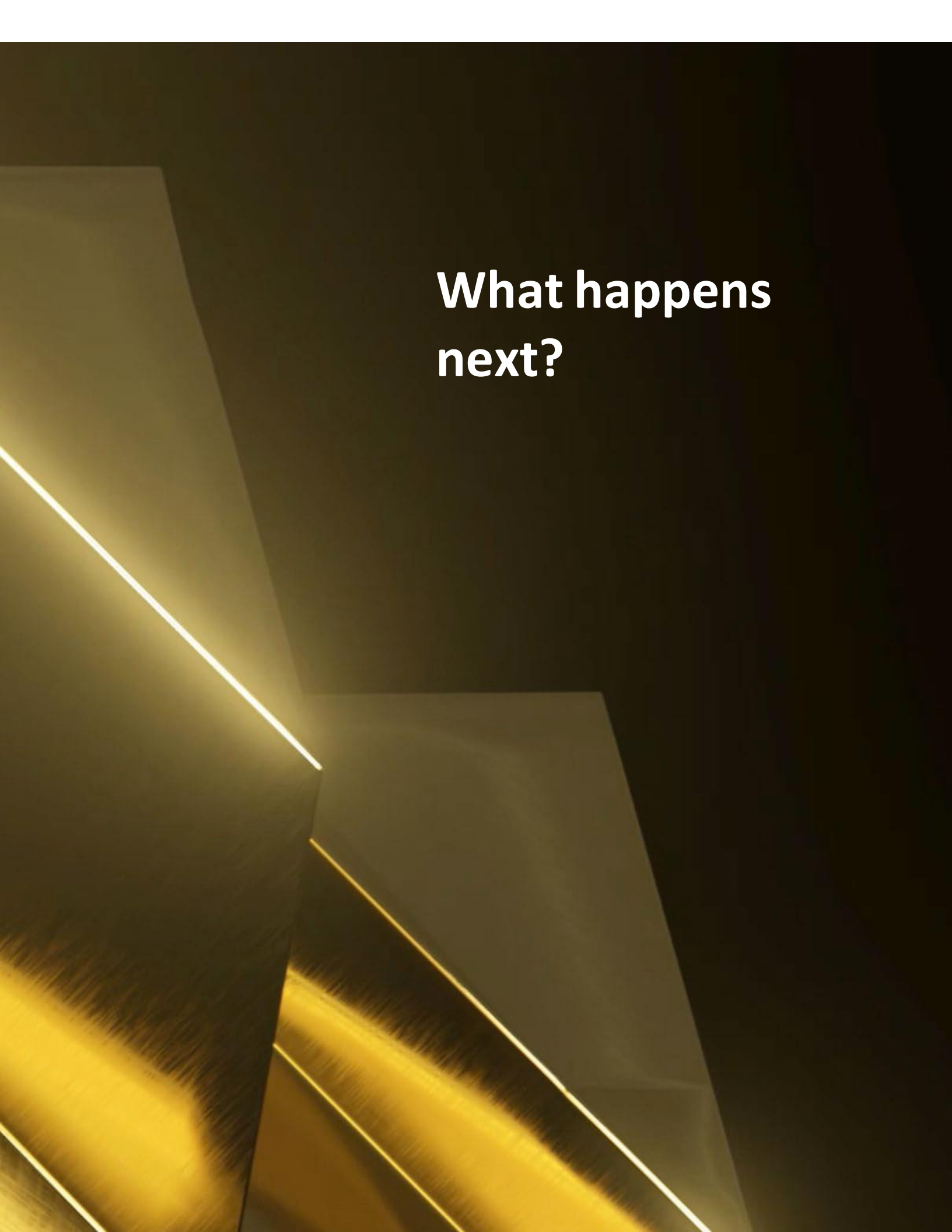
## **ADDITIONAL INFORMATION**

### **JUDGING**

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest.

### **INDEXING DATA**

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context, so the judges understand the significance of the data. Additionally, entrants have the option to select whether to publish their original written case or an edited version of the written case if the case is a finalist or winner.



**What happens  
next?**

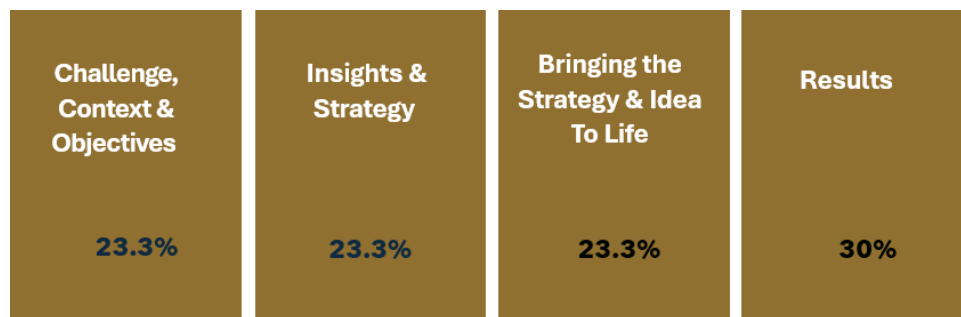
# Judging

Your entry will be judged by some of the brightest and most experienced business leaders in Serbia. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall.

Entries are judged in two rounds. In both rounds, judges evaluate the written case first and then review the creative work (reel and images). Scoring is done anonymously and confidentially. Judges provide written feedback on each case for the entry's Insight Guide.

The Insight Guide is a useful tool that includes direct feedback and advice from judges who reviewed your entry, providing more detailed understanding of your entry's scoring. Insight Guides can be purchased within the entry platform at time of submission or after submission. Please refer to the Deadlines & Fees section of this entry kit for additional information.

**Judges are specifically matched with cases that do not prove a conflict of interest.** For this reason, it is critical that entrants provide market and category context to give judges a clear understanding of the category situation and explain the KPIs provided in the context of the category. In all rounds of judging, judges provide scores across the four pillars of the Effie Framework:



**The judges' scores determine which entries will be finalists and which finalists are awarded a Gold, Silver, or Bronze Effie trophy.** Each level has minimum scores required to be eligible for finalist status or for an award, therefore it is possible that a category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists.

**The highest-scoring Gold Effie winners are eligible for the Grand Effie Award, the award for the single best case entered in a given year.** As the Grand Jury expresses their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

# If you win

## WINNING AN EFFIE

Winning an Effie Award means your work stands out as one of the most effective and impactful marketing efforts, combining insightful strategy, creative brilliance, and proven market results. As the competition continues to grow, winning has never been more challenging or rewarding.

The 2026 Effie Awards Serbia Gala will be held in June.

## TROPHY

A complimentary trophy is provided to each winning lead agency and client company. The client and lead agency is the default engraving setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy.

Complimentary trophies will be shipped to each Lead Agency Main Contact in summer 2026, following the gala.

## EFFIE INDEX

The Effie Index ([effieindex.com](http://effieindex.com)), identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Awards competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

If your case becomes a 2026 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.

We request that all entrants communicate with their own corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.

## AGENCY RANKINGS

Agency office rankings are compiled using the Agency Name, city and state, as listed on the Company & Individual Credits Tab in the entry portal. Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off the location of the office using the city/state fields. Effie encourages consistency year-to-year. Crediting of agency office is based on which agency office(s) did the work for the winner or finalist case. If two agency offices did the work, both should be credited per the Index requirement to credit all strategic and creative partners.

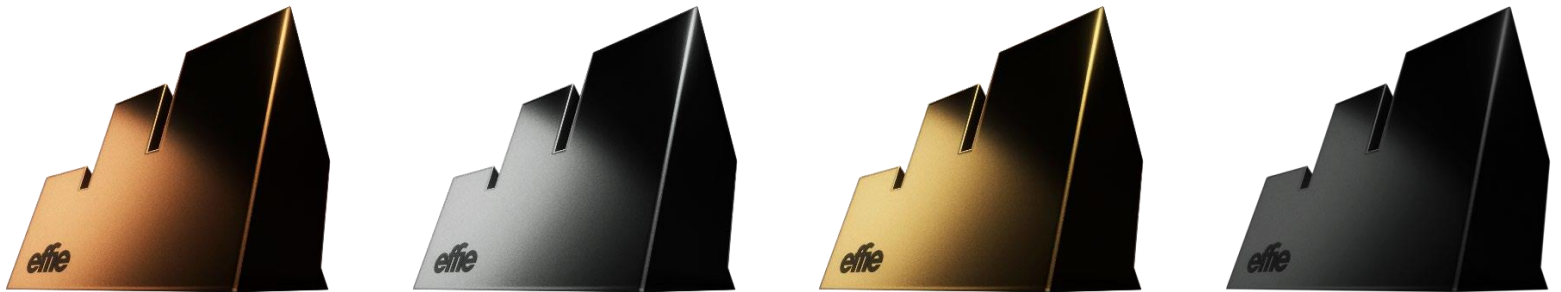
Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

## AGENCY NETWORK & HOLDING COMPANY RANKINGS

Agency networks and holding companies are selected in the entry portal.

The way the agency name is entered in the agency field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.

Effie has the right to amend the credits for consistency and accuracy. The decisions of Effie in all matters relating to the competition shall be final and binding.



# Appendix

The background features several overlapping, semi-transparent geometric shapes in shades of grey and black. A prominent, bright yellow line runs diagonally from the upper left towards the lower right. Another similar yellow line is visible in the lower left quadrant, and a third, slightly dimmer one is in the lower right. The overall effect is a modern, abstract composition with a high-contrast color palette.

# Category Definitions

## INDUSTRY CATEGORY DEFINITIONS

**Beauty & Fragrance:** Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, etc.

**Beverages – Alcohol:** Beer, champagne, liquor, wine, hard seltzers, wine coolers, etc.

**Beverages - Non-Alcohol:** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, energy drinks, etc.

**Culture & The Arts:** Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.

**Delivery Services:** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.

**Education & Training:** Includes all educational organizations and institutions, training programs, job/career sites, etc.

**Fashion & Accessories:** Includes all apparel, accessories, jewelry, styling services, clothing rentals, etc.

### Finance & Insurance

*Finance:* Financial products and services including overall corporate/brand image, capabilities of a financial institution or specific products or services. Includes: credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.

*Insurance:* Marketing promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), except for health insurance service providers.

**Food:** Fresh, packaged, and frozen foods.

**Health & Wellness – OTC:** Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category.

**Internet & Telecom:** Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

**Media & Entertainment Companies:** TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

**New Product or Service – Introduction/ Line Extension:**

*New Product or Service – Introduction:* Efforts used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are required to enter this category instead of their industry category. Address the category situation and how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter?

*New Product or Service - Line Extension:* Efforts used to support a variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.). New extensions can either enter this category OR an industry category. Address the category situation, how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter?

**Non-Profit:** Not-for-profit organizations of all types including charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc.

**Personal Care:** Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc.

**Retail:** All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewelry stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.

**Snacks & Desserts:** Ice cream, candy, chips, cookies, bakery items, nut, fruit and vegetable snacks, popcorn, etc.

**Sports & Entertainment:** This category celebrates work that effectively promotes sports-related content and all forms of entertainment. Work should demonstrate custom tactics, audience resonance, and measurable impact.

Sports example may include: sporting events (e.g., Super Bowl, Olympics, World Cup), sports teams, leagues (e.g. F1, WNBA, NFL) and fan engagement initiatives. All forms of entertainment are eligible: movies, TV shows, streaming series, podcasts, books, music, comics, toys, entertainment apps, etc.

## **SPECIALTY CATEGORY DEFINITIONS**

### **Artificial Intelligence (AI)**

For the AI Category, entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimizing operations, increasing sales, or any other measurable objective.

Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

### **Brand Content & Entertainment, Experiential Marketing (Live, Digital, Hybrid)**

*Brand Content & Entertainment:* This category recognizes efforts that successfully engaged audiences through original branded content that goes beyond traditional advertising. The focus should be on content created to be actively sought out and consumed by the audience for its entertainment or informative value. Entries must detail the content itself, its alignment with brand and business objectives, the distribution and audience engagement strategy, and the measurable impact on the brand and business. Branded content may be produced and distributed by publishers or independently and can include long-form entertainment.

Note: Judges will expect to understand why branded content was chosen as a tactic. Enter in one of two sub-categories:

- Brand Content & Entertainment – Products
- Brand Content & Entertainment – Services

*Experiential Marketing:* This category is to showcase brand experiences beyond traditional advertising – work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a “brick and mortar” retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor. Enter in one of three sub-categories:

- Experiential Marketing: Live
- Experiential Marketing: Digital
- Experiential Marketing: Hybrid

### **Brand Integration & Entertainment Partnerships**

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

### **Commerce & Shopper: Crisis Response / Critical Pivot**

This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.

### **Commerce & Shopper: Category/Aisle Evolution**

Some of the most impactful efforts occur when a deep understanding of shoppers' attitudes, behaviors, and needs lead to innovative category/aisle evolution, whether in-store, online or both. Entrants must outline how the effort utilized shopper activation at shelf or shopper awareness of evolution to enhance the shopping experience and drove greater engagement, conversion, and category growth. Successful entries in this category will be sustainable evolutions and not simply promotional in nature.

### **Digital Commerce**

This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.

### **Disease Awareness & Education**

Pharma/Corporate: Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

### **Marketing Disruptors**

For efforts that grew the business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Detail the marketing challenge, the competitive landscape, and how the brand succeeded by changing the existing marketing model for the brand/category. Note: Judges will deduct from the case without clear articulation regarding how the marketing was disruptive for the brand/category. Enter in one of two sub-categories:

- Marketing Disruptors – Products
- Marketing Disruptors – Services

## **Media Idea/Media Content Partnership/Media Innovation: Emerging & New Channels, Existing Channels**

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

*Media Content Partnerships:* This category recognizes brand-media partnerships that created and activated original content beyond traditional advertising. These partnerships should showcase innovative consumer connections through integrated communication channels centered on creative and strategic content. Each activation channel should demonstrate how the media company contributed to the campaign's effectiveness and impact. Submissions must detail the strategic rationale for the partnership, the selection process, and how the partnership led to results that achieved the brand's objectives.

*Media Innovation:* This award showcases those who had the insight and creativity to change the way a particular media channel is consumed, or to create a new channel. The award will go to brands who reached out of the conventional approach to grab their audience and effectively engage with them. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met. Note: All entries must specifically address what was innovative and the results achieved. Address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimized the results. Enter in one of two sub-categories

- Media Innovation - Emerging & New Channels
- Media Innovation - Existing Channel

## **Performance Marketing**

This category celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimization. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalization at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

## **Positive Change - Environmental: Brands, Non-profit/Social Good: Brands, Non-profit**

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

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- Awareness – Making the audience aware of a sustainable product, service or action.
- Trial – Trying the sustainable product, service or action for the first time.
- Product/Service Substitution – Switching to a more sustainable product, service or action.
- Change in Use – Using a product/service more sustainably than before or taking a more sustainable action.

Enter in one of the two sub-categories:

- Environmental – Brands
- Environmental – Non-Profit

*Social Good:* For marketing efforts proven effective in solving/impacting a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities with inspired action.

Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more diverse, equitable and inclusive society; or creating equal opportunities at work and in wider society for all members of our society. Any effort that sets out to give back in some way for the greater good is eligible to enter, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

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

Enter in one of three sub-categories:

- Social Good – Brands
- Social Good – Non-Profit
- Social Good – Diversity, Equity & Inclusion

### **Retail Media**

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

Enter one of (3) sub-categories:

- Digital Commerce - use a retail media digital ecosystem (e.g., digital advertising, marketplace) to drive an online purchase
- In-Store Retail - use of retail media in-store to drive a sale
- Omnichannel - follow through from digital to in-store to drive to purchase

### **Small Budgets (up to 2.5 million dinars)**

To be eligible, an entry may not be for a line extension and must represent the only marketing efforts for the brand during the time period. The value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is as follows:

Enter in one of three sub-categories:

- Small Budgets – Non-Profit
- Small Budgets – Products
- Small Budgets – Services

### **Sustained Success**

Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition year's results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time. Enter in one of three sub-categories:

- Sustained Success – Non-Profits
- Sustained Success – Products
- Sustained Success – Services

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

### **Social Media/Influencer Marketing/Engaged Community: Products, Services**

*Social Media:* This category celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element. Provide a clear rationale for using social media, demonstrate its direct impact on audience behavior, and show how it drove measurable business results. Enter in one of two sub-categories:

- Social Media – Products
- Social Media – Services

*Influencer Marketing:* This category recognizes brands that successfully partnered with influencers to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, and bloggers. Clearly define the strategy, target audience, and why the influencer was chosen. Highlight how the influencer engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.

*Engaged Community:* This category is about managing effective, engaged communities. Entrants are brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act, or amplify messaging in a way that directly relates to the brand's goals. State clearly how the brand managed the community, defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business. Enter in one of two sub-categories:

- Engaged Community – Products
- Engaged Community – Services

## Timely Opportunity

This category spotlights effective strategic efforts that were able to generate desired results as a direct outcome from a single significant moment of activity. Cases should show how the brand or product/service was put in an intensely bright spotlight to create immediate, measurable, unexpected, and unconventional impact. The best examples include live experiences, moments, stunts, and tactics, online and offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns. Enter in one of two sub-categories:

- Timely Opportunity – Products
- Timely Opportunity – Services

## Topical & Annual Event

Entrants can enter a single effort into a maximum of one of the below categories.

*Crisis Response/Critical Pivot:* This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.

*Current Events:* For cases that effectively leveraged immediate relevance, interest, or importance via a targeted marketing/PR strategy around current news and events (e.g., World Cup, Olympics, economic situations, social issues, etc.). Note: Annual events should enter the Seasonal Marketing category.

*Seasonal Marketing:* Seasons, holidays and annual events allow marketers the opportunity to build strategic efforts based on the time-based interests of their target audience. This category honors those efforts that effectively capitalized on a season, holiday, or annual cultural event to drive results for their business. Submit in one of two sub-categories:

- Seasonal Marketing – Products
- Seasonal Marketing – Services

## Youth Marketing

This category honors work that effectively engages teens or young adults. Your entry should clearly demonstrate how the campaign was crafted specifically for this audience and how it succeeded. Detail the elements and strategies tailored to the youth market, and explain how you addressed relevant dynamics, trends, values, and linguistic nuances that resonate with this demographic.

Note: Judges may not be familiar with this particular audience, so showcase details that may be overlooked. Enter in one of two sub-categories:

- Youth Marketing – Products
- Youth Marketing – Services

# Contact us

## QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., don't hesitate to contact our team at [office@effie.rs](mailto:office@effie.rs).

## CASE LIBRARY & SUBSCRIPTIONS

The purpose of the Case Library is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie Case Library has to offer [here](#). For more information, email our dedicated team on [subscriptions@effie.org](mailto:subscriptions@effie.org).

## EFFIE INDEX

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness. For more information email us at [index@effie.org](mailto:index@effie.org).

## ACADEMY

The Effie Academy equips marketers with the tools to build cultures of effectiveness inside their teams. From self-directed courses to immersive bootcamps, marketers of all levels gain proven effectiveness skills through our diverse portfolio of learning programs. Anchored in the Effie Framework, the Effie Academy transforms award-winning cases into practical applications, delivering global insights from 125+ markets.

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**Best of luck in the  
competition!**

The background features a dark, almost black, gradient. Overlaid on this are several bright, golden-yellow light streaks that appear to be reflections or beams of light. These streaks are set against a backdrop of semi-transparent, geometric shapes in shades of grey and gold, creating a sense of depth and movement. The overall aesthetic is modern and high-tech.