



effieAWARDS
SERBIA

IAA
SERBIA



2022

Entry

Kit



effie AWARDS

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1 entry basics | deadlines & fees

ENTRY DEADLINES & FEES

ENTRY DEADLINE	DATE	ENTRY FEE
First Deadline	JANUARY 25 – FEBRUARY 7	250 EUR + VAT
Second Deadline	FEBRUARY 8 – FEBRUARY 21	400 EUR + VAT
Third Deadline	FEBRUARY 22 – MARCH 7	500 EUR + VAT
Final Deadline	MARCH 8 – MARCH 21	700 EUR + VAT

THE ENTRANTS CAN CHOOSE EITHER TO OBTAIN THE DISCOUNT FOR IAA MEMBERSHIP OR FOR MULTIPLE ENTRIES

DISCOUNT FEE:

IAA Members – 10 % discount on each Entry

Multiple Entries (two or more entries) – 10 % discount on each Entry

COMPETITION DATES

January – April
 April
 Late April
 May
 June

EVENT

Competition open for entries
 Judging – Round One
 Finalist Notifications
 Judging – Final Round
 Effie Awards Gala

entry basics | eligibility & rules

All marketing efforts that ran in the Serbia at any point between January 1, 2021 and December 31, 2021 are eligible to enter.

- Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter. You may submit any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your objectives. You must detail the “why” behind the strategy and provide proof that your work achieved significant results.
- Do not include results after December 31, 2021.
- Data presented must be isolated to the Serbia.
- Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.
- 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.
- Test efforts are not eligible in the competition.
- A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. Different organizations may take the lead on entering the same work in different categories.
- The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.
- Sustained Success: At a minimum, entries in the Sustained Success category must include work and results that date back to December 31, 2018. Results must be provided through the current competition year. Refer to the **category definition & entry form** for further information.

ENTERING 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 for an effort.

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

Judges frequently express it is difficult to properly evaluate a submission when the entry wasn’t tailored for the entered Effie category.

entry basics | payment guidelines

Entry fees are locked based on the date of submission – when all parts of the entry are complete, and the entrant clicks 'Submit' in the online Entry Portal. Entrants cannot submit an incomplete entry.

PAYMENTS

INFO:

MEĐUNARODNO UDRUŽENJE PROPAGANDISTA BEOGRADSKI OGRANAK
Bulevar Zorana Đinđića 144, 11070 Novi Beograd
PIB: 104880369
ERSTE BANK: 340-000001101558508

REFUNDS & WITHDRAWING AN ENTRY

Entries are non-refundable after submission. If you need to withdraw your entry, please email office@effie.rs with a written request to withdraw the submission.

entry basics | resources

EFFECTIVE ENTRY GUIDE

Review the most common feedback judges give entrants. The guide breaks down each of the four scoring sections to show what the judges are looking for. It also provides general tips on writing a clear and effective entry.

Find this resource here: https://www.effie.rs/wp-content/uploads/2016/10/2022_Effective_Entry_Guide.pdf

CASE STUDY SAMPLES

Review sample case studies from recent winners https://www.effie.org/case_database/featured

INSIGHT GUIDE

The Effie Insight Guide is a report that gives entrants feedback directly from the judges who reviewed their case. Teams are encouraged to review Insight Guides from past entries when preparing for the 2022 competition.

Insight Guides will be distributed two weeks after Effie Gala Ceremony. For 2022 submissions, Insight Guides will be distributed in July 2022.

2 entry form & requirements

overview

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

There are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories. All other category submissions use the standard entry form.

WRITTEN ENTRY FORM

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)

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. Judges 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.

SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA (23.3% of score)

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

SCORING SECTION 3: BRINGING THE IDEA TO LIFE (23.3% of score)

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, is judged as part of this scoring section.

SCORING SECTION 4: RESULTS (30% of 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.

OTHER ENTRY REQUIREMENTS

In addition to the materials for judging, you are required to submit publicity materials, company & individual credits, and additional data points for research/database purposes.

entry form & requirements

top tips

TOP ENTRY TIPS FROM JUDGES

1. "Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring."
2. "Be sure to provide context; most judges don't know your category or what success looks like."
3. "Concise written entries stand out. They are not only refreshing -- they encourage high marks."
4. "The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest."
5. "Ensure that the 'insights' somehow tie to a human behavior. A data point is not an insight, it's what the data point means to your brand, target or audience that makes it an insight."
6. "Remember that communications strategies include both creative and media strategies - not just tactics."
7. "Make sure your creative reel doesn't just reiterate what you said in your entry. Use it to complement that information."
8. "Connect results to objectives very clearly. Don't try to fake it and write objectives to meet existing results. We can tell and will ding you for it."
9. "Advertising principles should apply to case studies too: write them in a way that engages judges, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!"
10. "Check for grammar, typos, math errors, and inconsistencies."

entry form & requirements

reasons for disqualification

The following will result in disqualification and entry fees will be forfeited:

Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to the Serbia, and the Effie eligibility period is January 1, 2021 – December 31, 2021. No results after December 31, 2021 may be included. Data prior to the eligibility period may be included for context. *See the **Eligibility** section for further details & special exceptions.

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

Agency names/logos published 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.

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 “**sourcing data**” page for more information.

Including screen grabs or other images of creative elements in your written entry form. Entrants may not include any images of creative work, screengrabs of social media or other websites, or any other pictorial elements in the written entry. Any images of creative work must be provided as part of the Creative Examples for Judging. Charts/graphs are allowed to be included in the written case.

Directing Judges to External Websites. Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.

Missing Translation.

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

Violating Creative Example (Reel, Images) Rules.

Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the **Creative Requirements** section of the entry kit.

Pre-screening service is the process of determining the technical correctness of reported works by the Effie Office. The Entry Kit gives a very precise account of all the reasons the work can be disqualified for, which makes the pre-screening service an additional check by the organizer of the Effie Competition. Since the Effie Office in Serbia only has two people, it is very difficult to organize a large number of entries in a short time. Because of the confidential information found in the applications, it is not possible to hire someone just for this part of the job. For all of this, we encourage you to check the validity of your applications yourself. Our advice is to delegate this business to one person in an agency / company that did not compile the application themselves. In order to office@effie.rs with clearly stated registration details, and that you want to check the correctness - Job title, ID, Client, Agency. Pre-screening service requires a **100 eur + VAT** fee per entry.

entry form & requirements

sourcing data

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

In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

- 1.** When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
- 2.** In the Sourcing box, numerically list your citations.

SUGGESTED SOURCING LAYOUT

Source of Data/Research, Research/Data Type, Dates Covered.

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility time period, entrants are required to **include the dates covered for all results data** presented in your case.
- **Judges are not permitted to visit external websites.** If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information, as judges are not able to click on links during the judging process.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- **Use the specific name of the company to reference a source except when the source is an agency** (ad, 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, **not limited to the entering agency**. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Research, Third Party Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.).
Research Companies should be cited by name.
- Judges encourage third-party data when available.
- The Effie Awards reserves the right to check all sources provided for accuracy.

effie reminder: When citing data, do not list any agency names. Data provided anywhere in the entry form must be sourced.

entry form & requirements

scoring sections

CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF THE SCORE

Questions 1 A-1C

This scoring section is the glue that shapes the other elements of the case. Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand “how big the idea was or how profound the results were.” The challenge and business situation your brand was facing should be clearly understood. Elements are assessed for both suitability and ambitiousness within the framework of the Strategic Communications Challenge.

- How did each area relate to the stated objectives and were the objectives fully explained? Entrants should detail what objectives they had and why they are significant in the context of their situation. If the entrant did not have objectives upfront or they were open-objectives, they should explain this. Judges consistently state that they can tell when objectives have been retrofitted and down score entries because of this.
- Provide context about the category, marketplace, company, competitive and the degree of difficulty of this challenge. Lack of context is one of the most common judge complaints.
- Who is the audience you are trying to reach? Describe their attitudes, behaviors, culture etc. Why are they your target?
- Explain why your objectives are significant for your brand. Provide prior year benchmarks when available. Detail the business problem the effort was meant to address. Why was this a challenging situation?
- Note the tools you planned to use to measure each objective.

INSIGHTS & STRATEGIC IDEA- 23.3% OF THE SCORE

Questions 2A - 2B

Judges evaluate how inventive and effective the Idea and Strategy are in meeting communications challenge and how closely the Idea, Strategy and Results address the Challenge.

- Share your insight in one sentence. Explain how it originated. What research was done that resulted in the insight or awareness of the opportunity or revised/validated it after the fact?
- Explain how the big idea addressed the challenge.
- Remember to state your answer to question 2B in one sentence. This is not your tag line - it is the core idea that drove your effort and led to your results.

entry form & requirements

scoring sections

BRINGING THE IDEA TO LIFE - 23.3% OF THE SCORE

Question 3, Media Addendum, Creative Work

Judges are looking to see why you chose specific media channels - how do they relate to your strategy and audience? Is the creative work effective? Does it address your objectives? Entrants should articulate their media and creative strategy.

- Tie your insights and strategic challenge into your communications strategy.
- Did your communications change over time? Explain how.
- Explain why you selected the media channels - why were these right for your audience and idea?

Charts outlining communications touch points, owned/earned/paid media, sponsorships, etc. are all answered in the online entry area via the Media Addendum.

PAID MEDIA EXPENDITURES (MEDIA ADDENDUM)

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.

- Traditional and non-traditional paid media. Examples: purchase of a TV spot or purchase of a mobile ad.
- Out-of-Pocket activation costs. Examples: For something like an event, what did it cost to have the pop-up store? What did it cost to buy the key search terms on Google?
- Value of donated media. Example: If you are a film festival, did a sponsor give you 2 hours' worth of free TV ad time? Estimate what it would have cost you if you had paid for it.

entry form & requirements

scoring sections

OWNED MEDIA AND SPONSORSHIP (MEDIA ADDENDUM)

Any owned media. Examples: company owned real-estate, either physical or digital, that acted as communication channels for case content (e.g. corporate website/social media platforms, packaging, branded store, fleet of buses, etc.)

- If you select owned media checkpoints in the Communications Touchpoints chart, be sure to explain your use of these channels in the Owned Media question.
- Any sponsorships that provided communications benefits. Examples: As part of a sponsorship of the tennis finals, I received free ad space for my logo during primetime.

CREATIVE WORK – CREATIVE SHOWCASE IN PDF OR CREATIVE REEL

The creative work should showcase the integral creative elements of the effort. For instructions on the Creative Work, please view the Creative Requirements section.

RESULTS- 30% OF THE SCORE

Question 4A-4B

Judges are looking for direct correlations between real objectives and results. For example, if the objective is to improve brand awareness, the proof cannot be an increase in sales.

If you achieved additional results, explain what they were and why they are significant.

If you did not achieve a particular objective, explain this. Make a compelling argument why the communications is linked to the results achieved rather than a different factor and make a compelling argument regarding why the results you achieved are significant.

Judges take into account the environment in which each case exists. It is important to include category context, as judges may not be knowledgeable of the nuances of your particular category. For example, a small percentage move in a highly-segmented, high volume category is more difficult to achieve than a large percentage change in a small, less-competitive or non-competitive category. Likewise, a large sales increase for a product that has never advertised before might be less impressive than a smaller sales increase for a product that has no budget increase but changed its marketing communications strategy.

entry form & requirements

scoring sections

PRESENTING RESULTS EFFECTIVELY

- Restate objectives/KPIs in the results section so judges can easily reference this information.
- Provide context with historical data, industry benchmarks, competitor, etc.
- Explain why the results you are presenting are important. How did the results tie together and impact the brand and business?
- Retrofitting objectives is one of the most common judge complaints.
- Explain how you know it was your marketing efforts that led to the results.
- Eliminate or address other factors in the marketplace that could have contributed to your success. Judges value honesty – they are senior members of the industry and will downscore where information is withheld.

Data

- For confidential information, proof of performance may be indexed or provided as percentages.
- If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative and meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening a new 200,000 sq. foot store in that market. When key metrics are withheld without explanation, judges typically imagine it is because the results were weak.
- Charts and graphs are useful tools to present your data clearly.
- Entrants must source all data (source, type of research, dates). Do not include any agency names in sources. See the sourcing section of the entry kit for full details.

entry form & requirements

creative reel

PURPOSE OF THE CREATIVE REEL: SHOWCASE EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

Your creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which also includes your written response to Question 3 and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.

CONTENT

- **At minimum, 70% of the reel must be examples of creative work the audience experienced.**
- **Label each creative example by type of media (TV spot, Radio spot, etc.).**
- **No results (of any kind) may be included.**
- **3-minute maximum**

The creative reel should showcase the creative that brought the big idea to life. Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study.

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

“The creative reel should showcase all the work of the campaign, and not a way of re-telling the entire case. It should complement your case.”

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

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft – may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

Reels are not required to be a full 3 minutes. Entrants must showcase at least one complete example of each integral communications touchpoint – additional examples are encouraged where helpful to judges in evaluating the creative work.

entry form & requirements

creative reel

DO NOT INCLUDE

- Results of any kind – including numbers of social media likes, followers, etc.*
- Competitive work or logos
- Agency names, logos or images
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
- Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

MUST INCLUDE

- At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)* - includes any type of work (print, radio, web, OOH, TV, etc.)
- If time allows, additional examples of specific creative materials.
- Translation for non-English and non-Serbian work.

* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements 60 seconds or shorter must be shown in full.

STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK

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.

Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions.

As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.

SUSTAINED SUCCESS SUBMISSIONS

- 4-minute maximum
- Feature work that ran in the **initial year** (prior to 12/31/18), **at least 1 interim years**, and the **most current year** (1/1/21 – 12/31/21) of the case.
- Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

entry form & requirements

creative reel

GUIDELINES

- Do not include any agency names in the file name.
- Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English and non-Serbian creative materials.
- Bear in mind that judges will see your .mp4 uploaded file on a laptop.

TECHNICAL SPECS

- 1 creative reel file per entry
- 3-minute maximum
Note: Sustained Success cases may be up to 4 minutes in length.
- 250 MB maximum file size
- .mp4 format
- Resolution

A solid brown square representing a 4:3 aspect ratio.

4:3

640 x 480px

A solid brown rectangle representing a 16:9 aspect ratio.

16:9

1280 x 720px

A solid brown rectangle with a thin horizontal line at the bottom, representing a letterbox aspect ratio.

letterbox

640 x 480px

entry form & requirements

creative reel

IMAGES OF THE CREATIVE WORK (2 required, 6 max.)

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

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get 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 creative elements you wish to highlight.
- Upload 2-6 (2 required) examples of the creative work.
- **Technical Requirements:** .jpg format, high-res. 15 MB max.
 - Do not include agency names or logos on any creative materials submitted for judging.
- One of the top complaints from past judges is that entrants were not maximizing the opportunity to showcase the work in these images.
- **Note:** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes if your case is a finalist or winner.

entry form & requirements

publicity materials

IMAGES FOR PUBLICITY

- **Primary Publicity Image.** This should be an image of the creative 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. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image may also be used in the Case Database. Because the case image will be printed, please upload high-res images.
 - **Technical Requirements:** .jpg, high-res for printing, CMYK format, 100% of size. 15 MB max.
- **Company Logos.** Company logos are required for all lead agencies and clients credited on the case.
 - **Technical Requirements:** .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited. You may upload .jpg logos if you do not have .eps/.ai available.
- **Team Photos.** Upload team photos of the lead agency and client team. You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client. These images will be shown on screen at the Awards Gala and online by Effie Worldwide to promote your win.
 - **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
- **Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

entry form & 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 of all types including full service, media, digital, promo, PR, events, media owners; etc.

COMPANY CREDITS

Space has been provided in the Entry Portal to credit a maximum of two lead agencies (1 required), two clients (1 required), and four contributing agencies (none required).

- You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting 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.
- If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.
- Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

INDIVIDUAL CREDITS

Primary Individual Credits (10 max.): Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case. Individuals will be listed in the Effie Awards Serbia Journal.

Secondary Individual Credits (30 max.): Entrants may credit up to ten additional individuals from any of the credited companies. Due to space restrictions, they will not appear in the Effie Awards Serbia Journal.

CREDIT AMENDMENT POLICY

- **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 & Lead Agency credits are final at the time of entry and cannot be removed or added after the entry is submitted.
 - Credits must be thoroughly reviewed at time of entry by senior account leadership. All credits must be signed off by senior leadership on the "**Authorization & Verification Form**," downloaded in the Entry Portal after credits have been added to the entry.
 - Additional contributing company credits and individual credits can be added after time of entry only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions and amendments require a **500 eur** fee per change and are not guaranteed. **No credit edits/additions are permitted after April 14th, 2022.**
- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

entry form & requirements

entry contacts

Effie collects contact information at each credited company.

These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

ENTRANT

The Entrant Contact is the person whose account the entry is submitted under. The entrant contact is the primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist & winner notifications, insight guides, etc. If you need to transfer an entry to a different person, please email office@effie.rs.

LEAD AGENCY

LEAD AGENCY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. If your case is a winner, the complimentary trophy will be shipped to this individual. This is a secondary contact on the entry - if Effie cannot reach the entrant, Effie will reach out to this contact.

if the case is a winner. They may also be contacted regarding any PR/publicity opportunities for the agency or if Effie cannot reach the Entrant/Lead Agency Main Contact.

LEAD AGENCY CEO

This contact will be sent a congratulatory note if the case is a winner.

LEAD AGENCY PUBLIC RELATIONS CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success,

CLIENT COMPANY

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. If Effie cannot reach

the entrant or Lead Agency contacts, Effie may reach out to this person.

CLIENT CEO/TOP MARKETING EXECUTIVE

This contact will be sent a congratulatory note if the case is a winner.

CONTRIBUTING COMPANY CONTACTS

CONTRIBUTING COMPANY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this

contact if there are any questions regarding their company.

entry form & requirements

credits & the effie index

THE EFFIE INDEX

The Effie Index (www.effieindex.com), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2022 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 Credits Tab of the Entry Portal. Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/state fields. Effie encourages consistency year-to-year.
- 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 via a drop down in the Entry Portal.
- The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.

3 publication & confidentiality | publication

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

By providing permission to publish your written case, you are:

- 1. 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.
- 2. 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.
- 3. 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.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, you can refer to Effie's policies on confidentiality and the publication of submissions in the following pages. Entrants are encouraged to reach out to Effie Serbia (office@effie.rs) with any questions or concerns regarding our confidentiality policies.

publication & confidentiality | publication

The Effie Awards competition offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to “Make Marketing Better”. The written case and creative reel will be featured on the Effie Worldwide web site and/or on Effie partner web sites or publications.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry.

Entrants may select from the following options:

“PUBLISH AS THE CASE WAS SUBMITTED”

You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

“PUBLISH AN EDITED VERSION OF THE WRITTEN CASE”

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.

“PUBLISH THE CASE AS IT WAS SUBMITTED AFTER THREE YEARS”

The written case will be published as it was submitted after three years. The case will be published as it was submitted and reproduced or displayed for educational purposes.

“PUBLISH AN EDITED VERSION OF THE WRITTEN CASE AFTER THREE YEARS”

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes after three years. You may redact any confidential information.

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. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.

Work submitted must be original or you must have the rights to submit it.

publication & confidentiality

confidentiality concerns

ADDRESSING CONFIDENTIALITY CONCERNS

JUDGING

Judging events are held in secure locations led by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category.

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. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

CREATIVE WORK & PUBLICITY MATERIALS

The creative material (creative reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured in the Effie Awards Serbia Journal, partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. **Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.**

In regards to confidentiality concerns in the Creative Reel:

- Per entry rules, results (of any kind) may not be included in the creative reel.
- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.

Entrants must have the rights to show all elements presented in the creative reel. Because Effie is a 501(c)(3) non-profit organization with the mission of providing learning to the industry, **Effie has not encountered issues with talent featured in the creative that ran in the marketplace.** The focus of the reel should be on this creative work – entrants should obtain the rights to feature any supplemental elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).

4 judging | scoring

Your entry will be judged by some of the brightest and most experienced business leaders from the 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 phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide feedback on each case for the Insight Guide.

The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy. The finalist level and each winning level – gold, silver, bronze – have minimum scores required in order to be eligible for finalist status or for an award. Effie trophies are awarded in each category at the discretion of the judges. 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.

SCORING SYSTEM

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analyzing specific attributes of the work.

The breakdown is as follows:

Challenge, Context & Objectives	23.3%
Insights & Strategic Idea	23.3%
Bringing the Idea to Life	23.3%
Results	30%

Jurors are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide market and category context in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category.

ROUND ONE

Round One Judges individually review 8-12 cases across a range of categories. Each jury member reviews a unique set of cases across multiple categories. Due to the volume of entries reviewed by each judge, brevity is encouraged. Cases that score high enough become finalists and move on to Final Round Judging.

FINAL ROUND

Finalists are judged against other finalists within their category, and like Round One, all elements of each case are reviewed and scored. Final Round judges discuss the finalists in the category before finalizing their scores.

THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year. As the Grand Jury is so senior and they express 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.

judging | winner info



WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful communications strategy, effective creative, and the market results to prove it worked. As the competition continues to grow, winning an Effie is becoming increasingly difficult.

TROPHIES & CERTIFICATES

A complimentary trophy is provided to each winning lead agency and client company. The client and lead agency is the engraving default 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.

If your case is a finalist or winner, you can purchase additional personalized trophies and certificates with your choice of credited company(ies) or individuals showcased.

5 categories | structure

INDUSTRY CATEGORIES

There are 13 industry categories to choose from. Category definitions provide guidance regarding the types of industry that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please email office@effie.rs.

You may only enter one industry category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are 15 specialty categories, with focuses on audiences, business challenges, media and industry trends.

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 these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

To honor even more great work, efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a industry category, and you may only enter up to two Commerce & Shopper categories. You are not required to enter an Industry category or a Commerce & Shopper category – you may enter four specialty categories instead.

FAQs

Can I enter one case into multiple categories?

Yes. You may enter an effort into one Industry category and multiple specialty categories. You will need to complete a separate entry form and pay the entry fee for each additional category.

Each entry should be customized to speak to the specifics of each entered category whenever possible. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.

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

What category should I enter?

Review category definitions. If you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please write a brief synopsis of the case and the questions you have and email them to (office@effie.rs).

categories | category outline

INDUSTRY CATEGORIES

Beverages - Alcohol

Beverages (Non-Alcohol) – Carbonated Drinks

Beverages (Non-Alcohol) – Non-Carbonated Drinks

Culture & The Arts

Finance, Financial Cards & Insurance

Food & Snacks & Desserts

OTC

Healthcare services

Internet & Telecom

New Product or Service Introduction & New Product or Service Line Extension

Non-Profit

Retail

Other

SPECIALTY CATEGORIES

Brand Content & Entertainment: Products, Services

Data-Driven

David vs. Goliath

E-Commerce

Influencer Marketing

Media Innovation: Emerging & New Channels, Existing Channels

Performance Marketing

Positive Change, Social Good (Brands, Non-Profit)

Positive Change, Environmental (Brands, Non-Profit)

Positive Change, Diversity, Equity & Inclusion

Small Budgets: Non-Profit, Products, Services

Social Media: Products, Services

Sustained Success: Non-Profit, Products, Services

Youth Marketing: Products, Services

Commerce & Shopper: Crisis Response / Critical Pivot

categories

industry category definitions

Beverages - Alcohol

Beer, champagne, liquor, wine, hard seltzers, wine coolers, etc.

Beverages (Non-Alcohol) - Carbonated Drinks

Carbonated drinks, energy drinks and mineral water.

Beverages (Non-Alcohol) - Non Carbonated Drinks

Coffee, tea, juice, milk, milk substitute, bottled water.

Culture & The Arts

Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.

Finance, Financial Cards & Insurance

Financial products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including 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.), with the exception of health insurance service providers.

Food & Snacks & Desserts.

Fresh, packaged and frozen foods, ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

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.

Healthcare Services

Efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

Internet & Telecom.

Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

New Product or Service Introduction & New Product or Service Line Extension.

New this year, entrants may choose between New Product or Service Introduction OR New Product or Service Line Extension.

In the Introductions category, any effort used to introduce a new product or service that is not a line extension may enter. Brand new products or new products in a new category are required to enter this category instead of their industry category.

New line extensions can either enter the Line Extensions category OR their industry category.

Effie defines line extension as:

- Any 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.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

In both categories, entry must be written to address 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?

Write the entry to address the category situation (new product/service introductions/line extensions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

Non-Profit

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

Retail

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., department stores; clothing, shoes or jewelry stores; grocery stores; home & garden stores, movie/book stores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.

Other

— Automotive - Vehicles

Cars, trucks, motorcycles, both brand and model advertising.

— Electronics

Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, drones, external or integrated VR/AR devices, laptops, tablets, sound systems, etc.

— Household products

Products for cleaning and polishing, detergents, floor washing products, softeners, household supplies and services - cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, paper accessories, house cleaning services, lawn mowers, fertilizer, lawn care products, gardening services...

— Beauty & Personal Care

Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc.; body wash, cotton swabs, deodorants, feminine hygiene products, soap, razors, shaving cream, toothpaste, etc.

— Health

Efforts for prescription required drugs that are directed to patients and/or consumers. Marketing communications efforts for products that are sold without a prescription that address a specific illness, disease, or health issue. Marketing communications efforts that were developed for devices that address a specific illness/disease/health issue that require a doctor's prescription for surgical placement, use or purchase.

categories | specialty category definitions

Brand Content & Entertainment

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

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently and can include longform entertainment.

Note: Judges will expect to understand why branded content was chosen as a tactic.

Data-Driven

Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilized data to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals. Submissions are expected to:

- *Utilize personalized/custom-tailored creative messages.
- *Explain how data impacted the media plan through clear measurement & analytics.
- *Demonstrate the insights captured from data used to understand audience.

David vs. Goliath

This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on “sleeping giants”
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

E-Commerce

The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce 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 with e-commerce. Submissions in this category will be solely evaluated on e-commerce effectiveness.

categories | specialty category definitions

Influencer Marketing

This category honors those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviors were impacted and how the business was impacted.

Media Innovation

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

Changing the rules to maximize impact. This award will showcase 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 those 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. Write the entry to address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimized the results.

Performance Marketing

This category recognizes the most effective performance marketing efforts. To participate your effort must be led by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing KPIs.

Note: Entrants must use the performance marketing entry form when submitting under this category. There are special guidelines when presenting your creative & how the idea was brought to life, which will be outlined in the Performance Marketing entry form.

Positive Change, Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing 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. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse, equitable and inclusive society, 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. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Enter your case into one of the following categories:

Social Good - Brands:

Recognizing brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that

categories | specialty category definitions

cause back to the company's overall brand strategy, resulting in positive business and social impact.

Social Good - Non-Profit:

Recognizing non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

Positive Change, Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing. Winners of this award showcase how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

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 your case into one of the following categories:

Environmental – Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing.

Positive Change, Diversity, Equity & Inclusion:

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic or underrepresented groups or communities (example: LGBT, differently abled, indigenous peoples, etc.). Efforts may include equal rights messages, stereotype elimination, anti-prejudice or other that work to positively impact said groups or communities. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

categories | specialty category definitions

Small Budgets (up to 2.5 milion dinars)

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

Cases eligible for this category must represent the only marketing efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version, etc.). Value of donated and non-traditional media as well as activation costs must be included.

Social Media:

- Social Media – Products
- Social Media – Services

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behavior or perceptions and demonstrate correlation with the achieved business results.

Sustained Success

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

Efforts that experienced sustained success for **at least three years** are eligible for entry. At a minimum, you must include at least three years of creative work and case results, and you must 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 your 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.

Note: There is a special entry form and different creative requirements for the Sustained Success Award.

Youth Marketing

- Youth Marketing – Products
- Youth Marketing – Services

This category will honor those efforts that successfully communicate to teens or young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

categories | specialty category definitions

Commerce & Shopper: Crisis Response / Critical Pivot

This award is for brands that created positive change by effectively pivoting their commerce/shopper marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.) in the current landscape in order to more effectively connect with the shopper along the path to purchase and drive conversion. Entrants will need to pinpoint the pivot and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. Demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.



**FOR ANY QUESTIONS REGARDING THE ENTRY SUBMISSION,
MATERIALS SUBMISSION, CATEGORIES, RULES, ETC., PLEASE CONTACT
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