

2024 EFFIE UKRAINE AWARDS ENTRY KIT

effie

New this year

This year's competition contains some new and updated categories and category titles. Definitions for all categories can be [found here](#)

New Categories:

- E-63. Retail Media
- F-67. Artificial Intelligence (AI)
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Updated Categories:

- A-21. Food
- A-27. Snacks & Desserts
- C-40. Experiential Marketing: Live, Digital, Hybrid
- D-41. David & Goliath: Traditional (formerly Business Challenge/David vs. Goliath)
- D-42. David & Goliath: Situational (formerly Business Challenge/David vs. Goliath)
- D-47. Small Budget: Products/Services
- D-48. Small Budget: Non-Profit
- D-54. Sustained Success: Products / Services
- D-55. Sustained Success: Non-Profit
- E-58. Digital Commerce (formerly E-Commerce)
- E-59. Experiential Commercial Marketing (formerly Experiential Shopper Marketing)
- F-70. Performance Marketing
- G-76. Data-driven

We've updated the wordcount for a few responses to help you better tell your story.



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Eligibility

ALL MARKETING EFFORTS THAT RAN IN UKRAINE AT ANY POINT BETWEEN JANUARY 1, 2023 AND OCTOBER 1, 2024 (FOR SUSTAINED SUCCESS FROM 2021 OR EARLIER) ARE ELIGIBLE TO ENTER.

- ✎ Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter.
- ✎ The written text of the judged entry form must be the original work of the entering companies and authors.
- ✎ 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 Ukraine.
- ✎ **Your work must have run during the eligibility period: January 1, 2023 - October 1, 2024 (for Sustained Success from 2021 or earlier).** Elements of the work may have been introduced earlier and may have continued after, but your case must be based on work that ran during the qualifying time.
- ✎ **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 are 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 Ukraine 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.



Eligibility

RE-ENTERING PREVIOUSLY ENTERED WORK

- 👉 Finalists & winners whose work ran in this period may submit their work again in the 2024 competition, provided they have additional results to share. Entries that did not advance in the competition may re-enter without restriction.
- 👉 2023 Gold Effie Winners can only re-enter a category in which they did not win Gold.
- 👉 Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years - Gold winners from 2020 and earlier are eligible.
- 👉 2023 David vs. Goliath & Challenger Brand Solutions winning brands (Gold/Silver/Bronze) cannot re-enter these categories in 2024.

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
Registration Fee* (one-time payment)		5 000 UAH
FIRST DEADLINE	1 July	12 000 UAH
SECOND DEADLINE	1 September	15 000 UAH
THIRD DEADLINE	1 October	18 000 UAH

NEW ENTRANT DISCOUNT

1500 UAH off on the first 3 entries Eligibility details via the [link](#).
If you are eligible for a discount, before submitting an entry, please send an email to festival@vrk.org.ua

DISCOUNTS FOR MEMBERS OF ALL-UKRAINIAN ADVERTISING COALITION

20% - for actual members
5% - for associated members

*Registration Fee includes 1 pass per Entrant to Best Marketing Practices Conference and Effie Awards Ukraine Gala.
Registration fee is mandatory.
All prices do not include VAT.

The date of submitting of final entry version will be fixed by the Organizing committee. According to a particular deadline Organizing committee provides the invoice for payment. Entry fees are locked based on the date of submission - all requirements must be met in order to submit your entry. Fees increase after each deadline at midnight.

By uploading entry to the site, entrants undertake to pay entry fees. All submitted entries will be judged, and the payment of fees will be due. Entries are non-refundable after the time of entry.

PAYMENT DETAILS

Payment is due October 15, 2024. The invoice will be provided to the contact person`s email within 3 working days.



How to enter

Entries are submitted online on the Effie Awards Ukraine website via the [link](#).

RULES AND THE PROCEDURE OF PROVIDING THE ENTRY MATERIALS

1. Review all entry rules & requirements required for participation.
2. Select the number of entries for participation. Entries for several categories are registered as separate entries and are paid for as separate works.
3. [Login online](#) at the website of Effie Awards Ukraine. After registration at the website and payment of entries, you agree with your status as a participant/entrant of the project. To register you should provide the number of entries, fill in the contact person, and other proposed fields.
4. [Download the Entry Forms & Attachments](#) to prepare your responses and collaborate with team members, partner agencies, and clients:
 - Please give yourself enough time to complete all requirements within the website before your intended entry deadline.
 - All documents must be completed in two languages (Ukrainian and English) as separate files.Note: there are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories.
5. Upload the completed documents: Entry Form, all attachments, creative materials, Primary Publicity Image, and companies logos into your account by the Deadline.

Entry fees are locked based on the date of submission - when all parts of the entry are complete, and the entrant clicks 'Submit' in the personal account. According to a particular deadline Organizing committee provides the invoice for payment.

All materials should be uploaded as 2 archive folders. Each archive folder must be named as the entrant name, category, and campaign name. The first archive folder must contain an Entry form and attachments in two languages. The second archive folder must contain all creative materials and company logos. Primary Publicity Image is uploaded in a special field in the personal account.
6. Pay an invoice. By uploading entry to Effie Ukraine website, entrants undertake to pay entry fees. All submitted entries will be judged, and the payment of fees will be due.



How to enter

ENTRY CHECKLIST

Reviewed by Judges	Attachments / Other Requirements
<input type="checkbox"/> Written Entry Form Entry Details Effie's Marketing Effectiveness Framework (Sections 1-4) Investment Overview Executive Summary	<input type="checkbox"/> Attachment 1. Authorization & Verification Form Permissions, Authorization & Verification of Entry
<input type="checkbox"/> Creative Examples (Reel, Images)	<input type="checkbox"/> Attachment 2. Additional Data Public Case Summary, Statement of Effectiveness Company & Individual Credits Publicity Materials
	<input type="checkbox"/> Primary Publicity Image
	<input type="checkbox"/> Logos of Lead Agency and Client(s)



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 [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.



The Entry: Rules

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 Ukraine & work must have run at some point between January 1, 2023 - October 1, 2024 (for Sustained Success from 2021 or earlier). 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.

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.



The Entry: Rules

Not providing additional data` proof or providing false information: If judges have doubt about data' proof, they have rights to mark these data. Scoring of this entry is put off. Data' proof (for example, reports of research and monitoring companies etc.) must be presented by entrant in 2 working days after finishing Round Judging. The request may be sent in 1 working day after finishing of both Rounds. Confirmed reports may be provided by research and monitoring companies. In case if it will be "advertiser data" (data provided by the client/advertiser) it should be provided a detailed justification of such data. If data cannot be provided or forgery of data is identified, entry will result in disqualification. Organizing Committee send out data' proof to all judges. In case if at least one judge will find falsification of data (for example, falsification of report of research company) entry will result in disqualification.

Don` t 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. Do not include competitor logos and work. Competitor logos and creative work may not be included anywhere in your entry form and creative materials.

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 website.

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.

All non-English creative work must include translation via subtitles or in the form of footnotes.

More information about the formatting requirements of the entry form, top tips from the jury and causes of points deduction can be reviewed on the Effie Awards Ukraine website.



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.

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.

- At the end of a sentence that requires a source, number your source.
- In the Sourcing box, numerically list your citations (for example, Data1). 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.
- 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 Ukraine reserves the right to check all sources provided for accuracy.



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
<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• Results of any kind will lead to disqualification• 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
SPECS	TALENT / LICENSING
<ul style="list-style-type: none">• 1 creative reel per entry• 3-minute maximum (Sustained Success: 4-minutes)• 200 MB maximum file size• .mp4 format• High Resolution: 16:9 at 1920x1080.• Do not include any agency names/logos in the video or in the file name.	<ul style="list-style-type: none">• Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.• Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing 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.



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, 150 dpi, RGB, resolution of the biggest side - 1772 pixels.
- 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: Attachments

In addition to the written entry form, 2 attachments are required.

The Authorization & Verification Form (attachment №1)

The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.) This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

The Authorization & Verification Form confirms:

- Accuracy of entry information and authorization of submission.
- Company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.
- Permission for the written entry.

If you are submitting an effort into multiple categories, separate Authorization & Verification Forms must be signed for each submission.

Additional data (attachment №2)

These materials support Effie's mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness. Additional Data includes main entry details, publicity materials (Public Case Summary & Statement of Effectiveness), case background, Company credits & Individual credits.



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: JPEG, 150 dpi, RGB, resolution of the biggest side - 1772 pixels

Lead agency & client logos

Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies.

Specs: jpg/png

Creative examples from judging

The Creative Work provided for judging (images, reel) will also be used for publicity purposes.

Public case summary

In 90 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; 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 your personal account at Effie Awards Ukraine website 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 will not be permitted after 1 October, 2024. All credit requests will be reviewed and accepted at the discretion of Effie Ukraine and are not guaranteed.

COMPANY CREDITS

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

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)

10 primary individuals listed will be credited at the website of Effie Awards Ukraine and in the online Case Study Database. 30 secondary individuals will appear on the Case Database and do not appear elsewhere.

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



Confidentiality & Publication

Effie Worldwide is a non-profit organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

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:

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.

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.



Confidentiality & Publication

We respect that entries may have information deemed confidential. Within the attachment №1 The Authorization & Verification Form, 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 any section in its entirety including results.

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 on the Effie Awards Ukraine and 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.

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.



Categories

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 an 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 Ukraine competition.

INDUSTRY CATEGORIES

There are 35 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 52 specialty categories, with focuses on audiences, brand content & experiential marketing, business challenges, commerce & shopper marketing, digital, 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

CATEGORIES DEFINITIONS

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

A-1. Building, Real Estate
A-2. Government & Public Service
A-3. Pet care
A-4. Delivery Services
A-5. Electronics
A-6. Health, Fitness, & Wellness
A-7. Gaming & E-Sports
A-8. Internet & Telecom
A-9. IT, Software, Apps
A-10. Beauty, Personal Care & Fragrance
A-11. Culture & The Arts
A-12. Media & Entertainment Companies
A-13. Fashion & Accessories
A-14. Beverages: Alcohol
A-15. Beverages: Non-Alcohol
A-16. Non-Profit
A-17. Education & Training
A-18. Household Supplies & Services (incl FMCG)

A-19. Travel & Tourism
A-20. Products & Services For Children
A-21. Food **UPDATED**
A-22. Professional Services
A-23. Restaurants, Catering
A-24. Entertainment, Sports, Leisure & Recreation
A-25. Retail
A-26. Agricultural, Industrial
A-27. Snacks & Desserts **UPDATED**
A-28. Insurance
A-29. Home Furnishings & Appliances
A-30. Business & Office Supplies
A-31. Automotive - Vehicles
A-32. Automotive - Aftermarket
A-33. Transportation & Logistics
A-34. Pharma & Healthcare Services
A-35. Finance



Specialty Categories

AUDIENCE

- B-36. Business-to-Business
- B-37. Youth Marketing

BRAND CONTENT, ENTERTAINMENT, & EXPERIENTIAL MARKETING

- C-38. Brand Content & Entertainment
- C-39. Brand Integration & Entertainment Partnerships
- C-40. Experiential Marketing: Live, Digital, Hybrid **UPDATED**

BUSINESS ACHIEVEMENT & CHALLENGE

- D-41. David vs. Goliath - Traditional **UPDATED**
- D-42. David vs. Goliath - Situational **UPDATED**
- D-43. Renaissance/Rebranding
- D-44. New Product/Service Introduction
- D-45. Short-term Effectiveness
- D-46. Single Communication Channel
- D-47. Small Budget: Products / Services **UPDATED**
- D-48. Small Budget: Non-Profit **UPDATED**
- D-49. Timely Opportunity
- D-50. New Product or Service Line Extension
- D-51. Marketing Disruptors
- D-52. PR, Corporate Reputation
- D-53. Sponsorships
- D-54. Sustained Success: Products / Services **UPDATED**
- D-55. Sustained Success: Non-Profit **UPDATED**

COMMERCE & SHOPPER

- E-56. Category/Aisle Evolution
- E-57. Challenger Brand Solution
- E-58. Digital Commerce (formerly E-Commerce) **UPDATED**
- E-59. Experiential Commercial Marketing (formerly Experiential Shopper Marketing) **UPDATED**
- E-60. Multi-Brand Shopper Solution
- E-61. Multi-Retailer Program
- E-62. Omni-Channel Shopper Solution
- E-63. Retail Media **NEW**
- E-64. Single-Retailer Program

DIGITAL

- F-65. Social Media
- F-66. Engaged Community
- F-67. Artificial Intelligence (AI) **NEW**
- F-68. Direct to Consumer
- F-69. Influencer Marketing
- F-70. Performance Marketing **UPDATED**

MEDIA

- G-71. Cross Media Storytelling
- G-72. Media Idea
- G-73. Media Innovation
- G-74. Media Content Partnerships
- G-75. Target Audience Reach In Media Campaign
- G-76. Data-driven **UPDATED**

MARKETING INNOVATION SOLUTIONS

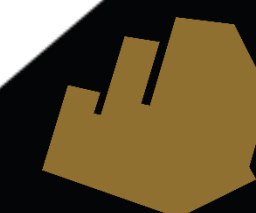
- H-77. Business/Product/Service Innovation
- H-78. Customer Experience

POSITIVE CHANGE

- I-79. Positive Change - Environmental: Brands
- I-80. Positive Change - Environmental: Non-Profit
- I-81. Positive Change - Social Good: Brands
- I-82. Positive Change - Social Good: Non-Profit
- I-83. Positive Change - Social Good: Diversity, Equity & Inclusion
- I-84. Positive Change - Social Good: PEACE

TOPICAL & ANNUAL EVENTS

- J-85. Seasonal Marketing
- J-86. Crisis Response / Critical Pivot
- J-87. Topical Marketing (Current Events)



Judging

Your entry will be judged by specialists of the advertising and communication industry from Ukraine. 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.

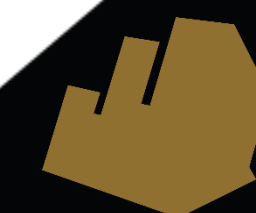
Judges are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide market and category context in their entries to give judges a clear understanding 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. Grand Jury 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.



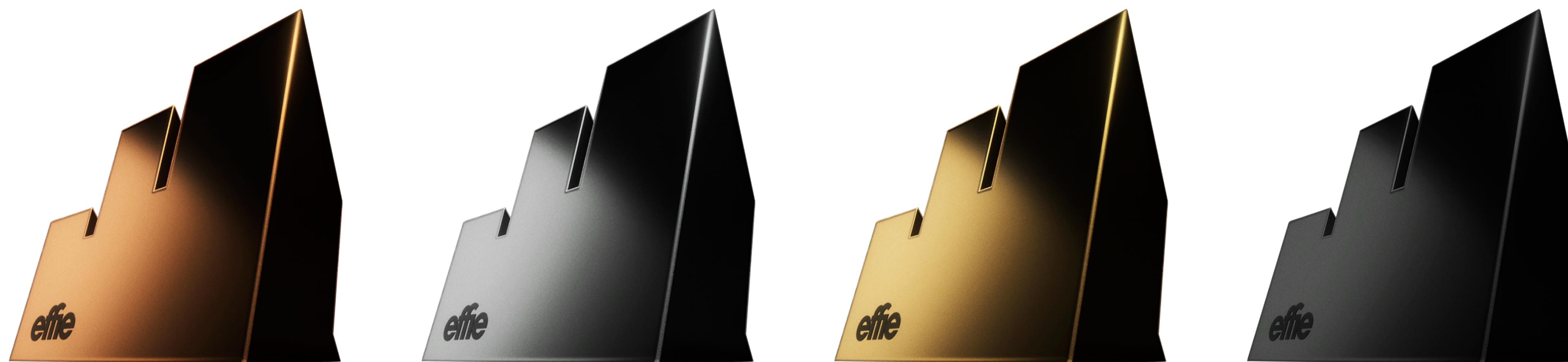
Winning an Effie

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of the 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.

Winner notifications will be sent in November 2024. Effie Awards Ukraine Gala will be held on 29 November 2024.

A complimentary trophy and a certificate are provided to each winning entrant (the company, which directly registered the entry). The client and lead agency is the engraving default setting for all trophies and certificates.

If your case is a finalist or winner, you can purchase additional personalized trophies and certificates. To purchase trophies/certificates, please send request to project@vrk.org.ua.



The Effie Ukraine rankings

Effie Awards Ukraine results will be a base for the effectiveness rankings of communications and media agencies, communications holding companies, and as well names of the most effective marketers and brands of Ukraine. Also, results of Effie Awards Ukraine program are included in the Effie Index, a ranking of the most effective companies and brands globally.

THE EFFECTIVENESS RANKINGS OF COMMUNICATIONS AGENCIES OF UKRAINE

The effectiveness rating is presented by All-Ukrainian Advertising Coalition at the end of the year that is based on results of the annual Effie Awards Ukraine. It is fully responded to the international requirements of The Effie Index.

All winner and finalist data will be used for counting of effectiveness rankings of communications agencies of Ukraine, and it will be provided to Effie Worldwide for counting of global effectiveness ranking - The Effie Index.

The points of Effie Awards Ukraine for the primary agencies are distributed as follows:

Shortlist - 2
Bronze - 6
Silver - 12
Gold - 24
Grand Prix - 48

Other agencies (that are involved in the project realization and are included in credits) are contributing agencies that receive the points as follows:

Shortlist - 1
Bronze - 3
Silver - 6
Gold - 12
Grand Prix - 24



The Effie Ukraine rankings

THE EFFECTIVENESS RANKING OF MEDIA AGENCIES OF UKRAINE

The effectiveness ranking of media agencies of Ukraine is conducted according to the same principles and in parallel with the effectiveness ranking of communication agencies by the results of the annual Effie Awards Ukraine.

THE EFFECTIVENESS RANKING OF COMMUNICATIONS HOLDING COMPANIES, MARKETERS AND BRANDS OF UKRAINE

The effectiveness rankings of communications holding companies is included the results of all agencies that are in the holding company.

Also results of Effie Awards Ukraine is the base for rankings of marketers and brands - **The Most Effective Marketer** and **The Most Effective Brand**.

The results of participation of Ukrainian agencies in international Effie programs:

Additionally every year All-Ukrainian Advertising Coalition recognizes the most successful participant of international Effie programs, which includes results at European and global programs: Effie Awards Europe and Global Best of the Best Effie Awards.

All awards will be count according to unique system of score without multiplication on coefficients.

These results exist in parallel and regardless of the national effectiveness ranking. The results are not added to the national ranking.



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 2024 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. A single winner record receives index points only for the highest award won; for example, if a Gold winner moves on to win Grand, it only receives Grand index points (not both Gold and Grand).

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.



Contact Us

Effie Ukraine		
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More information about Effie Awards Ukraine can be found on the website effie.org.ua

