



## **2011** Awards Entry Kit

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## 2011 Awards Entry Kit

### INTRODUCTION

Welcome to the Malaysia Effie Awards 2011. The Awards is jointly supported by the Malaysian Advertising Association (MAA), Association of Accredited Advertising Agents Malaysia (4As) 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 inaugural rankings will be announced in June 2011 and will be based on work entered into any Effie programme from 1<sup>st</sup> July 2010 onward. The good news is that the ranking system will reward not only winners but finalists too, using a points-based system.

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### HOW TO ENTER EFFIE? Complete steps 1 + 2 + 3 below

1. Go to [www.malaysiaeffie.com](http://www.malaysiaeffie.com)
- 2a. Download the 2011 Awards Entry Kit and read the information thoroughly. Campaigns that do not adhere to the requirements for entry submission will be disqualified and fees WILL NOT be refunded.
- 2b. Download and complete your written campaign case in the official Entry Form (questions 1-9, 7 pages max.)
- 2c. Download and complete the Credits Form, Client Authorization Form and Payment Form
3. Deliver: Entrants are also required to deliver to the designated office:
  - 15 stapled **sets** of hard copies of the written campaign case in the official Entry Form (questions 1-9, 7 pages max. per set)
  - 1 DVD of the 4-minute video of your creative materials
  - 10 stapled **sets** of hard copies of each print element (print, direct mail, flyer, etc.) featured on the 4-minute video
  - 1 CD with your main campaign image + 90 word summary
  - 1 copy of the Credits Form
  - 1 signed Client Authorization Form
  - 1 Payment Form together with cheque payment

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### 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 2010 – 30 May 2011** are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time.

You may re-submit campaigns from prior Effie competitions if they ran during the qualifying time and have data relative to the qualifying time.

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 24 June 2011**

**Entry Fee (member): RM 1,200/- per entry**  
**(non-member): RM 2,100/- per entry**

Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way. To be on-time an entry must be physically in the designated office.

### **NEED AN EXTENSION?**

**Late Entry Deadline: 3.00pm Friday 08 July 2011**

**Late Entry Fee: RM 2,100/- per entry**

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## 2011 Awards Entry Kit

### 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.

The product and service examples contained in the following list of Malaysia Effie Awards 2011 categories are intended as a guide for campaign submissions.

### 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. **Consumer IT, Electronics & Durables**

Scanners, modems, printers, monitors, desktop systems, notebook computers, PDAs, fax machines, copiers, supplies, etc.

Advertising for software, groupware, operating systems, or any other software marketed to consumer or business users.

Campaigns created to promote internet access providers, high speed internet access services, online services, portals search engines and related internet product services.

Audio and/or video devices such as TVs, radios, VCRs, cameras, sound systems, air conditioners, kitchen appliances.

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- 5. Corporate Service Responsibility/Reputation/Image/Identity**  
Sponsorships, corporate image and identity, advertising to promote corporations.
- 6. Electronic and Print Media/Entertainment**  
Magazines, newspapers, web sites, consumer or trade media, radio and television stations (inc. networks).  
A specific motion picture, books, records, electronic video games, radio and television programming.
- 7. Financial Services**  
Credit, charge, phone and other cards.  
Advertising 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. Food**  
Fast food, family and other restaurants.  
Packaged and frozen foods, cereals, and other foods intended primarily for breakfast consumption. Also include ice cream, candy, chips, cookies, etc.
- 9. Government/Institutional/Non-Profit/Pro-Bono/Public Service**  
Municipal or state economic development, lotteries, utilities, etc.  
Advertising of a public service nature for a non-profit organization or association, including political messages, and special interest/trade group advertising.
- 10. Health & Beauty/Wellness/Medical Services**  
Cosmetics, fragrances, make-up, shampoos, hairsprays, soaps, other personal care products such as face care, deodorants and hair dyes.  
Over-the-counter drugs, tonics, vitamins, health supplements, first aid products and devices that do not require a doctor's prescription for purchase, spas and wellness centers.  
Hospitals, HMOs, referral services, dental and medical care services, chronic care facilities, health insurance.
- 11. Household Supplies and Services**  
Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, air fresheners.
- 12. Real Estate**  
Homes, real estate brokers, shopping malls.
- 13. Retail**  
Include apparel and accessories - brand of clothing, eyewear, hosiery, jewelry.  
Store and/or web site that provides a multiple range of non-related or generally related merchandise, which include department stores, furniture and furnishings, electrical utilities and discount/bulk retailers.
- 14. 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.

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**15. Telco Products & Services**

Mobile phone products and accessories.  
Telephone companies, cellular product services, pagers.

**16. Travel/Tourism/Destination**

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

**Specialty Categories**

**17. Small budget**

This is an award for those situations 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 brand campaign to support it.

**18. Green**

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, green 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.

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## 2011 Awards Entry Kit

### 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.

### ENTRY OVERVIEW: 3-STEP PROCESS

1. Go to [www.malaysiaeffie.com](http://www.malaysiaeffie.com)
2. Download and complete the official **Entry Form (questions 1-9, 7 pages max.), Credits Form, Client Authorization Form, Payment Form**
3. Deliver to the designated office by the entry deadline or extended deadline date:
  - A. **15 stapled sets of your Entry Form**
  - B. **1 DVD with the 4-minute video (.mov or .avi)**
  - C. **10 stapled sets of hard copies of each print element (print, direct mail, flyer, etc.) featured on the 4-minute video**
  - D. **1 CD with your campaign image (300dpi, 5MB max) and 90 Word Summary (.doc) of your campaign**
  - E. **1 copy of the completed Credits Form**
  - F. **1 copy of the signed Client Authorization Form**
  - G. **1 copy of the Payment Form and cheque payment**

**Important Reminder:** Please thoroughly review all the information regarding how to enter, eligibility, etc. for the Malaysia Effie Awards 2011 competition. **Entries that do not adhere to the requirements will be disqualified and fees will not be refunded.**



## 2011 Awards Entry Kit

### THE ENTRY FORM QUESTIONS

Attached to this Entry Kit is a sample of the Malaysia Effie 2011 Entry Form. The official Entry Form you download from [www.malaysiaeffie.com](http://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.

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**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.

### 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.)



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### 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.

**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](http://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%**

**Idea = 23%**

**Bringing the idea to life = 23%**  
**= 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 late September 2011. The trophies themselves – Gold, Silver, Bronze – will be awarded at the Malaysia Effie Awards Ceremony in October.

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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.

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## **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.

### **To submit your creative:**

#### **1. Submit your 4-minute video (.mov or .avi) in a DVD format**

- Subtitle or include written translation (on an additional 1 page added to the back of the Entry Form) for all non-English creative materials.
- Do not include results anywhere on the video.
- Do not include Agency name anywhere on the video.

#### **2. Submit 10 stapled sets of hard copies of each print piece (print, direct mail, flyer, etc.) featured on the video to the designated office address.** Your print examples must be both included on the video and delivered to the designated office.

- Print example should not be mounted. Size should not be larger than A3 size (A4 size preferred).
- Label the back of the print examples with brand name, campaign title, type of print (magazine, newspaper, direct mail, etc). Do not include Agency name on the print materials.

#### **3. Submit 1 CD with your campaign image (.jpg/.jpeg, 300dpi, 5MB) and 90 Word Summary (.doc) of your campaign**

### **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 in hard copies.

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.)
- You must deliver 10 stapled sets of hard copies of each print and direct mail piece featured on the video in addition to featuring these examples on the video
  - Print example should not be mounted. Size should not be larger than A3 size (A4 size preferred).
  - Label the back of the print examples with brand name, campaign title, type of print (magazine, newspaper, direct mail, etc). Do not include Agency name on the print materials.

**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.



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### **CREDITS REQUIRED FOR YOUR ENTRY**

Complete these in the Credits Form downloaded from [www.malaysiaeffie.com](http://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](http://www.malaysiaeffie.com) to see examples of how a winner's company, individual and campaign summary credits are listed online.

#### **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 in a separate CD. Write in a word.doc format 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. Include an image that best represents your main campaign idea.

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## **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.**



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### **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 Nite 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](http://www.malaysiaeffie.com) or contact the Malaysia Effie Coordinator, Vivien Tong: email [tong\\_vivien@hotmail.com](mailto:tong_vivien@hotmail.com) or call 016 992 8005.

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## 2011 Awards Entry Kit

### DELIVERY INSTRUCTIONS

If you are submitting more than one campaign and wish to submit them all in one box, please wrap materials from each campaign separately and label each with campaign name(s).

Forward all materials 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:

**MALAYSIAN ADVERTISERS ASSOCIATION**

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## 2011 Awards Entry Kit

### CHECKLIST

**Please review to ensure you have completed all steps necessary to enter the Malaysia Effie Awards 2011:**

- ✓ 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, 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 downloaded and completed the Payment Form

### Items to be delivered to designated office:

- ✓ 15 stapled sets of the completed official Entry Form per entry which include:
  - The official Entry Form (questions 1-9, 7 pages)
  - Translation (1 page — required if your campaign is non-English)
- ✓ 1 DVD with the 4-minute video (.mov or .avi)
- ✓ 10 stapled sets of hard copies of each print (print, direct mail, etc.) example featured on your 4-minute creative reel
- ✓ 1 CD with your campaign image (300dpi, 5MB max) and 90 Word Summary
- ✓ 1 copy of the Credits Form
- ✓ 1 signed Client Authorization Form
- ✓ Payment Form + Cheque payment

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## 2011 Entry Form

Entry Number

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### Malaysia Effie Awards 2011

#### SAMPLE ENTRY FORM 2011

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.

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#### 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.

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## 2011 Entry Form

Entry Number

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### 5c. Total Media Expenditures

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

- |   |   |
|---|---|
| <input type="checkbox"/> Under RM 250,000                   | <input type="checkbox"/> RM 5 million to under RM 10 million  |
| <input type="checkbox"/> RM 250,000 to RM 500,000           | <input type="checkbox"/> RM 10 million to under RM 20 million |
| <input type="checkbox"/> RM 500,000 to RM 1 million         | <input type="checkbox"/> RM 20 million & above                |
| <input type="checkbox"/> RM 1 million to under RM 5 million |   |

### 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.

#### TV

Spots  
Branded Content  
Sponsorship  
Product placement

#### Radio

Spots  
Merchandising  
Program/content

#### Print

Trade/Professional  
Newspaper  
Consumer Magazine  
Print partnership

#### Product Design

#### Cinema

#### Interactive

Online Ads  
Web site  
Viral video  
Video skins/bugs  
Social Networking sites  
Podcasts  
Gaming  
Mobile Phone  
Other \_\_\_\_\_

#### OOH

Airport

#### Retail Experience

POP  
Video  
In-Store Merchandizing  
Sales Promotion  
Retailtainment

#### Guerrilla

Street Teams  
Tagging  
Wraps  
Buzz Marketing  
Ambient Media  
Sampling/Trial

#### Consumer Involvement

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## 2011 Entry Form

Entry Number \_\_\_\_\_

**Direct**

Mail  
Email

**PR**

**Events**

**Packaging**

Transit

Billboard

Spectacular

Other \_\_\_\_\_

**Trade Shows**

**Sponsorship**

WOM

Consumer Generated

Viral

**Other** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 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 that omit pertinent information will be disqualified.