



effieAWARDS

SERBIA

2023

Entry Kit

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eligibility

ALL MARKETING EFFORTS THAT RAN IN SERBIA AT ANY POINT BETWEEN **JANUARY 1, 2022 AND DECEMBER 31, 2022** ARE ELIGIBLE TO ENTER.

-  Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter.
-  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.
-  Data and creative work presented must be isolated to Serbia.
-  Your work must have run made during the eligibility period (January 1, 2022 – December 31, 2022). 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.
-  The results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work eligible throughout the entry season (no date cut-off).
-  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.
-  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 Worldwide 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.

Sustained Success: At a minimum, entries in the Sustained Success category must include work and results that date back to December 31, 2019. Results must be provided through the current competition year. Refer to the category definition & entry form for further information.

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 for an effort.

 Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.

deadlines & fees

DEADLINE	DATE	FEE
First Deadline	March 1	250 EUR + VAT
Second Deadline	March 16	450 EUR + VAT
Third Deadline	March 30	750 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

Entry fees are locked based on the date of submission - all requirements must be met in order to submit your entry. Entries are non-refundable after time of entry.

PAYMENT DETAILS

MEĐUNARODNO UDRUŽENJE ZA MARKETINŠKE KOMUNIKACIJE

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.

how to enter

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

[Download the Entry Form Guide & Template here](#) to draft your responses and collaborate with team members, partner agencies, and clients:



The template includes all required fields that must be provided in order to submit your entry.



Once drafted, copy 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.

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

ENTRY CHECKLIST

REVIEWED BY JUDGES

- Written Entry Form
- Creative Examples (Reel, Images)

OTHER REQUIREMENTS

- Case background
- Company & Individual Credits
- Publicity Materials
- Authorization & Verification

entry form overview

The written entry tells the story of the effort from beginning to end, each part should work together and tell a story. Review the entry form questions in detail and utilize **Effie's resources like the [Effective Entry Guide](#) & [past winning cases](#) to guide your submission.**

Judges may not know about category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.

The entry form is aligned to Effie's Marketing Effectiveness Framework:



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 & STRATEGY (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 STRATEGY & IDEA TO LIFE (23.3% of score)

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

entry form & requirements

CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF THE SCORE

Questions 1 A-1B

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 & STRATEGY- 23.3% OF THE SCORE

Questions 2A - 2C

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

BRINGING THE STRATEGY & 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.

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.

entry form & requirements

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.

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.

the entry: 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 Serbia & work must have run at some point between 1/1/22-12/31/22. 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 can be submitted. *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 enters 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 120 EUR fee (+ VAT) per entry.

the entry: 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 without word limit restrictions.

1. 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.

Note: Judges cannot click on external websites, so if citing a website, please also include key sourcing details via text (e.g. publication, article name, date).

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility time, entrants are required to include the dates covered for all results data presented in your case.
- 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 Data, 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.
- Effie Worldwide 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.

the entry: creative reel

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life.

The focus of the reel should be the creative work. Judges recommend that 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. You do not need to feature all 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 (re: context, challenge) should not impede the judges' ability to have this clear understanding.

MUST INCLUDE	DO NOT INCLUDE
<p>At least one complete example of each integral touchpoint, to ensure that the judges are seeing a breadth of your work. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.).</p> <p>Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.</p> <p>If showing multiple examples of a touchpoint (e.g. 3 TV spots), after you show one example in full, it is ok to edit down the additional examples for time.</p>	<p>Results of any kind will lead to disqualification</p> <p>Agency names, logos, images</p> <p>Competitor creative work or logos.</p> <p>Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)</p> <p>Any confidential information, as creative reels will become public for finalists & winners</p>
SPECS	TALENT / LICENSING
<p>1 creative reel per entry</p> <p>3-minute maximum (Sustained Success: 4-minutes)</p> <p>250 MB maximum file size</p> <p>.mp4 format</p> <p>High Resolution: 16:9 at 1920x1080.</p> <p>Do not include any agency names/logos in the video or in the file name.</p>	<p>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.</p> <p>Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.</p>

SUSTAINED SUCCESS SUBMISSIONS

4-minute maximum

Feature work that ran in the **initial year** (prior to 12/31/19), **at least 1 interim years**, and the **most current year** (1/1/22 – 12/31/22) of the case.

Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

the entry: creative images

Images of the Creative Work: 2 images required; 6 images maximum

After the judges read your case and watch the reel, they review images of your 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 elements you wish to highlight.

Technical Requirements:

- .jpg format
- high-res. 15 MB max.
- Do not include agency names or logos on any creative materials (including file names) submitted for judging.

Creative images will be shown publicly if your case is a finalist or winner.

other requirements: publicity

Entrants are required to provide the below publicity materials at 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, CMYK format, 100% of size. 15 MB max.
- LEAD AGENCY & CLIENT LOGOS**
Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. Specs: ai/eps preferred; jpg/png also accepted.
- 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.
- CREATIVE EXAMPLES FROM JUDGING**
The Creative Work provided for judging (images, reel) will also be used for publicity purposes.
- PUBLIC CASE SUMMARY**
In 100 words or less, 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 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 & 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 600 EUR + VAT fee and will not be permitted after April 7, 2023. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

COMPANY CREDITS

Lead Agency (1 Required, 2 Maximum)
Client (1 Required, 2 Maximum)
Contributing Companies (0 Required, 4 Maximum)

CO-LEAD AGENCIES: 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.

IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.

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 (0 Required, 10 Maximum)

Secondary Individual Credits (0 Required, 30 Maximum)

Primary Individual Credits will be utilized in situations where space is limited; otherwise all individuals will be listed in the credits.

Individuals credited on your case must be current or former employees of any one of the credited companies.

entry form & requirements

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.

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, if the case is a winner. They may also be

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.

confidentiality & publication

Effie Worldwide is a 501(c)(3) non-profit organization with a mission to lead, inspire and champion the practice and practitioners of marketing effectiveness worldwide. 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:

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.

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.

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; however, you may not redact the entire results section.

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 (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

confidentiality & publication

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified 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. 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. As with all data points, be sure to include context so the judges understand the significance of the data. 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 (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 Journal, Effie Worldwide's website, 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.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

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.

This year's eligibility time period is January 1, 2022 – December 31, 2022 and the awards will be presented in summer 2023. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. Effie Worldwide's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please email office@effie.rs.

the effie index

The Effie Index (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

If your case becomes a 2023 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 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.

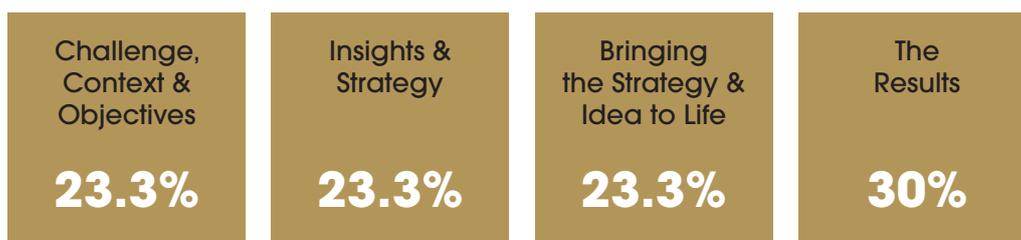
judging

Your entry will be judged by some of the brightest and most experienced business leaders from 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.

Judges 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 to give judges a clear understanding of the category situation and explain what your KPIs mean in the context of the category.

In all rounds of judging, judges provide scores across the four pillars of Effie's effectiveness 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 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.

winning an effie

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

The 2023 Effie Awards Serbia Gala will be held in June, 2023.

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. Complimentary trophies will be shipped to each Lead Agency Main Contact in summer 2023, following the gala.

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.



category overview

CATEGORY LIMIT

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.

Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & express difficulty in effectively evaluating a case when an entry wasn't tailored for the entered category.

You will need to complete a separate entry form and pay the entry fee for each additional category.

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards Serbia competition.

INDUSTRY CATEGORIES

There are 10 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. There are 12 specialty categories, with focuses on audiences, brand content & experiential marketing, business challenges, commerce & shopper marketing, digital, health & wellness, media, marketing innovation, positive change and topical marketing.

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.

industry categories

specialty categories

Maximum of one industry category per effort, It is not required to enter an Industry category.

- 1 Beverages (Alcohol)
- 2 Beverages (Non-Alcohol): Non-Carbonated, Carbonated Drinks
- 3 Finance, Financial Cards & Insurance
- 4 Healthcare Services/OTC
- 5 Internet & Telecom
- 6 Retail
- 7 Food & Snacks & Desserts
- 8 New Product or Service Introduction / Line Extension
- 9 Non-profit
- 10 Other

- 1 Branded Content & Entertainment
- 2 David vs. Goliath
- 3 Small Budgets – Non-Profit, Products & Services
- 4 Sustained Success – Non-Profit, Products & Services
- 5 Commerce & Shopper: Crisis Response / Critical Pivot
- 6 Data-Driven/E-Commerce
- 7 Media Innovation
- 8 New Product/Service Introduction
- 9 Social Media/ Influencer Marketing
- 10 Performance Marketing
- 11 Positive Change (Social Good, Environmental, Diversity, Equity & Inclusion)
- 12 Youth Marketing

industry categories

1 Beverages (Alcohol)

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

2 Beverages (Non-Alcohol): Non Carbonated, Carbonated Drinks

Coffee, tea, juice, milk, milk substitute, bottled water... Carbonated drinks, energy drinks and mineral water.

3 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.

4 Healthcare Services/OTC

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.

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.

5 Internet & Telecom

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

6 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.

7 Food & Snacks & Desserts

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

8 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.

industry categories

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.

9 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.

10 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 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.

specialty categories

1 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.

2 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.

3 Small Budgets (up to 2.5 million 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.

specialty categories

4 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.

5 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.

6 Data-Driven/E-Commerce

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.

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.

specialty categories

7 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.

8 New Product/Service Introduction

To enter this category, the case must address the commerce/shopper efforts surrounding the launch of a new product/service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time. If submitting an effort that was part of, or inspired by, a national campaign, explain how you adapted it for the shopper and the retailer.

9 Social Media/Influencer Marketing

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.

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.

specialty categories

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.

10 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.

11 Positive Change (Social Good, Environmental, Diversity, Equity & Inclusion)

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 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

This 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.

specialty categories

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.

specialty categories

12 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.

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