

**entry form  
template & guide**

2019 / digital entry form / Serbia

**entry**

**SERBIA**

# ENTRY FORM TEMPLATE & GUIDE

**The submission process will be completed exclusively in the online Entry Portal.** Your answers to the questions on the Effie Entry Form, outlined on the following pages, will be copied into the Entry Form section of the Entry Portal – **entrants will not upload this document.** This document is to be used as a guide when crafting your submission so you can easily collaborate with team members and partner companies.

**Once your responses have been entered into the Entry Portal, the final PDF will be downloadable.** All questions have suggested word limits, which are indicated on this document. **Because each entrant has a different story to tell, question word limits are kept broad; however, filling each question's word limit to the max will exceed the page limit. Judges encourage brevity.** To estimate your entry length, your responses from the Executive Summary through Question 4B should not exceed 6 pages (10 point Verdana font) in this formatted template. The Final Entry PDF, as created in the Entry Portal, will alert you if the submission is too long.

## **BRAND NAME:**

insert here

## **ENTRY TITLE:**

insert here

## **CATEGORY:**

insert here

## **ENTRY ID#:**

insert here

## **DATES EFFORT RAN:**

insert here (MM/DD/YY – MM/DD/YY or ongoing)

## **ENTRY DEADLINES:**

February 14th

February 25th

March 10th

March 23th

For full DETAILS, visit [EFFIE.RS](http://EFFIE.RS)

# ENTRY FORM INSTRUCTIONS & REMINDERS

## ELIGIBILITY

Your case must have run in **Serbia** some point between **Januar 1, 2018, and December 31, 2018**. All results must be isolated to Serbia during this time period. Including results beyond the end of the eligibility period is grounds for disqualification.

It is fine to include data prior to the eligibility period for context.

It is fine for efforts to begin running before the eligibility period and for efforts to continue running after. Your work must have run at some point during the eligibility period and the results evaluated by the judges will be from within the limits of the eligibility period.

Review **Review category definitions on Effie Serbia website** for additional requirements that must be addressed in your entry. **Judges will down-score your submission** if requirements are not met. <http://www.effie.rs/kategorije/>

## REQUIREMENTS

**Include specific, verifiable sources with date ranges for all data** presented anywhere in the Entry Form. Data without a source will be disregarded by judges. Sources must include time period covered, type of research, source of research, etc. We suggest using footnotes in your draft, as a box for sourcing will be included at the end of each scoring section in the Online Entry Portal.

Effie is an **agency-blind competition**. No agency names should be included in your sourcing OR in any materials that will be seen by judges (written entry, creative reel, images for judging). When citing agency research in your sourcing, list source as "agency research," "media agency research," "third party agency research," etc., along with other sourcing details. This rule applies to all agency names, not just your agency.

When entering an effort into multiple categories, tailor each entry to speak to the specific category definitions wherever applicable. Judges are evaluating cases within the context of the entered Effie category. One of the top judge complaints is that too many entries are submitted into multiple categories without adaptations for each category.

Your final submission in the Online Entry Portal must adhere to word & page limits. All questions must be answered.

You may not include images of your creative work or competitor logos in your written entry. Charts and graphs to display data are strongly encouraged throughout the form. Charts & graphs will be inserted as images, so will not count towards your word count limitations but will count towards the page limit.

## ENTRY GUIDANCE

The most consistent feedback we hear from judges is that entrants do not provide sufficient context for each section and do not tell a coherent story throughout the form. Remember that judges may not be familiar with your brand or the nuances of your industry category – **context is critical to understanding your business situation and the significance of your results.**

Be clear, concise and honest. **Shorter, well-written entries typically stand out.** Limit industry jargon.

**Review the Advice from the Jury** resource for tips on submitting effective entries.

<http://www.effie.rs/saveti-za-pisanje-dobre-prijave/>

[http://current.effie.org/downloads/2017\\_Advice\\_From\\_The\\_Jury.pdf](http://current.effie.org/downloads/2017_Advice_From_The_Jury.pdf)

## EXECUTIVE SUMMARY

---

→ **Why is this a best in class example of marketing effectiveness and worthy of an award in this specific Effie entry category?**

-Provide answer in 100 words or less.

→ **Give the judges an understanding of the case they are about to read by providing a summary – one sentence for each of the four scoring sections.**

**The Challenge:** Provide one-sentence summary.

**The Idea:** Provide one-sentence summary.

**Bringing the Idea to Life:** Provide one-sentence summary.

**The Results:** Provide one-sentence summary.

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

---

**This section provides the judges with the background to your challenge & objectives. In this section, 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. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.**

1A. What was the state of the brand's business and the marketplace/category in which it competes before your effort began? What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

*(Suggested Word Limit: 375 Words)*

**Provide answer.**

### → EFFIE TIPS

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

1B. Define the audience you were trying to reach. Describe them using demographics, psychographics, culture, etc. Explain if your target was a current audience, a new audience, or both.

*(Suggested Word Limit: 200 Words)*

**Provide answer.**

→ **EFFIE TIPS**

Explain why this is the audience you are trying to reach. Why is this audience important to your brand and the growth of your brand's business?

1C. What were your measurable objectives and why were they important to the business? What were the Key Performance Indicators (KPIs) against your objectives? Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/Attitudinal. Provide context, including category background, for why the objectives were important for the brand and growth of the business. Provide specific numbers/percentages.

*(Suggested Word Limit: 200 Words)*

**Provide answer.**

→ **EFFIE TIPS**

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

## SECTION 2: INSIGHTS & STRATEGIC IDEA 23.3% OF TOTAL SCORE

---

**This section prompts you to explain your strategic process and thinking to the judges. Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc. Your idea should be borne from these unique insights.**

2A. In one sentence, state the insight that led to your big idea. Then, explain what observations led you to your insight.

*(Suggested Word Limit: 225 Words)*

**Provide answer.**

→ **EFFIE TIPS**

Explain how you arrived at your insight. Include how your audience's behaviors and attitudes and/or business situation led to the unique insights that would lead to the brand's success and how those insights informed your strategic idea.

It might be helpful to tell judges how you define an insight.

2B. In one sentence, state your strategic big idea.

*(Suggested Word Limit: 25 Words)*

**Provide answer.**

→ **EFFIE TIPS**

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

## **SECTION 3: BRINGING THE IDEA TO LIFE**

### **23.3% OF TOTAL SCORE**

---

**This section relates to how and where you brought your idea to life - including your creative, communications and media strategies and the work itself. Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.**

3. How did you bring the idea to life? Explain your idea and your overall communications strategy. Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

*(Suggested Word Limit: 550 Words)*

**Provide answer.**

→ **EFFIE TIPS**

Tell the judges how you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.

Tell the judges where you brought the idea to life and why you chose those channels. Why were your channel choices and media strategy right for your specific audience and idea? Why did you choose certain channels and not others? How did your communications elements work together? Did they change over time? If so, how?

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

---

**This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1. Entrants are encouraged to use charts/graphs to display data whenever possible.**

**As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond 12/31/18 - this is grounds for disqualification.**

4A. How do you know it worked?

Explain why, with category and prior year context, these results are significant for the brand's business. Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

(Suggested Word Limit: 300 Words. Charts and Graphs not included in word limit, but are included in the page limit.)

**Provide answer.**

→ **EFFIE TIPS**

Re-state your objectives from section 1 and provide results against them. Ensure the metrics you provide here are directly relevant to those objectives.

Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context.

Charts and graphs are encouraged.

4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case?

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing factors such as weather, pricing, distribution, economic factors, an overarching brand campaign, etc. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

(Suggested Word Limit: 100 Words)

**Provide answer.**

→ **EFFIE TIPS**

Judges are industry executives and expect entrants to address any other factors here. Judges discourage entrants from responding "No Other Factors".

## **MEDIA ADDENDUM**

---

**The Media Addendum is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Creative Reel and Images of Creative. These elements together account for 23.3% of your score.**

The Media Addendum, like the full entry form, is completed in the online entry system. The below is simply a visual to share with your team to gather data. If you'd like to share your responses with your team prior to answering in the online entry area, **we suggest highlighting your selected responses on the following pages.**

You will be able to generate your answers directly from the online entry system.

**The Media Addendum is NOT included in the page limit for the Entry Form (Executive Summary & Questions 1-4).**

## PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.

Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. Elaborate to provide context around this budget range, if not already addressed in your answers to questions 1-4. For example, if your budget has changed significantly, how this range compares to your competitors, etc.

**Current Year: January 2018 - December 2018.**

**Up to 25.000,00 EUR**

**25.000,00 – 50.000,00 EUR**

**50.000,00 – 100.000,00 EUR**

**Over 100.000,00 EUR**

**Year Prior: January 2017 - December 2017.**

**Up to 25.000,00 EUR**

**25.000,00 – 50.000,00 EUR**

**50.000,00 – 100.000,00 EUR**

**Over 100.000,00 EUR**

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

Less About the Same  
More Not Applicable (Elaboration required below)

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

Less About the Same  
More Not Applicable (Elaboration required below)

Budget Elaboration: If not already addressed in your responses to Questions 1-4, elaborate below to provide judges with the context to understand your budget. If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

### → EFFIE TIPS

If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate here. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

**Provide answer (optional)**

## OWNED MEDIA

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

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.)

### → EFFIE TIPS

If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response. Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.

**Provide answer (optional)**

## SPONSORSHIPS

Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.

**Provide answer**

**COMMUNICATIONS TOUCHPOINTS**

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.

→ **EFFIE TIPS**

On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort’s success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.

<b>Branded Content</b>	<b>Mobile/Tablet</b>	<b>Product Design</b>
<b>Cinema</b>	<b>App</b>	<b>Professional Engagement</b>
<b>Consumer Involvement / User Generated</b>	<b>Display Ad</b>	<b>Closed Loop Marketing (CLM)</b>
<b>Consumer Generated</b>	<b>In-App or In-Game Ad</b>	<b>Congresses</b>
<b>Viral</b>	<b>Location-based Communications / Real Time Marketing</b>	<b>Continuing Engagement</b>
<b>WOM</b>	<b>Messaging/Editorial/Content</b>	<b>Detail/E-Detail/Interactive Visual Aids (IVAs)</b>
<b>Direct</b>	<b>Other</b>	<b>Informational/Documentary Video</b>
<b>Email</b>	<b>OOH</b>	<b>In-Office</b>
<b>Mail</b>	<b>Airport</b>	<b>Radio</b>
<b>Ecommerce</b>	<b>Billboard</b>	<b>Merchandizing</b>
<b>Events</b>	<b>Place-Based</b>	<b>Program/Content</b>
<b>Guerrilla</b>	<b>Transit</b>	<b>Spots</b>
<b>Ambient Media</b>	<b>Other</b>	<b>Retail Experience</b>
<b>Buzz Marketing</b>	<b>Packaging</b>	<b>In-Store Merchandizing</b>
<b>Sampling/Trial</b>	<b>Point of Care (POC)</b>	<b>In-Store Video</b>
<b>Street Teams</b>	<b>Brochures</b>	<b>Pharmacy</b>
<b>Tagging</b>	<b>Coverwraps</b>	<b>POP</b>
<b>Wraps</b>	<b>Electronic Check-In</b>	<b>Retailtainment</b>
<b>Interactive/Online</b>	<b>Video (HAN, Accent Health)</b>	<b>Store within a Store</b>
<b>Brand Website/ Microsite</b>	<b>Wallboards</b>	<b>Other</b>
<b>Contests</b>	<b>Other</b>	<b>Sales Promotion</b>
<b>Digital Video</b>	<b>PR</b>	<b>Search Engine Marketing (SEM/SEO)</b>
<b>Display Ads</b>	<b>Print</b>	<b>Social Media</b>
<b>Gaming</b>	<b>Custom Publication</b>	<b>Sponsorship</b>
<b>Geo-based Ads</b>	<b>Magazine - Digital</b>	<b>Trade Shows</b>
<b>Mobile/Tablet Optimized Website</b>	<b>Magazine - Print</b>	<b>TV</b>
<b>Podcasts</b>	<b>Newspaper - Digital</b>	<b>Branded Content</b>
<b>Video Skins/Bugs</b>	<b>Newspaper - Print</b>	<b>Interactive TV/Video on Demand</b>
<b>Other</b>	<b>Trade/Professional</b>	<b>Product Placement</b>
<b>Internal Marketing</b>		<b>Sponsorship</b>
		<b>Spots</b>
<b>Other:</b>		

**OTHER MARKETING COMPONENTS**

Select all other marketing components active during the time of your effort, based on the options below

None

Couponing

CRM/Loyalty Programs

Giveaways/Sampling

Leveraging Distribution

Other marketing for the brand, running at the same time as this effort

Pricing Changes

Other \_\_\_\_\_

If not already addressed in your answers to questions 1-4, explain the effects of these components.

Provide answer here.

