



July 1, 2016

WHEN THE GOING GETS TOUGH, THE TOUGH GET EFFECTIVE

The call for entries is now open for the Malaysia Effie Awards 2016 honouring the most effective marketing communication campaigns. Since its introduction in 1968, the Effie Awards has earned recognition as the premier award in the marketing communication industry worldwide. This year's Malaysia EFFIE Awards, themed 'When the going gets tough, the tough get effective', is organized by the Association of Accredited Advertising Agents Malaysia (4As), jointly supported by Malaysian Advertisers Association (MAA), and Media Specialists Association (MSA).

In an increasingly competitive environment coupled with it being another challenging year, the emphasis is on marketing effectiveness focused on great ideas. The 2016 Effie Awards look to honour campaigns that are effective in producing measurable results based on set marketing objectives. This goal is also aligned to the 4As objective in promoting commercial creativity and its effectiveness

Apart from the new elements introduced last year, notably digitizing of submissions, two rounds of judging, and local recognition awards – Brand of the Year and Agency of the Year – there will be several new additions this year to strengthen the prestigious stature of the Effie Awards.

This year, two existing award categories will be split into multiple award categories. The Food category will now split into the Package Food, Snacks and Desserts, and Restaurants categories, while the Health and Beauty, Wellness and Medical Services category will be split into Beauty, Personal Care, and Healthcare Products and Services categories.

There will also be two additional award categories: Business-to-Business and Media Idea.

We look forward to your entries and are excited to honour outstanding and effective marketing ideas for 2016. Each win contribute score points to the Global Effie Index that ranks the creators of the most effective marketing communication campaigns globally.

Yours sincerely,


Aaron Cowie
Organizing Chairman
Malaysia Effie Awards 2016

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INTRODUCTION

Welcome to the Malaysia Effie Awards 2016. The Awards is jointly supported by the Association of Accredited Advertising Agents Malaysia (4As), Malaysian Advertisers Association (MAA), and Media Specialists Association (MSA), in association with the Malaysia External Trade Development Corporation (MATRADE).

THE IMPORTANCE OF EFFIE

Since its introduction in 1968, Effie has become recognized by agencies and advertisers as the pre-eminent award in the communications industry. The only global award that honors achievement in meeting and exceeding marketing communications objectives, it focuses on effective campaigns, campaigns that work in the marketplace.

Campaigns must successfully combine all the disciplines that enter into a marketing program: planning, market research, media, creative and account management. They must demonstrate a partnership between agency and client in the creation, management and building of a brand.

Effie has become THE award to win in more than 40 countries on five continents. No other marketing communications award is so widely recognized – and so coveted – in so many places. Today, Effie also honors successful trans-border campaigns, with the Global Effie Award.

Effie celebrates more than 40 years of awarding **Ideas that Work** – the great ideas that achieve real results and the strategy that goes into creating them.

The competition is open to all forms of consumer engagement – whether mainstream or alternative; digital or print; design or advertising; paid or unpaid. Any form of marketing communications can enter – if you have insightful strategy, outstanding creative and the market results to prove it, enter it!

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Effie Effectiveness Index

Until now there has not existed a global effectiveness ranking. If you were asked "Who is the most effective advertiser in the world?" Or "Who is the most effective agency in the world?" you would not be able to answer with any certainty.

However, all that is about to change with the establishment of what will be known as the **Effie Effectiveness Index**, the first global ranking of marketing communications effectiveness. The Effie Effectiveness Index will identify and rank the marketing communications industry's most effective agencies, advertisers, brands and individual marketers by analyzing finalist and winner data from all Effie Worldwide competitions.

The good news is that the ranking system will reward not only winners but finalists too, using a points-based system. Please visit the Effie website www.effie.org for the rankings

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HOW TO ENTER EFFIE?

Go to www.malaysiaeffie.com and complete steps below

STEP 1: COMPANY REGISTRATION

- Click the 'Register' tab and this opens the 'Company Registration' page
- Fill in all the required fields and submit your registration
- You will receive a confirmation email upon successful registration

STEP 2: LOGIN & DOWNLOAD

- **Entry Kit**
Login to your account and download the 2016 Effie Awards Entry Kit. Read the information thoroughly. Campaigns that do not adhere to the requirements for entry submission will be disqualified and fees WILL NOT be refunded.
- **Entry Form**
Download and complete your written campaign case in the official Entry Form (questions 1-9, 7 pages max.)
- **Client Authorization Form and Credit Form**
Download and complete the Credits Form and Client Authorization Form

STEP 3: ONLINE SUBMISSION PROCEDURE

- I. Insert the Category, Product/Service, Campaign Title, Client and 90 word summary
- II. Upload the following materials:
 - Entry Form (in PDF format)
 - Client Authorization Form (in PDF format)
 - Credit Form (in PDF format)
 - YouTube URL and/or PDF of visuals

STEP 4: PHYSICAL SUBMISSION

- I. Payment together with Entry Masterlist - Ensure the payment of the correct amount is written on the cheque that covers all entries submitted with masterlist downloaded from the submission website.
- II. Submit 1 DVD that consist of following:
 - 4-minute of high resolution video (.mov or .avi) of your creative materials
 - One main campaign image (high res)
 - Entry Form (Word format .doc)
 - Primary Agency Logo (both AI & JPEG)
 - Client Company Logo and its Brand Logo (both AI & JPEG)

ELIGIBILITY REQUIREMENTS

Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter. For unique efforts within a campaign, there must be specific objectives set by the client, which the entrant achieved. And if there was any impact the larger campaign had on the results, it must be stated.

Retail experience, viral, buzz, direct mail, PR, Radio, TV – any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your client’s objectives can be entered. To enter you must detail the “why” behind the strategy and provide proof that your work achieved the results you were tasked to produce.

Campaigns that ran in Malaysia between **1 June 2015 – 30 May 2016** are eligible for entry. Campaigns may have been introduced earlier but must have run during this period. Campaigns do not have to have ended by the eligibility period above but all campaigns must have collected sufficient data by time of submission to demonstrate proof of campaign effectiveness.

You may re-submit campaigns from prior Effie competitions if they ran during the qualifying time and the results data included in the submission are those results specific to the campaign run in the qualifying period stated above.

Campaigns that are produced by multiple companies (advertising agencies, media agencies, etc.) can only be submitted for consideration **once** in a category. In the event of a dispute that the involved agencies cannot resolve, the entry will not be accepted. Effie Awards reserves the right to refuse any entry at any time.

We encourage partners to work together to submit a case as collaboration yields the most effective, thorough cases. You must credit all of your main strategic and creative partners on the case you submit.

Campaigns in a language other than English must be accompanied by a complete English language translation, including all creative materials, to make judging possible.

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ON-TIME ENTRY DEADLINE & FEES

Entry Deadline: 3.00pm Friday 29 July 2016

Entry Fee

(member): RM 1,300/- per entry inclusive of 6% GST

(non-member): RM 2,250/- per entry inclusive 6% GST

Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way.

NEED AN EXTENSION?

Late Entry Deadline: 3.00pm Wednesday 5 August 2016

Late Entry Fee:

(member): RM 2,350/- per entry inclusive of 6% GST

(non-member): RM 3,350/- per entry inclusive of 6% GST

CATEGORIES

You must complete a separate Entry Form; submit a complete set of creative examples and entry fee for each category that you enter. Effie Awards reserves the right to re-categorize campaigns, split/redefine categories and/or refuse any entry at any time.

Past Gold Effie winners can re-enter into a category where they **did not previously** win Gold.

Past Silver and Bronze Effie winners can re-enter into any category.

You can only enter a campaign into **ONE** product or service category.

For **specialty categories**, you are allowed to enter the same campaign into **multiple categories**. The campaigns that were submitted in product & services category can also be entered into the specialty categories.

If one campaign is being submitted to multiple categories, it is recommended that the written submission and video needs to be relevant to the respective category.

The product and service examples contained in the following list of Malaysia Effie Awards 2016 categories are intended as a guide for campaign submissions.

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PRODUCTS & SERVICES CATEGORIES

- 1. Automobiles/Vehicles/ Automotive Aftermarket Products and Services**
Cars, trucks, motorcycles - both brand and model advertising, gasoline, motor oil, tyres, batteries, paint, quick-lube, oil-change, muffler, transmission.
- 2. Beverages/Alcoholic**
Beer, champagne, wine, wine coolers, rum, tequila, vodka, after dinner drinks, etc.
- 3. Beverages/Non-Alcoholic**
Carbonated and non-carbonated drinks, diet and non-diet soda and sparkling water, coffee, tea, juices, bottled water, health food drinks.
- 4. Corporate Reputation**
This category is for communications that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.
- 5. Electronics**
Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Bluray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
- 6. Media & Entertainment Companies**
TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
- 7. Financial Services**
Credit, charge, phone and other cards.
Communications promoting overall image and capabilities of a financial institution & advertising promoting specific products or services including home banking, insurance, loans, mortgage, mutual funds, traveler's checks, etc.
- 8. Package Food**
Packaged and frozen foods both regular and diet/light. *(Includes efforts previously entered into Breakfast Foods.)*
- 9. Snacks & Desserts**
Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- 10. Restaurants**
Quick Service, casual dining, mid-scale, white table cloth and other restaurants.
Any restaurant may enter and the competition will not be classified by type.

11. Government, Institutional & Recruitment

Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes special interest/trade group communications.

12. Beauty

Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc.

13. Personal Care

Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc. Items geared towards beauty and appearance should enter the Beauty category.

14. Healthcare Products & Services

Marketing communications efforts for products that address **a specific illness, disease, or health issue**. Efforts targeted to either healthcare professionals, patients and/or consumers are eligible for this award. Only products that address a specific illness/disease/health issue should enter this category. Marketing communications efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities.

15. Household Supplies and Services

Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, air fresheners.

16. Internet services, telco products & services

- Mobile phone products , mobile phone manufacturers accessories [Wearable technology]
- Telephone companies, mobile products and services, mobile internet products and services, wireless providers, high speed internet access & services, bundled communications (e.g. **triple play – internet, telephone and cable TV**), **bundled digital services**.
- Online services, portals, search engines, OTT (Over the top), e-commerce platforms products and services

17. Real Estate

Real estate websites, brokers, homes, condos, rentals, malls, etc. Both commercial & residential real estate.

18. Retail

Open to all retail/e-tail companies with general or specific merchandise. E.G. department stores; online retailers; clothing, fashion, shoe or jewelry stores; food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; greeting card stores; craft stores, etc.

19. Services – General

- Delivery systems and products - international, regional and local package tracking and delivery services/logistics.
- Educational establishments and their products, self-improvement courses, and knowledge acquisition.

20. Software & Apps:

Software, groupware, operating systems, or software/apps stored locally on a Computer/Tablet/Mobile Device. (See category Internet/Telecom for SaaS/IaaS & Cloud based services and Entertainment & Sports for online & mobile games.)

21. Travel/Tourism/Destination

Airlines, transportation, cruises, hotels, resorts, amusement parks, recreational, travel tours, tourism associations.

SPECIALTY CATEGORIES

22. Brand Experience

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life – either literally or virtually – and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

Effie Tip: Entrants submitting into the Brand Experience category are advised to also submit into the applicable product/service category as Brand Experience is Effie's most competitive category.

23. Business-to-Business

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

24. David vs. Goliath

This is an award for 1) smaller, new, or emerging brands making inroads against big, established leaders, or 2) established small brands taking on “sleeping giants” or 3) companies that moved into a new product/service field with large, well-established competitors

(Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

Winners (at any award level) in the previous year’s competition in this category are not eligible to enter the subsequent year.

25. Efforts for Good - Brands

This award celebrates brands that are making the world a better place by using the power of their platforms for “good.” Winning efforts will represent the campaigns that most effectively combined business goals with a social cause and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

- Marketing communications undertaken by for-profit entities that focused on social causes (health, education, community, family, etc.) are eligible.
- When entering, entrants must provide information on the intent-to-do-good goals and business goals for the effort and the results achieved for both.
- How the GoodWorks initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand

26. Efforts for Good - Non-Profit/Pro-bono

Designed for communications of a public service/greater good nature for a non-profit organization or association and for communications of a public service/greater good nature by a non-profit organization or government organization. Entrants must show measureable impact on the problem/issue

27. Engaged Community

This category is about building effective, engaged communities that DO something beyond 'liking' a brand.

Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to the brand's goals.

Entrants will need to state clearly how they defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

28. Influencers

Brands that connect and establish relationships with their audience's key influencers are the ones to learn from. When this powerful micro target spreads positive influence over a brand's potential buyers, success is achieved. This category is for cases that targeted influencers who have an exponential effect on the brand's audience - **one to many vs. one to one influencers.**

This category spotlights efforts that took on the challenge to properly identify the ultimate influencers and turn them into brand enthusiasts.

However, the connection occurred – tell your story on how you managed to get a brand or product's most important influencer to spread the word.

Entrants must clearly define both the Influencer group and the Influenced group and the significance of both groups.

29. Media Idea

This is about outstanding effectiveness as a result of ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking. The award honors media led ideas that are powerful enough to become the genesis of the communications program itself.

All efforts driven by the media idea are eligible to enter. Examples:

- Content Led - Cases led by a content idea
- Data Driven Insights - Cases led by a data driven insight
- Tech Led -- Cases led by a technology idea
- Media Idea Led -- Cases led by a Media Idea other than those listed above

30. Renaissance

This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

Note: Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the renaissance.

31. Small budget

This is an award for small budget cases, without limit to any media choice or combinations, conventional or unconventional, paid or unpaid.

The limiting factor is the size of the budget – up to maximum RM 500,000.

Campaigns eligible for this category must represent the only communications campaign for this brand during the qualifying time period.

To be eligible, a campaign may not be for a line-extension, a sub-brand, or have an overarching brands campaign to support it.

32. Sustainability

The purpose of this award is to honor eco-marketing efforts. Any work in which the core communications idea is centered on an eco issue is eligible. (e.g. sustainability, energy conservation, ecologically friendly products/services, green business alignment, etc.)

Entrants should specify both the eco objective and brand objective. Provide all measurements available for how you achieved the objectives. Define intentions.

AN EFFECTIVE ENTRY

The focus of the Malaysia Effie Awards is to identify campaigns that have met or surpassed their goals. The written case is the most important part of the entry because it describes the effectiveness of the campaign. An effectively written case details the competitive environment, the campaign objectives and goals, and any evidence of performance. It is the basis for judgment.

Important Reminder: Please thoroughly review all the information regarding how to enter, eligibility, etc. for the Malaysia Effie Awards 2016 competition. **Entries that do not adhere to the requirements will be disqualified and fees will not be refunded.**

THE ENTRY FORM QUESTIONS

Attached to this Entry Kit is a sample of the Malaysia Effie 2016 Entry Form. The official Entry Form you download from www.malaysiaeffie.com provides seven (7) pages to complete the questions below.

Your entry should tell the complete story of all marketing communications that were created and implemented for this campaign, and any other factors that impacted the efforts. Do not include any Agency name (Ad, Media or Other agencies) in the Entry Form or creative materials.

SOURCING YOUR DATA IN THE ENTRY FORM:

You must source all data you provide in the Entry Form either by listing the specific source next to each piece of data or in clearly marked footnotes at bottom of each relevant page.

Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered.

Acceptable sources can be: advertiser data, agency research or third party research companies.

Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies).

For Agency companies only use the term "Agency research". Effie is an Agency-blind competition — your entry will be disqualified if you include agency name anywhere in the entry form or creative materials.



The following provides insight on the type of information the judges will be looking for in your Entry Form.

1. Brand name

Please list only the brand name or trade name of the product or service advertised. E.G., "Kleenex®" not "Kleenex Brand Tissues".

2. Product Type or Description

Brief description indicating the kind of product or service advertised without using the brand name. "Facial Tissue" not "Kleenex® Tissue".

3. Campaign Title

Please indicate the campaign title, not titles of individual commercials within the campaign.

4a. Category

Indicate the category (refer to the list of Effie categories) within which you think your campaign should be judged. The Effie Awards reserves the right to re- categorize campaigns.

4b. Classification

Check the classification that applies to your campaign: English or Non-English

5a. What was the strategic communications challenge?

Define success in your category. What was going on? Provide the information on the category, the marketplace, the company, the competitive environment, the **target audience** and/or the product /service that created your challenge and your response to it.

5b. What were your campaign objectives? State specific goals.

Your entry may have one or all of the following objectives: (A) Quantifiable, (B) Behavioral, (C) Perceptual/Attitudinal. Give specific goals for all of these if all apply to your campaign. Provide a % or # for all goals. If you do not have quantifiable goals, state this in the Entry Form and explain why. Provide benchmark and context for your goals versus year prior and in context of competitive landscape. Explain: What was the behavioral or perceptual/ attitudinal response you were looking for in the context of your competition and category? Examples: to meet a concrete share or sales target; to obtain a specific behavioral response; to modify existing brand perceptions; to establish new product awareness.

5c. Total Media Expenditures

Indicate your campaign's media expenditures in the check box supplied on the Entry Form. Include the value of donated media & non-traditional paid media.

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6a. What was your big idea?

What was the idea that drove your campaign? The idea should not be your execution or tagline. State in one sentence.

6b. How did you arrive at the big idea?

Was your idea driven by a consumer insight or channel insight or marketplace/brand opportunity? Explain how it originated and how the big idea addressed the challenge.

7a. How did you bring the idea to life? - Strategy

Describe and provide rationale for your communications **strategy** to bring the idea to life, as born from the insights and strategic challenge described above. How did your **creative and media strategies** work together?

Describe the channels you selected/why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together? All creative materials submitted on the 4-minute creative reel should exemplify the rationale described in this section.

7b. How did you bring it to life? (communications touch points) Indicate in the check boxes supplied on the Entry Form **all** consumer communications touch points used in the campaign. You must detail in your written case and show on the 4-minute video at least one example of each communications touch point marked in this section which was integral to the campaign's success.

7c. List all other marketing components used in this campaign. Indicate in the check boxes supplied on the Entry Form other marketing components used in this campaign. You must explain in your entry the effect of these.

8. How do you know it worked?

Detail why you consider your effort a success. **Refer to your objectives** and demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics. Did your campaign drive business? Did it drive awareness/consumer behavior?

Use charts and data whenever possible. Results must relate directly to your campaign objectives. If the objective was to increase sales, indicate sales response to the campaign. If the campaign attempted to bolster corporate image, how did your measures show this? For confidential information, proof of performance may be indexed if desired.

You must source all data you provide in the Entry Form either by listing the specific source next to each piece of data or in clearly marked footnotes at bottom of each relevant page.

Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered.



Acceptable sources can be: advertiser data, agency research or third party research companies.

Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies).

For Agency companies only use the term "Agency research". Effie is an Agency- blind competition - your entry will be disqualified if you include agency name anywhere in the Entry Form or creative materials.

9. Anything else going on (whether or not you were involved) that might have helped drive results?

Describe all other factors in the marketplace. Judges are industry executives. Entries that omit pertinent information will be disqualified.

Non-English entries:

TRANSLATION PAGE: Entrants submitting creative materials that are not in English are required to provide translation on an additional 1 page added to the back of their Entry Form. Subtitles should be provided on the 4-minute creative video. For any non-English creative materials submitted that are NOT subtitled, please provide written translation.

When providing written translation, make sure to list creative materials in the order they appear on the 4-minute video as follows: E.G. (Medium: Print "Title " translation, "Title " translation; Medium: OOH "Title " translation, etc. Please provide all translation on one page.)

IMPORTANT TIPS FOR COMPLETING THE EFFIE ENTRY FORM

Be direct. Present your story in an easy-to-follow style with a minimum of hyperbole. The link between the strategic challenge, the objectives, big idea, the creative executions and results should not be hidden.

Identify the competitive landscape. Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

Be concise. Use the space and pages provided in the standard form. Don't add additional pages – they will be detached and discarded upon receipt.

Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the campaign.

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Know the rules. Review the judging criteria and the ten reasons for disqualification before submitting your campaign.

Proofread. Have a few of your colleagues read your case through before submitting to be sure all the elements are there without typos.

Give credit where credit is due. You are required to credit the main strategic and creative partners. Don't forget to credit all of your team members and partners in the Credits Form and make sure their names are spelt correctly. If your campaign is a winner, the credits will be published.

Source your results. The #1 reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data included in the Entry Form. Review the guidelines in this document for sourcing your data before finalizing your entry.

Make sure your entry does not include an Agency name anywhere in the Entry Form or creative materials. Effie is an Agency-blind competition. The #2 reason judges disqualify an entry is including agency name in the Entry Form or creative materials.

Provide English translation for all non-English creative materials.

Be compelling. Your entry should be a stimulating read.

Tell judges why it is successful. For every objective, provide clear, sourced results.

Learn from Success. Take time to review Effie Winners' cases in the online showcase at www.effie.org

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HOW YOUR ENTRY WILL BE JUDGED

The Effie competition is about effectiveness. How did the various marketing elements – strategy, creative, media, research – work together to achieve great results?

Judges are asked to evaluate specific criteria in scoring a campaign's effectiveness. Judges provide a score for:

SCORING CRITERIA

Strategic Challenge + Objectives = 23.3%

Idea = 23.3%

Bringing the idea to life = 23.3%

= 70% of final score, equally weighted

Results = 30% of final score

The judges' scores determine which campaigns are to be awarded a Gold, Silver or Bronze, Effie trophy. Each winning level – Gold, Silver, Bronze – has a minimum score required in order for a finalist to be eligible for an award. Effie trophies are awarded in each category at the discretion of the judges

Finalists will be notified by early of October 2016. The trophies themselves – Gold, Silver, Bronze as well as local recognition awards (Brand of The Year and Agency of The year) – will be awarded at the Malaysia Effie Awards Ceremony on 4 November 2016.

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10 REASONS FOR DISQUALIFICATION

The following will result in disqualification and entry fees will be forfeited.

- 1. Results not referenced.** All data presented MUST reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. We reserve the right to verify the accuracy of the data with the source named.

Sources must be provided next to each piece of data or in clearly marked footnotes at the bottom of each relevant page of the Entry Form. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or other agencies). For Agency companies only use the term "Agency Research".

- 2. Agency name published in the Entry Form or on the creative materials.** , Effie is an Agency-blind competition – do not cite agency names anywhere in the Entry Form or creative materials. Do not cite your Agency name (or any other Agency – Ad, Media or other – names) as your reference source. If an agency is the source of your research, reference "Agency Research".
- 3. Not including examples of all creative materials discussed in the Entry Form as being integral to the campaign on the 4-minute creative reel.** You must include at least one example of all creative detailed in the Entry Form as being integral to the campaign's success on the 4-minute reel.
- 4. Including results on the 4-minute creative reel.** You are not allowed to include results on the 4-minute creative reel. Refer to the creative reel instructions.
- 5. Logos, graphics or other creative materials present in the Entry Form will not be accepted.** (Note: Graphs and charts displaying data are acceptable.)
- 6. Color fonts.** All text that appears in the Entry Form is to be in standard black font. Colored fonts will not be accepted. However, graphs and charts CAN be presented in color.
- 7. Handwritten briefs.** All entries must be submitted in typeface of 10 points or higher.
- 8. Spacing guidelines ignored.** The official Entry Form is 7 pages, including questions 1-9. If you exceed the official number of pages, all additional material will be removed and will not be seen by judges.
- 9. Incomplete Entry Form.** You must fill out every section of the Entry Form.
- 10. Missing translation** - Creative materials submitted for consideration that are not in English require a translation.

CREATIVE REQUIREMENTS

Creative materials submitted must directly relate to your strategic objectives and results, and must have run in the marketplace. **Do not include Agency name anywhere on the creative materials.**

Creative Material becomes the property of the Effie Awards and will not be returned. The Effie Awards is granted the right to make copies of selected creative material for education and publicity purposes.

See below for specific instructions regarding the 4-minute video.

VIDEO: Upload video and share YouTube URL

4-Minute Creative Reel Instructions:

Create a video up to four minutes long that best illustrates the work in the Entry Form. You must detail in your written case all communications touch points **integral** to the campaign's success. At least one example of each of these same communications touch points must be featured on the video. If time allows, you can include additional examples of specific creative materials.

You do not need to feature on the video all items in the communications touch points checklist, only those integral to the campaign's success that are mentioned in your written case.

Your video must show complete commercials except where editing is necessary because of time (e.g. events, guerrilla marketing activities, sampling, etc). You must include examples of your print, direct mail and other print items in the video. All print materials featured on the video must also be submitted online in PDF format.

You can use editing features such as voiceover, text, etc, to better explain the work shown. Your explanation on video cannot include results.

Video rules:

- Four minute length max.
- Download into DVD as .mov or .avi file
- Include on the video at least one example of each creative described in your Entry Form
- Include complete creative examples except where editing is necessary because of time constraints (e.g. events, branded content in TV or games, etc.)
- Do not include results and agency name anywhere on the video.
- Any TVCs that is included in your 4 minute video has to be a TVC that is approved by Film Censorship Board (LPF)

CREATIVE MATERIALS:

- Upload your creative materials (print, direct mail, flyer, etc) featured on the video in PDF format and must not exceed 10MB.
- Label your creative materials with brand name, campaign title, type of print

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(magazine, newspaper, direct mail, etc). Do not include Agency name on the creative materials.

PHYSICAL SUBMISSION

- Submit 1 DVD that consist of following:
 - 4-minute of high resolution video (.mov or .avi) of your creative materials
 - One main campaign image (high res)
 - Entry form (Word format .doc)
 - Primary Agency Logo (both AI & JPEG)
 - Client Company Logo and its Brand Logo (both AI & JPEG)

Entries will be disqualified if:

- At least one example of each creative material discussed in your Entry Form is not included on the creative reel
- Your Agency name (Ad, Media or Other Agency) appears anywhere on the creative reel or in the entry materials.
- Results are included anywhere on the video

CREDITS REQUIRED FOR YOUR ENTRY

Complete these in the Credits Form downloaded from www.malaysiaeffie.com

Please ensure spelling is correct. Information you submit will be considered final if your campaign is a winner and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the entry deadline date.

The information you give in the credits section may be published and/or appear on recognition certificates. Visit the Winner's List at www.malaysiaeffie.com to see examples of how a winner's company, individual and campaign summary credits are listed online.

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COMPANY CREDITS

You are required to credit all main creative and strategic partners who contributed to the campaign. Space has been provided in the Entry Form to credit six companies. You must credit the client and at least one primary agency.

These credits will be used to tally the Effie Effectiveness Index, with separate points value given to primary and contributing agencies.

INDIVIDUAL CREDITS

Space has been provided to credit 10 individuals. Please credit all main client and agency team members and make sure spelling is correct.

CAMPAIGN SUMMARY (Limit 90 words)

If your campaign is a winner, your 90 Word Summary will be published for promotional purposes. Submit this online with at least three complete sentences (limit 90 words) summarizing the campaign and its goals. Indicate campaign objectives and how the evidence of results directly relates to those objectives.

TROPHIES

Only two agencies and one client will be credited on the Effie trophy and at the Malaysia Effie Awards Ceremony. The client, primary agency and one contributing agency is the engraving default setting for all trophies, unless there are 2 primary agencies designated, in which case no contributing agency would then appear on the trophy. Should your campaign win an Effie, we will provide one trophy to the team. If your campaign is a winner, you can purchase additional trophies with your choice of credited agency(s) listed.

CERTIFICATES

If your campaign is an Effie winner you will receive 1 certificate for the win.

Additional trophies and certificates can be purchased after the Malaysia Effie Awards Ceremony.

EFFIE PUBLISHING POLICY

Creative Materials: Creative materials become the property of the Effie Awards and will not be returned. The Effie Awards is granted the right to make copies of selected creative material for education and publicity purposes.

90 Word Summary: The 90 Word Summary you submit for your campaign will be published as deemed fit if your campaign is a winner.

Effie Case: The Effie Awards offers entrants the opportunity to have their winning case published on the Effie Awards web site and other web sites and publications as approved by the Effie Awards. Publication is at the sole discretion of the Effie Awards.

You must indicate in the Publication Permission section of the Client Authorization Form whether or not publication permission is granted for your winning case

- If you select "no", we will publish the 90 Word Summary you submit for your campaign and the creative material, including the 4 min video (4 min video for Awards Ceremony Night only).
- If you select "yes" you agree that the Entry Form for your campaign may also be published for educational and promotional purposes.

CONTACT

Need help or advice? Visit www.malaysiaeffie.com or contact the Malaysia Effie Coordinator, J. Matthews matthews@macomm.com.my / or Lois Leng loisleng@macomm.com.my or call 03-76608535.

DELIVERY INSTRUCTIONS

If you are submitting more than one campaign and wish to submit them all in one DVD, please save the materials from each campaign in separate folder and label each with campaign name(s).

Forward your DVDs to the following DESIGNATED OFFICE only:

**MALAYSIA EFFIE AWARDS
MACOMM MANAGEMENT SERVICES SDN BHD UNIT 706 BLOCK B,
PHILEO DAMANSARA 1, NO. 9 JALAN 16/11, OFF JALAN DAMANSARA
46350 PETALING JAYA
Tel: 603 7660 8535 Fax: 603 7660 8532**

Each campaign must be accompanied by one Payment Form and one cheque made out to: **Association of Accredited Advertising Agents Malaysia**

CHECKLIST

Please review to ensure you have completed all steps necessary to enter the Malaysia Effie Awards 2016:

- You downloaded the Awards Entry Kit and read through thoroughly
- You read the **10 Reasons for Disqualification** that are a part of this guide and made sure none apply to the Entry Form or creative materials you are submitting
- You downloaded and completed the official Entry Form with your written case (questions 1 – 9, maximum 7 pages)
- You downloaded and completed the Credits Form - You are required to credit all main strategic and creative partners
- You downloaded and completed the Client Authorization Form
- You uploaded entry form, client authorization form and credit form
- You shared Youtube URL link for 4-minute video
- You uploaded all necessary creative materials (in PDF format)
- DVD has been delivered to 4As Secretariat and the DVD should consist of following:
 - 4-minute of high resolution video of your creative materials
 - One main campaign image (high res)
 - Primary Agency Logo (both AI & JPEG)
 - Client Company Logo and its Brand Logo (both AI & JPEG)
- Entry Masterlist together with cheque payment at 4As Secretariat

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Malaysia Effie Awards 2016

SAMPLE ENTRY FORM 2016

1. Brand Name _____

2. Product Type or Description _____

3. Campaign Title _____

4a. Category for this Entry _____

4b. Classification † English † Non-English

You have up to seven pages to tell your story (including this page). You may use as much or as little space as you wish for each question, so long as your total written case does not exceed seven pages. Directions that appear with each question are not to be deleted from the completed case, they are to serve as a guide for both entrants and judges. All text must be 10-point font or higher and all data must include a specific, verifiable source. Refer to the Effie Entry Kit for guidelines on properly sourcing your data. Do not include any Agency names (Ad, Media, Other) anywhere in the entry form.

5a. What was the strategic communications challenge?

Define success in your category. What was going on? Provide the information on the category, the marketplace, the company, the competitive environment, the target audience and/or the product/service that created your challenge and your response to it.

5b. What were your campaign objectives? State specific goals.

Your entry may have one or all of the following objectives: A. Quantifiable, B. Behavioral, C. Perceptual/ Attitudinal. Give specific goals for all of these if all apply to your campaign. Provide a % or # for all goals. If you do not have quantifiable goals, state this in the Entry Form and explain why. Provide benchmark and context for your goals versus year prior and in context of competitive landscape. Explain: What was the behavioral or perceptual/ attitudinal response you were looking for in the context of your competition and category? Examples: to meet a concrete share or sales target; to obtain a specific behavioral response, to modify existing brand perceptions, to establish new product awareness.

5c. Total Media Expenditures

Include value of donated media & non-traditional paid media. Check one.

- † Under RM 250,000
- † RM 250,000 to RM 500,000
- † RM 500,000 to RM 1 million
- † RM 1 million to under RM 5 million
- † RM 5 million to under RM 10 million
- † RM 10 million to under RM 20 million
- † RM 20 million & above

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6a. What was your big idea?

What was the idea that drove your campaign? The idea should not be your execution or tagline. State in **one sentence**.

6b. How did you arrive at the big idea?

Was your idea driven by a consumer insight or channel insight or marketplace/brand opportunity? Explain how it originated and how the big idea addressed the challenge.

7a. How did you bring the idea to life?

Describe and provide rationale for your communications **strategy** to bring the idea to life, as born from the insights and strategic challenge described above. How did your **creative and media strategies** work together?

Describe the channels you selected/why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together? All creative materials submitted on the 4-minute creative reel should exemplify the rationale described in this section.

7b. How did you bring it to life? (communications touch points)

Check all that apply.

Indicate below **all** consumer communications touch points used in this campaign. You must detail in your written case and show on the 4-minute video at least one example of each communication touch point marked below which was integral to the campaign's success.

- | | | |
|---|--|---|
| † <input type="checkbox"/> TV | † <input type="checkbox"/> Product Design | † <input type="checkbox"/> Retail Experience |
| † <input type="checkbox"/> Spots | † <input type="checkbox"/> Cinema | † <input type="checkbox"/> POP |
| † <input type="checkbox"/> Branded Content | <input type="checkbox"/> Interactive | † <input type="checkbox"/> Video |
| † <input type="checkbox"/> Sponsorship | † <input type="checkbox"/> Online Ads | † <input type="checkbox"/> In-Store Merchandizing |
| † <input type="checkbox"/> Product placement | † <input type="checkbox"/> Web site | † <input type="checkbox"/> Sales Promotion |
| † <input type="checkbox"/> Radio | † <input type="checkbox"/> Viral video | † <input type="checkbox"/> Retailtainment |
| † <input type="checkbox"/> Spots | † <input type="checkbox"/> Video skins/bugs | † <input type="checkbox"/> Guerrilla |
| † <input type="checkbox"/> Merchandising | † <input type="checkbox"/> Social Networking sites | † <input type="checkbox"/> Street Teams |
| <input type="checkbox"/> Program/content | † <input type="checkbox"/> Podcasts | † <input type="checkbox"/> Tagging |
| † <input type="checkbox"/> Print | † <input type="checkbox"/> Gaming | † <input type="checkbox"/> Wraps |
| † <input type="checkbox"/> Trade/Professional | † <input type="checkbox"/> Mobile Phone | † <input type="checkbox"/> Buzz Marketing |
| † <input type="checkbox"/> Newspaper | † Other _____ | † <input type="checkbox"/> Ambient Media |
| <input type="checkbox"/> Consumer Magazine | † <input type="checkbox"/> OOH | † <input type="checkbox"/> Sampling/Trial |
| † <input type="checkbox"/> Print partnership | <input type="checkbox"/> Airport | † <input type="checkbox"/> Consumer Involvement |
| † <input type="checkbox"/> Direct | † <input type="checkbox"/> Transit | † <input type="checkbox"/> WOM |
| † <input type="checkbox"/> Mail | † <input type="checkbox"/> Billboard | <input type="checkbox"/> Consumer Generated |
| † <input type="checkbox"/> Email | <input type="checkbox"/> Spectacular | † <input type="checkbox"/> Viral |
| † <input type="checkbox"/> PR | † <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| † <input type="checkbox"/> Events | <input type="checkbox"/> Trade Shows | |
| † <input type="checkbox"/> Packaging | † <input type="checkbox"/> Sponsorship | |

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7c. List all other marketing components used in this campaign.

You must explain in your entry the effect of these:

- None Couponing Other _____
 Pricing Changes Leveraging Distribution

8. How do you know it worked?

Detail why you consider your effort a success. **Refer to your objectives** and demonstrate how you met or exceeded the objectives using quantitative and behavioral metrics. Did your campaign drive business? Did it drive awareness/consumer behavior? Use charts/data whenever possible. Results must relate directly to your campaign objectives. You must source all data or your campaign will be disqualified. Refer to the Effie Instruction Kit regarding how to properly source data.

9. Anything else going on (whether or not you were involved) that might have helped drive results?

Describe all other factors in the marketplace. Judges are industry executives. Entries

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