

Effective Entry Guide

**effie**

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COMMERCE & SHOPPER  
HEALTH & WELLNESS  
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# TOP ENTRY TIPS

1

*"Be sure to provide **context**; most judges don't know your category or what success looks like."*

2

*"While all of the information is important, remember that this is read as one of many entries by judges. Go back and ensure that you are using the most impactful, focused information to help them make a decision."*

3

*"The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest."*

4

*"Ensure that the 'insights' somehow tie to a human behavior. **A data point is not an insight**, it's what the data point means to your brand, target or audience that makes it an insight."*

5

*"Create a strong tie between the **execution** and the **results**."*



# TOP ENTRY TIPS

6

*"Make sure your creative reel doesn't just reiterate what you said in your entry. Use it to complement that information."*

7

*"Connect results to objectives very clearly. Don't try to fake it and write objectives to meet existing results. We can tell and will ding you for it."*

8

*"Pay attention on the **executive summary**. Get your overall story really strong, crisp, clear, and inspiring."*

9

*"Advertising principles should apply to case studies too: write them in a way that **engages judges**, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!"*

10

*"Check for grammar, typos, math, and inconsistencies."*



# TOP ENTRY TIPS

## BEFORE SUBMITTING YOUR ENTRY...

**JUDGE ADVICE:** "Be extremely self-critical about the verbiage, story and length of your entry. The judges have limited time and are being asked to evaluate a number of different categories and cases. You have to be succinct and draw the judge in, along with sharing the results you captured through the program."



- 👉 Ensure that your entry is relevant to the chosen Effie category. Judges are scoring your case in the context of the Effie category definition. It should be clear to the judges why your work is award-worthy in your Effie entry category.
- 👉 Review process
  - 👉 Ask a strong writer or editor to proofread your case for spelling, grammar, logic flow errors, mathematical miscalculations, etc.
  - 👉 Share the case with someone who doesn't work on the brand, or even in the industry. Ask them what was unclear or where the case fell in interest.
  - 👉 Have senior team members on both the client and agency side review the case to ensure it is well-rounded in context and personality. Collaborate with partner agencies.
  - 👉 Look for past Effie judges within your company and ask them to review your entry.
- 👉 Think about what the judges may be skeptical of and address it.
- 👉 Review formatting requirements and reasons for disqualification.
- 👉 Ensure all data throughout the entry includes a specific, verifiable source.



# TOP ENTRY TIPS

## ENTERING MULTIPLE CATEGORIES

Review the definition of the category you are entering to ensure your case is eligible. Some categories require specific information to be included in your entry, and judges will deduct points if this information is not included. If you are unsure of your category, review past winning cases at [effie.org](http://effie.org) or reach out to the Effie Ukraine team with your concerns.

Entrants may submit an effort into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper categories.

When entering multiple categories, ensure each submission speaks to the entered category. Judges evaluate effectiveness within the context of the category definition, so it is important that you clearly articulate your effectiveness in the category.

**JUDGE ADVICE:** "Craft your entry per category, instead of creating one case that fits all."



# ENTRY GUIDANCE

Effie entries, across all rounds of judging, are judged against the below framework for marketing effectiveness. Review the following pages for advices on each of Effie`s four scoring sections.

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

Questions 1A-1B

23.3%

## SECTION 2: INSIGHTS & STRATEGY

Questions 2A-2C

23.3%

## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

Question 3:  
Creative Work  
Investment Overview

23.3%

## SECTION 4: THE RESULTS

Question 4A-4B

30%



## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES. QUESTIONS 1A-1B

### JUDGE ADVICE



*"The best cases clearly articulated the challenge for the brand, the category and competitive landscape, and what the overall goals were. They also had KPIs that aligned well to that challenge that were clearly not retro-fitted to the resulting outcome."*

*"Make sure the objectives are clearly defined. If awareness is the goal, what lift were you looking for and from where to where? Leaving the goals broad makes it hard to give credit for the difficulty of the challenge."*

*"Share the context completely so judges understand the situation fully. Ensure that the difficulty in achieving the goal is clear and mitigate the impact of activity outside of the campaign."*

*"Be SPECIFIC and measurable with your objectives. Help the judges understand the context of that goal/objective."*

*"Set measurable objectives to help evaluate if the results were actually good, great or just okay."*





## SECTION 2: INSIGHTS& STRATEGY. QUESTIONS 2A-2C

### JUDGE ADVICE



*“Insights need to feel new and different, with a sense of tension and actionability. The idea needs to take the insight and activate it in an interesting, compelling and useful way. And, most importantly, in a way that helps achieve your stated objectives.”*

*“The idea needs to tie directly back to the insight and not be the tactical execution that was deployed. The idea needs to be crisp, but also tell the judge enough detail so that it is easy to understand how the team arrived at this idea and why it is meaningful to the brand and campaign.”*

*“Find a real insight, not an audience observation or category convention. It should be a deep human truth that not only drives emotions and behavior, but enables the strategic idea and creative execution to be effective and successful.”*

*“Ensure the strategic idea maps back to the brand.”*

*“Make sure that the strategy and the idea really connect to the overall concept.”*



## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE. QUESTIONS 3A-3C + Creative Work + Investment Overview

### JUDGE ADVICE



*“Integrate the media strategy and show how it links to the full execution and influences the creative strategy. And, explain how it evolved with the campaign.”*

*“Give rationale for why these specific channels were selected. Why are they meaningful to the audience and the challenge? How and why did you place importance on some channels over others?”*

*“Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. The more different types of creative shown, the better. I took the judging seriously and read through the written case carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life.”*

*“Be sure the written case and video complement each other and do not repeat each other. It isn't about the quality of the video itself but more about the content.”*

*“The creative reel should showcase all of the work that I've just read about and want to see. I would rather clearly see the different executions over hearing setup.”*



## SECTION 4: THE RESULTS. QUESTIONS 4A-4B

### JUDGE ADVICE



*“Make sure you provide context. If you show results, help the judges understand if the results are good and why. Explain what the numbers mean.”*

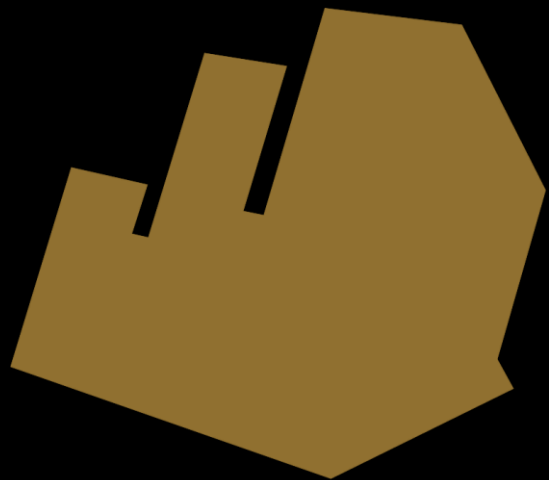
*“Don't fudge the results. Your peers will know. Honesty is more effective. We have all had wins and we have all had fails. Every campaign does not need to be perfect.”*

*“Tie together the story of how your work drove the results - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how.”*

*“Don't get caught lowballing or avoiding inconvenient other factors - judges are looking for it. Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success.”*

*“Be clear to articulate why the results are meaningful for longer-term impact (for the brand).”*





Specialty Jury Advice

**effie**

## **SPECIALTY JURY ADVICE**

### **COMMERCE & SHOPPER**

*"It's very important to clearly lay out what's happening for the brand, the category and the retailer. The more specific the context on the situation and the shopper challenge, the better."*

*"There should be a shopper insight that uncovers a need (perceived by shoppers or not) that can be solved for or a beneficial behavioral change that can be made. Get into the details of retail activation when applicable."*

*"When entering a commerce & shopper category, (it is important to) stretch beyond brand strategy and consumer insights to consider the shopper's unique needs and mind set."*

*"Connect the activation from across all the path to purchase of solving a shopper campaign."*

*"Take time to write a great case study that reads like a story and has the facts to back it up. Define who the consumer is and who the shopper is; are they one in the same or different and who are you speaking to?"*

*"Make sure your results are commerce driven. Doesn't have to be all sales, store traffic and brand consideration are important as well. But without the results there is no award."*



## **SPECIALTY JURY ADVICE**

### **HEALTH & WELLNESS**

*"Show how your efforts have a positive effect on business or health outcomes."*

*"Focus on the real problem you're trying to solve, not just from a business standpoint but from a patient (human) standpoint too."*

*"It is helpful to call out regulatory challenges and context."*

*"Given the challenges in healthcare with providing professional context, consumer competitors, market coverage, help frame how difficult it is to achieve results through creative DTC campaigns."*

*"Has it found a deep insight or customer audience truth? Has it successfully leveraged that insight? Has it produced provocative, surprising creative that will capture the attention of our customers and get them to engage in our experience?"*

*"Of course if it moves market share, but more importantly how does what we do effect the individuals who need the treatment or those prescribing it. We gauge our creative output by seeing if it improves people's lives. If we can do this through information, tools, connection or other ways then we have been successful."*



# SPECIALTY JURY ADVICE

## MEDIA

*"Given these are media entries, the media strategy needs to breakthrough above the campaign idea. Detail a strong translation of the media strategy to execution."*

*"Clearly explain the media, data and/or partner selection."*

*"More directly emphasize the role of media as it is related to strategy development and creative execution. Given that the lines are often blurred, what was media's specific contribution in fueling the idea?"*

*"Make media the centerpiece of your entry. Utilize the creative reel to showcase media, not just creative. Thoughtfully visualizing how the media tactic contributed to bring the user experience/journey to life."*

*"Entries in the Media categories, specifically the Media Idea category, should present a media idea that is uniquely tied to the brand, with a unique use of media. Also be sure to be crystal clear in pointing out the innovation."*

*"If you are entering the Media Innovation category, be sure to be crystal clear in pointing out the innovation."*



## **SPECIALTY JURY ADVICE**

### **POSITIVE CHANGE**

*“Be sure to describe the social issue being addressed with some detail, and why it was a good fit for your brand and/or organization.”*

*“The scope of the behavior change is very important to address. Help judges understand how wide the effect was and what that meant.”*

*“Clearly link the marketing to the change achieved - the award recognizes the most effective marketing that drove behavior change of a sustainability goal. Make sure as part of this to articulate what the change in sustainable behavior meant for the brand and organization.”*

*“What was it about this initiative that was sustainable? Tell us in a nutshell what the increase in sustainability is.”*

*“Provide clear, true results - a clear sense of how the needle moved in terms of actual awareness of the issue and change.”*

*“If you submitting for a social impact award, you must be able to illustrate clearly in the results the real-world impact of that campaign; judges cannot be expected to take you at your word that this campaign had any positive impact whatsoever.”*

*“Treat not-for-profit marketing case studies as specifically as you would for-profit, share measurable objectives results and detailing out what you did to make it happen.”*







**WISHING YOU SUCCESS IN  
EFFIE AWARDS UKRAINE 2024!**

**Entry Questions?**

Kateryna Grabovska [festival@vrk.org.ua](mailto:festival@vrk.org.ua)

Olha Pidhorska [project@vrk.org.ua](mailto:project@vrk.org.ua)

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