**Entry Form**

**Basic Information**

**1. Brand Name/Advertiser name** Enter brand name & advertiser name here.

**2. Type/Description of Product/Service** Enter type/description here.

(e.g. shampoo) Do not include brand name.

**3. Entry Title**  Enter title here.

**4a. Effie Entry Category** Enter category here.

**4b. Classification**   Local  Regional  National  Multinational

Check all that apply.

|  |
| --- |
| **If Multinational,** Country (ies) in which campaign ran: Enter text here. (or)  N/A  If not Multinational, please indicate that with "N/A" |

**4c. Time Period Effort Ran**  **Start Date:** MM/DD/YY

Provide dates for the time span for the entire effort,   
even if it began before Effie’s eligibility period **End Date:** MM/DD/YY (or)  Ongoing

start date. Check “Ongoing” if effort continues

past the eligibility period.

**Entry Form Instructions**

**To enter the 2017 competition:**

* Your case must have run in the Ukrainian market **no sooner than in 2015 (for category "Long-term effectiveness" no sooner than in 2014) and proved their effectiveness in 2016-2017 (except campaigns that took part in Effie 2016).** All results must relate directly to this time period. Prior year data may be included for context.
* Include specific, verifiable **sources for all data** **and facts** presented throughout the entry form. Any data without a source will be disregarded and will result in **entry disqualification. The absence of data validation may be the cause of disqualification.** The organizing committee reserves the right to verify all information.

Sources should include time period covered, type of research, etc. Do not include any agency names in your sourcing (refer to as agency research, media agency research, etc. and include all other relevant sourcing info).

* Review category definitions for requirements that must be included. Points will be deducted if requirements are not met.
* **Be clear, concise and honest. Judges appreciate brevity, clarity, facts, a compelling read and a lack of hyperbole.**

**Formatting Requirements:**

* Your written case, including this page, **may not exceed 12 pages**.
* Questions, instructions, and charts may not be deleted from the entry form.
* **Do not include any agency names** (ad, media, other) **anywhere** in your entry materials.
* 10-point font or higher answers are required for judge legibility. It is fine to change the color of the answers to distinguish them from instruction. Charts/graphs can be in color.
* Checkboxes: You may check (by double-clicking boxes), highlight, mark with an X or note via color your selections.
* Do not include screen grabs/images of your work or competitive logos.
* Answer every question or indicate “not applicable (N/A).” **Any unanswered question** will result in **entry disqualification.**

|  |
| --- |
| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% OF TOTAL SCORE**  **This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.** |

**5a.** **What was the state of the brand’s business and the marketplace or category in which it competes before your effort began?**

Provide category, competitive, and marketplace context (main competitor spend, position in market, category benchmarks, etc.). Provide information on the company/brand.

Enter text here.

**5b.** **What was the strategic communications challenge? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.**

State the business problems the effort was meant to address and the specific challenges/opportunities faced by the client and/or brand.

Enter text here.

**5c.** **Define the audience you were trying to reach.**

Describe your audience’s attitudes, behaviors, culture, etc. Why are they your target?

Enter text here.

**5d.** **What were your objectives? What were the Key Performance Indicators (KPIs) against your objectives?**

Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/Attitudinal. State specific objectives for all of these that apply to your case and the measurement tools you planned to use. Each objective should be represented with a specific number (#) or percentage (%), an understanding of the timeframe and a prior year benchmark (or context regarding why the objective is significant if prior year KPI is unavailable). **Explain why the objectives are important for the brand and growth of the business and which objectives were most important.** Explain how objectives evolved and why.

Enter text here.

|  |
| --- |
| **SECTION 2: INSIGHTS & STRATEGIC IDEA 23.3% OF TOTAL SCORE**  **This section prompts you to explain your strategic process and thinking to the judges. Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc. Your idea should be borne from these unique insights.** |

**6a.** **What was the insight that led to the big idea? How did you get to that insight?**

Describe what led to your idea – e.g. a consumer or business insight, a data-driven insight, a channel insight, a marketplace/brand opportunity, etc. Explain how the idea originated and how it addressed the challenge.

Enter text here.

**6b. In one sentence, state your big idea.**

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

Enter text here.

|  |
| --- |
| **SECTION 3: BRINGING THE IDEA TO LIFE 23.3% OF TOTAL SCORE**  **This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges will be providing their score for this section based on the information you provide in Question 7a, the Media Part, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.** |

**7a. How did you bring the idea to life? Explain your communications strategy, including your media strategy, and the rationale behind your channel choices.**

Describe and provide rationale for your communications **strategy** that brings the idea to life, as borne from the insights and strategic challenge described above. How did your **creative and media strategies** work together to reach your **specific audience**? How did you link the insight to the channel choices and how does that play out in the strategy to bring the idea to life? Explain your media strategy and why the channel choices were right for your audience and idea. Did your communications strategy change over time? If so, how?

Enter text here.

|  |
| --- |
| **MEDIA PART OF SECTION 3**  **Bringing the Idea to Life, along with your response to Question 7a and your creative work, as presented in the Creative Reel and Images of Creative. These elements together account for 23.3% of your score.** |

**7b. Communication Touch Points. Check all touch points used for the case. Question 7a should explain which touch points were integral to reaching your audience and why.**

This chart may be split across pages but cannot be deleted. Answers must match the online entry area.

You must provide detail in in your written case and show on the creative reel at least one example of each communication touch point you mark below which was **integral** to the effort’s success. For example, if you mark 30 boxes below and 10 were what drove the results and were what you detailed in the written case as integral to the effort, those 10 must be featured on the creative reel.

|  |  |  |
| --- | --- | --- |
| **TV** | **Interactive/Online** | **Packaging** |
| Spots | Display Ads | **Product Design** |
| Branded Content | Brand Website/Microsite | **Trade Shows** |
| Sponsorship | Mobile/Tablet Optimized Website | **Sponsorship** |
| Product Placement | Digital Video | **Retail Experience** |
| Interactive TV/Video on   Demand | Video Skins/Bugs | POP |
| **Radio** | Podcasts | In-Store Video |
| Spots | Gaming | In-Store Merchandizing |
| Merchandizing | Contests | Retailtainment |
| Program/Content | Geo-based Ads | Store within a Store |
| **Print** | Other | Pharmacy |
| Trade/Professional | **Social Media** | Other |
| Newspaper – Print | **Mobile/Tablet** | **Sales Promotion** |
| Newspaper - Digital | App | **Professional Engagement** |
| Magazine – Print | In-App or In-Game Ad | In-Office |
| Magazine - Digital | Messaging/Editorial/Content | Congresses |
| Custom Publication | Display Ad | Detail/E-Detail/Interactive  Visual Aids (IVAs) |
| **Direct** | Location-based Communications/  Real Time Marketing | Closed Loop Marketing (CLM) |
| Mail | Other | Continuing Engagement |
| Email | **Consumer Involvement/   User Generated** | Informational/Documentary  Video |
| **PR** | WOM | **Point of Care (POC)** |
| **Guerrilla** | Consumer Generated | Wallboards |
| Street Teams | Viral | Video (HAN, Accent Health) |
| Tagging | **OOH** | Brochures |
| Wraps | Airport | Coverwraps |
| Buzz Marketing | Transit | Electronic Check-In |
| Ambient Media | Billboard | Other |
| Sampling/Trial | Place Based | **Internal Marketing** |
| **Events** | Other | **Other (describe – limit 100   characters** |
| **Cinema** | **Branded Content** |
| **Ecommerce** | **Search Engine Marketing**  **(SEM/SEO)** |

**7c. Indicate the three most integral touch points from those selected in the chart in 7b.**

|  |  |  |
| --- | --- | --- |
|  | **Header Touchpoint**  *e.g. Interactive/Online.* | **Specific Touchpoint (if applicable)**  *e.g. Podcasts. If no sub-header is available, leave blank.* |
| **Touch Point A:** | Enter selection here. | Enter selection here. |
| **Touch Point B:** | Enter selection here. | Enter selection here. |
| **Touch Point C:** | Enter selection here. | Enter selection here. |

**7d. Select all other marketing components active during this time. Explain the effects below.**

|  |  |
| --- | --- |
| None | Leveraging Distribution |
| Couponing | Other marketing for the brand, running at the same time this effort |
| CRM/Loyalty Programs | Pricing Changes |
| Giveaways/Sampling | Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Explain selected components here.

**7e. Paid Media Expenditures**

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. Given the ‘spirit’ of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Check one per time frame. Elaborate below to provide context.

|  |  |
| --- | --- |
| Under $50 thousand  $50 – 100 thousand  $100 – 300 thousand  $300 – 500 thousand  $500 – 999 thousand | $ 1 – 2 million  $ 2 – 5 million  $ 5 – 10 million  $ 10 – 20 million  $ 20 million and over |

**Compared to other competitors in this category,**  Less  About the same  More  **this budget is:**

**Compared to prior year spend on the brand overall,**

**the budget this year is:**  Less  About the same  More  N/A

**Was owned media or sponsorship a part of**

**your effort?**  Yes  Now

Elaborate here if desired.

**7f. Owned Media**

Elaborate on owned media (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.).

Enter text here.

**7g. Sponsorships - Detail any sponsorships you had or write “not applicable.”**

Enter text here.

|  |
| --- |
| **SECTION 4: RESULTS 30% OF TOTAL SCORE**  **This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand’s business. Tie results back to the objectives outlined in Section 1. Entrants are encouraged to use charts/graphs to display data whenever possible.**  **As with the rest of the entry form, provide dates and sourcing for all data provided.** |

**8. How do you know it worked? Refer directly to your objectives and KPIs. Explain why, with context, these results are significant for the brand. Use charts/graphs to display results where possible.**

* Detail why you consider your effort a success. **Refer to your specific audience (5c) and directly to your objectives and KPIs (5d).** Demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other data/measurement tools. Provide a clear time period for all data shown.
* **Explain, with context, why your results are significant in your competitive category and situation.** Did your effort drive business? How? For confidential information, proof of performance may be indexed if desired. Numerical results lacking context regarding why they are significant will be disregarded. **Provide pre and post measures and an understanding of the industry and category norm.** You must show how the individual KPIs achieved tie together and collectively impact the overall success of the case.
  + Note: Dates/clear time period for all results must be included.

Enter text here.

**9. Explain all other factors, whether or not you were involved, that could have contributed to the results.**

Describe all other factors in the marketplace that could have contributed to results shown in this entry. Judges are industry executives - entries that omit pertinent information will be disqualified**. You may also use this space to eliminate factors that judges may believe contributed to your results.** You must answer this question or write “no other factors.” Do not leave blank.

Enter text here.