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| **ENTRY DETAILS** | |
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| **EFFIE ENTRY CATEGORY** Review category definitions [**here**](https://effie.org.ua/en/contest/categories/). If entering multiple categories, keep category restrictions in mind. **Entrants may submit a case into a maximum of 4 categories,** with no more than 1 Industry category and no more than 2 Commerce & Shopper categories.  The case for each category should be submitted as separate entry forms. | **F-70. Performance Marketing**  **Category definition:**  This category recognizes the most effective performance marketing efforts. To be eligible, your effort must have been led by performance marketing and the case must demonstrate how efforts such as affiliate marketing, paid search, SEO or sponsored content 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 and how the idea was brought to life.* |
| **BRAND NAME** Please list the specific brand name here. | Insert here |
| **ENTRY TITLE** Your Entry Title should be a short case name (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here. | Insert here |
| **DATES EFFORT RAN**  List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. | MM/DD/YY – MM/DD/YY or ongoing |
| **REGIONAL CLASSIFICATION**  Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to Ukraine. | **LOCAL / REGIONAL/ NATIONAL / MULTINATIONAL** (please underline)  **If Multinational, Country (ies) in which campaign ran:** insert here |
| **INDUSTRY SECTOR**  Classify your brand by one of the available industry sectors. | **Click here and choose an industry sector from a list**  \*If your industry sector is not listed, select "Other" and insert here |
| **INDUSTRY/CATEGORY SITUATION**  Select one. | **GROWING / FLAT / IN DECLINE**  (please underline) |

When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness takes into account the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant’s role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business.

**ENTRY FORM INSTRUCTIONS & REMINDERS**

The information outlined on this form will be seen by judges and must be submitted via the [**Effie Ukraine site**](https://effie.org.ua/en/user/login/).In addition to the materials reviewed by judges (Entry form), entrants are required to provide additional information into the personal account in the [**Effie Ukraine site**](https://effie.org.ua/en/user/login/). These items include the required attachments: №1 Authorization & Verification Form, №2 Additional Data.

The below checklist will guide you through your information gathering process:

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| **SEEN BY JUDGES** | **ADDITIONAL REQUIREMENTS** |
| **Written Entry Form**  Entry Details  Effie's Marketing Effectiveness Framework (Sections 1-4)  Investment Overview  Executive Summary | **Attachment №1 Authorization & Verification Form**  Permissions, Authorization & Verification of Entry |
| **Creative Examples (Creative Reel, Images****)**  Review [**All requirments to the creative examples**](https://effie.org.ua/en/contest/creative-materials/)**.** | **Attachment №2 Additional Data**  Public Case Summary, Statement of Effectiveness  Company & Individual Credits  Publicity Materials |
| **Primary Publicity Image** |
| **Logos of Lead Agency and Client** |

Review the [**Entry Kit**](https://effie.org.ua/tools/cms/site/download.php?url=/uploads/site_structure/content_en/0759/50/00.pdf&name=2024_Effie%20Ukraine%20Entry%20Kit_en) for full guidance on completing your written case and creative materials.

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| **TOP TIPS FROM THE JURY**   * **BE CLEAR, CONCISE, COMPELLING & HONEST** **Shorter, well-written entries** typically stand out, as judges review 15-20 submissions in a session. * **CONTEXT IS KEY**  Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms. * **SPEAK TO THE ENTRY CATEGORY** Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align. * **TELL A STORY**  Write your entry with your audience, Effie Judges with a digital and performance marketing background, in mind. Judges will be evaluating your work with a critical eye – address questions you think they will have. * **REVIEW**   Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.  View additional tips from the Jury in the [**Effective Entry Guide**](https://effie.org.ua/tools/cms/site/download.php?url=/uploads/site_structure/content_en/0759/38/01.pdf&name=Effie_Effective_Entry_Guide%202024_EN)**.** | **FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION**   * **WORD LIMITS**  Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space. 10-point font or higher answers are recommended for judge legibility.  Questions, instructions, and charts may not be deleted from the entry form. * **ELIGIBILITY**  Data presented must be isolated to the Ukraine & work must have run at some point between:   **January 1, 2023 – October 1, 2024 (for Sustained Success from January 1, 2021 or earlier)**  Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are fine to submit.  Review all [**Eligibility rules**](https://effie.org.ua/en/contest/rules/)**.**   * **AGENCY BLIND (AGENCY NAME & LOGO)** Do not include agency names in the written case, creative examples (including file names), or sources. When citing agency research in your sourcing, list source as “agency research,” “media agency research,” “third party agency research,” etc., along with other sourcing details. This rule applies to all agency names, not just your agency. * **CHARTS & GRAPHS**  Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. * **PICTURES/SCREENGRABS** Do not include images of your creative or other images, including social media screenshots, in your written entry. * **EXTERNAL WEBSITES**  Do not direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples. * **SOURCES**  All data included in the entry form must reference a specific, verifiable source. 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. * **CATEGORY DEFINITIONS** Review category definitions for additional requirements that must be addressed in your entry. **Judges will down-score your submission if requirements are not met.** When entering an effort into multiple categories, tailor each entry to speak to the specific category definitions wherever applicable. Judges are evaluating cases within the context of the entered Effie category. One of the top judge complaints is that too many entries are submitted into multiple categories without adaptations for each category.   **Review all** [**Formatting Requirements**](https://effie.org.ua/en/contest/entry-form-and-attachments/) **&** [**Reasons for Disqualification**](http://effie.org.ua/en/contest/tips/)**.** |

**CREATIVE REQUIREMENTS**

Creative work is scored as part of **Scoring Section 3:** **Bringing the Strategy & Idea to Life**, which includes Question 3 and the Investment Overview. Because **judges are required to read the written case before reviewing the creative work,** the creative reel should focus on creative examples. The reel is not meant to be a video version of the written case – judges are eager to view the work after reading the case.

* **CREATIVE REEL:** 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:**

* 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).
* 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.
* 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.

**do not include:**

* Results of campaign.
* Agency names, logos, images.
* Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally).
* Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot).
* Any confidential information, as creative reels will become public for finalists & winners.
* **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.
* **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.

Review additional guidance on the [**Creative Requirements.**](https://effie.org.ua/en/contest/creative-materials/)

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% OF TOTAL SCORE**  This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.  Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives. |

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| **1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.**  **Describe the market context for the performance marketing activities.**  *(~275 words; ≤3 charts/graphs)* | | **Effie Tips:**   * Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.) * Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome? * Keep in mind judges may not be familiar with your brand’s industry. This context is critical for judges to understand your degree of difficulty. |
| Provide answer. | | |
| **1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge?  What were the Key Performance Indicators (KPIs) set against each objective?  Provide specific numbers/percentages for each and benchmarks wherever possible.**  **You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective.**  **Effie is open to all types of objectives; it is the entrant’s responsibility to explain why their objectives are important to the business/organization and challenging to achieve.**  **RESPONSE FORMAT**  List each objective individually.  We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).  If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.  For each objective, provide brief context for why you chose it, state the KPIs and benchmarks. | | **Effie Tips:**   * Judges will expect to see context, including prior year, competitor, and/or category benchmarks, to help understand why these goals were set and how challenging they were. * Present the performance marketing goals and explain how these goals relate back to the overall brand or organization’s strategy and objectives. * Unsure which Objective Type to select? View guidance [**here**](https://effie.org.ua/tools/cms/site/download.php?url=/uploads/site_structure/content_en/0759/64/12.pdf&name=2024-effie-objective-guidance_Ukraine%20EN)**.** |
| **BUSINESS OBJECTIVE**  *(Required)* | | |
| **Objective – Overview & KPI**  *(~30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**    Brand or business transformation  Category growth  Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)  Geographic expansion  New brand or product/service launch  Profitability (growth/maintenance/easing decline)  Revenue (growth/maintenance/easing decline/value share)  Volume (growth/maintenance/easing decline/volume share)  Other (add your own) | |
| **MARKETING OBJECTIVE 1**  *(Required)* | | |
| **Objective – Overview & KPI**  *(~ 30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~ 30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**  Advocacy/recommendation  Changes in specific brand attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) | |
| **MARKETING OBJECTIVE 2**  *(Optional)* | | |
| **Objective – Overview & KPI**  *(~ 30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~ 30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**  Advocacy/recommendation  Changes in specific brand attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) | |
| **MARKETING OBJECTIVE 3**  *(Optional)* | | |
| **Objective – Overview & KPI**  *(~ 30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~ 30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**  Advocacy/recommendation  Changes in specific brand attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) | |
| **ACTIVITY OBJECTIVE 1**  *(Required)* | | |
| **Objective – Overview & KPI**  *(~30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~ 75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~ 30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) | |
| **ACTIVITY OBJECTIVE 2**  *(Optional)* | | |
| **Objective – Overview & KPI**  *(~30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~ 75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~ 30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) | |
| **ACTIVITY OBJECTIVE 3**  *(Optional)* | | |
| **Objective – Overview & KPI**  *(~30 words)* |  | |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(~ 75 words; ≤3 charts/graphs)* |  | |
| **Measurement – How did you plan to measure it?**  *(~ 30 words)* |  | |
| **Tagging – What keywords best describe your objective type?**  *(1 Required)* | **Select from the following list:**  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) | |
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| **DATA SOURCES: SECTION 1**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above.  SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered  Do not include agency names in the source of research.  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. | | **Effie Tips:**   * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below. * Judges encourage third-party data where available. * Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions. * [View detailed guidelines **here**](https://effie.org.ua/en/contest/entry-form-and-attachments/) |
| Provide sources of data included in your responses to Section 1. | | |

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| **SECTION 2: INSIGHTS & STRATEGIC IDEA 23.3% OF TOTAL SCORE**  This section covers the key building blocks of your strategy.  Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing. |

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| **2A.** **Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.**  *(~300 words; ≤3 charts/graphs)* | **Effie Tips:**   * Describe your audience(s) using demographics, culture, media behaviors, etc. * Explain if your target was a current audience, a new audience, or both. * What perceptions or behaviors are you trying to affect or change? * Commerce & Shopper Cases: Be sure to highlight the shopper’s motivations, mindset, behaviors, and shopper occasion. |
| Provide answer. | |
| **2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.**  **Clarify how the insight(s) were directly tied to your brand, your audience’s behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand’s success and how did it inform your strategy & strategic idea.**  *(~400 words; ≤3 charts/graphs)* | **Effie Tips:**   * Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for. * It may be helpful to tell judges how you define an insight. |
| Provide answer. | |
| **2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?** *(~200 words)* | **Effie Tips:**   * The big idea is not the execution or tagline. |
| Provide answer. | |
| **DATA SOURCES: SECTION 2**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above.  SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered  Do not include agency names in the source of research.  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. | **Effie Tips:**   * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below. * Judges encourage third-party data where available. * Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions. * [View detailed guidelines **here**](https://effie.org.ua/en/contest/entry-form-and-attachments/) |
| Provide sources of data included in your responses to Section 2. | |

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| **SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE 23.3% OF TOTAL SCORE**  This section relates to how you **translated your core strategic idea into a compelling creative platform** and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.  Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results. |

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| **3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program,** **customer experience, pricing changes, etc. that were a part of your effort.**  *(~300 words; ≤3 charts/graphs)* | |
| Provide answer. | |
| **3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, іnclude any important changes that optimized the creative while the activity was running.**  *(~300 words; ≤3 charts/graphs)* | |
| Provide answer. | |
| **3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements (e.g. paid advertising, social media, SEO, email marketing, affiliate marketing, etc.) worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.**  *(~400 words; ≤3 charts/graphs)* | |
| Provide answer. | |
| **DATA SOURCES: SECTION 3**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above.  SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered  Do not include agency names in the source of research.  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. | **Effie Tips:**   * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below. * Judges encourage third-party data where available. * Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions. * [View detailed guidelines **here**](https://effie.org.ua/en/contest/entry-form-and-attachments/) |
| Provide sources of data included in your responses to Section 3. | |

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| **INVESTMENT OVERVIEW**  The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score. |

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| **PAID MEDIA EXPENDITURES**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.  If there were no paid media expenditures, please select Under UAH 500 thousand and elaborate below.  If the case did not run the year prior, select not applicable and provide context in the elaboration area below. | | | | |
| **CAMPAIGN PERIOD: Current Year/Time Period (Required):**  **January 1, 2023 – October 1, 2024** | | | **CAMPAIGN PERIOD: Prior Year (Optional)** | |
| **Under UAH 500 thousand** | | | **Under UAH 500 thousand** | |
| **UAH 500 – 999 thousand** | | | **UAH 500 – 999 thousand** | |
| **UAH 1 – 3 million** | | | **UAH 1 – 3 million** | |
| **UAH 3 – 5 million** | | | **UAH 3 – 5 million** | |
| **UAH 5 – 10 million** | | | **UAH 5 – 10 million** | |
| **UAH 10 million and over** | | | **UAH 10 million and over** | |
|  | | | **Not Applicable** | |
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| **Compared to other competitors in this category, this budget is:** | | | **Less** | |
| **About the Same** | |
| **More** | |
| **Not Applicable (Elaboration Required)** | |
|  | | | | |
| **Compared to prior year spend on the brand overall, the brand’s overall budget this year is:** | | | **Less** | |
| **About the Same** | |
| **More** | |
| **Not Applicable (Elaboration Required)** | |
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| **MEDIA BUDGET ELABORATION**  Provide judges with the context to understand your budget.  What was the balance of paid (purchased and donated), earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?   In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.  *(~150 words)* | | | | |
| Provide answer. | | | | |
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| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES**  Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. | | | | |
| **Under UAH 500 thousand** | | **UAH 5 – 10 million** | | |
| **UAH 500 - 999 thousand** | | **UAH 10 million and over** | | |
| **UAH 1 – 3 million** | | **Not Applicable** | | |
| **UAH 3 – 5 million** | | **Not Available / Unknown** | | |
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| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION**  Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.  *(~ 100 words)* | | | | |
| Provide answer. | | | | |
| **OWNED MEDIA**  Was Owned Media a part of your effort? (Yes/No)  Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.   Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.  *(~ 100 words)* | | | **Effie Tips:**   * If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response. * Similarly, any owned media described here must also be selected in the touchpoints chart. | |
| Provide answer. | | | | |
| **SPONSORSHIP AND MEDIA PARTNERSHIPS**  Select the types of sponsorships /media partnerships used in your case. Choose all that apply. Then, provide additional context regarding these sponsorships and media partnerships, including timing.  *(~ 100 words)* | | | | |
| **Product Placement – Occasional** | **Product Placement – Ongoing** | | **Sponsorship –  On Site** | **Sponsorship –  Live Activation** |
| **Sponsorship –  Talent or Influencer** | **Unique Opportunity** | | **Not Applicable** |  |
| Provide elaboration. | | | | |
| **DATA SOURCES: INVESTMENT OVERVIEW**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above.  SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered  Do not include agency names in the source of research.  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. | | | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below. * Judges encourage third-party data where available. * Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions. * [View detailed guidelines **here**](https://effie.org.ua/en/contest/entry-form-and-attachments/) | |
| Provide sources of data included in your responses in THE INVESTMENT OVERVIEW. | | | | |

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| **ALL TOUCHPOINTS AS PART OF YOUR EFFORT**  Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.  On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort’s success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel. | | | |
| **Branded Content – Editorial** | **Digital Mktg. - SEM** | | **Print - Magazine** |
| **Branded Content – Product Placement** | **Digital Mktg. - SEO** | | **Print - Newspaper** |
| **Cinema** | **Digital Mktg. – Short Video  (15-3 min.)** | | **Public Relations** |
| **Contests** | **Digital Mktg. – Social: Organic** | | **Radio** |
| **Digital Mktg. – Affiliate** | **Digital Mktg. – Social: Paid** | | **Retail Experience: Digital** |
| **Digital Mktg. – Audio Ads** | **Digital Mktg. – Video Ads** | | **Retail Experience: In Store** |
| **Digital Mktg. – Content Promotion** | **Direct Mail** | | **Sales Promotion, Couponing & Distribution** |
| **Digital Mktg. – Display Ads** | **Events** | | **Sampling/Trial** |
| **Digital Mktg. – Email/Chatbots/Text/Messaging** | **Health Offices / Point of Care** | | **Sponsorships – Entertainment** |
| **Digital Mktg. – Gaming** | **Influencer / Key Opinion Leader** | | **Sponsorships – Sports** |
| **Digital Mktg. – Influencers** | **Interactive / Website / Apps** | | **Sponsorships – Unique Opportunity** |
| **Digital Mktg. – Location based** | **Internal/In-Office Marketing** | | **Street Mktg.** |
| **Digital Mktg. – Long Video  (3+ min.)** | **Loyalty Programs** | | **Trade Shows, Trade Communications, Professional Engagement** |
| **Digital Mktg. – Marketplace Ads** | **OOH – Billboards** | | **TV** |
| **Digital Mktg. – Mobile** | **OOH – Other Outdoor** | | **User Generated Content & Reviews** |
| **Digital Mktg. – Product Placement** | **OOH - Transportation** | | **Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Digital Mktg. – Programmatic Display Ads** | **Packaging & Product Design** | |
| **Digital Mktg. - Programmatic Video Ads** | **Print – Custom Publication** | |
| **MAIN TOUCHPOINTS**  From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral. | | | | |
| **MAIN TOUCHPOINT #1**  *(Select one of the touchpoints from the chart above.)* | |  | | |
| **MAIN TOUCHPOINT #2**  *(Select one of the touchpoints from the chart above or Not Applicable.)* | |  | | |
| **MAIN TOUCHPOINT #3**  *(Select one of the touchpoints from the chart above or Not Applicable.)* | |  | | |

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| **SOCIAL MEDIA PLATFORMS**  Select all social media platforms utilized in your effort from the list below. | | | |
| **Blog  (Tumblr, Medium, etc.)** | **LinkedIn** | **Snapchat** | **WeChat** |
| **Discord** | **Pandora** | **Spotify** | **WhatsApp** |
| **Facebook** | **Pinterest** | **TikTok** | **X (formerly known as Twitter)** |
| **Flickr** | **Reddit** | **Twitch** | **YouTube** |
| **Instagram** | **Not Applicable** | **Other:** | |

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| **SECTION 4: RESULTS 30% OF TOTAL SCORE**  This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B. |

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| **4A. Over the time period of your case, how do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand’s business.**  **Results must relate back to your specific audience, objectives, and KPIs. Your answer must include results for your key conversion metrics (initial result, best result & timing, results stemming from optimization, etc.).**  **RESPONSE FORMAT** You have up to 350 words and 5 charts/graphs to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.  **ELIGIBILITY REMINDERS**   * Provide a clear time frame for all data shown – either within your response or via the sources box. * All results must be isolated to Ukraine. * Work must have run in the eligibility window of:   **January 1, 2023 – October 1, 2024**  Results after elegibity period that are directly related to work that ran in the eligibility window can be included.   * All results must correspond to a data source. | | | **Effie Tips:**   * Tie together the story of how your work drove the results. * Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand? * When providing engagement/social metrics, detail what these meant for the brand and business. * **Charts and graphs are encouraged.** |
| You may use this space to set up your results section *(~350 words; ≤5 charts/graphs).* | | | |
| **BUSINESS OBJECTIVE RESULTS**  *(Required – Corresponds to your Business Objective listed in 1B)* | | | |
| **List Business Objective from**  **Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; ≤3 charts/graphs)* |  | | |
| **MARKETING OBJECTIVE #1 RESULTS**  *(Required - Corresponds to Marketing Objective #1 listed in 1B)* | | | |
| **List Marketing Objective #1 from**   **Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; ≤3 charts/graphs)* |  | | |
| **MARKETING OBJECTIVE #2 RESULTS**  *(Required if Marketing Objective #2 was provided in1B)* | | | |
| **List Marketing Objective #2 from**   **Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; ≤3 charts/graphs)* |  | | |
| **MARKETING OBJECTIVE #3 RESULTS**  *(Required if Marketing Objective #3 was provided in 1B)* | | | |
| **List Marketing Objective #3 from**   **Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; ≤3 charts/graphs)* |  | | |
| **ACTIVITY OBJECTIVE #1 RESULTS**  *(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)* | | | |
| **List Activity Objective #1 from Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; 3 charts/graphs)* |  | | |
| **ACTIVITY OBJECTIVE #2 RESULTS**  *(Required if Campaign/Activity Objective #2 was provided in 1B)* | | | |
| **List Activity Objective #2 from Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; ≤3 charts/graphs)* |  | | |
| **ACTIVITY OBJECTIVE #3 RESULTS**  *(Required if Campaign/Activity Objective #3 was provided in 1B)* | | | |
| **List Activity Objective #3 from Question 1B** |  | | |
| **List Result**  *(~ 30 words)* |  | | |
| **Context**  *(~ 75 words; ≤3 charts/graphs)* |  | | |
| **ADDITIONAL RESULTS**  You may use the below space to provide additional results achieved that you did not have had an initial objective for.  This space may only be used for additional results beyond those that align with your listed objectives.  It is not required to provide additional results & you may leave this field blank.  *(~150 words; ≤3 charts/graphs)* | | | |
| List additional results here. | | | |
| **4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?**  **Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.**  *(~200 words; ≤3 charts/graphs)* | | **Effie Tips:**   * Judges are industry executives and expect entrants to address any other factors here. * The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors. * Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A and eliminate other factors. | |
| **Business Events**  *(e.g. changes in supply chain, government regulations)* | | **Societal or Economic Events**  *(e.g. changes in economic, political, social factors)* | |
| **Internal Company Events**  *(e.g. change in ownership, internal dynamics, etc.)* | | **Public Relations** | |
| **Natural Events**  *(e.g. weather, natural phenomenon, etc.)* | | **Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| **Other marketing for the brand, running at the same time as this effort** | |  | |
| Provide answer. | | | |
| **DATA SOURCES: SECTION 4**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above.  SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered  Do not include agency names in the source of research.  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. | | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below. * Judges encourage third-party data where available. * Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions. * [View detailed guidelines **here**](https://effie.org.ua/en/contest/entry-form-and-attachments/) | |
| Provide sources of data included in your responses to Section 4. | | | |

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| **EXECUTIVE SUMMARY** | |
| **Provide a summary for each of the scoring sections.**  *(One Sentence: ~ 20 words.)* | |
| **SECTION 1. The Challenge:** | Provide one-sentence summary. |
| **SECTION 2. The Insight:** | Provide one-sentence summary. |
| **SECTION 2. The Strategic Idea/Build:** | Provide one-sentence summary. |
| **SECTION 3. Bringing the Strategy & Idea to Life:** | Provide one-sentence summary. |
| **SECTION 4. The Results:** | Provide one-sentence summary. |
| **Why is this entry an outstanding example of effective marketing in this Effie entry category?**  **Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.**  *(~100 words)* | |
| Provide answer. | |