



# ENTRY KIT 2020 / 2021



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## 1. INTRODUCTION

Welcome to the 2020/2021 Effie Awards Malaysia. The Awards is organized by The Association of Accredited Advertising Agents Malaysia (4As), jointly supported by Malaysian Advertisers Association (MAA) and Media Specialists Association (MSA), in association with "Brand Champion Partner" - 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 50 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 50 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!

### Effie Effectiveness Index

Until recently 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 has now changed with the establishment of the **Effie Effectiveness Index**, the first global ranking of marketing communications effectiveness. The Effie Effectiveness Index identifies and ranks 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 rewards not only winners but finalists too, using a points-based system. Please visit the Effie website [www.effie.org](http://www.effie.org) for the rankings.

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## 2. WHAT'S NEW IN 2020/2021

### 1. Online Submission Procedure

We have changed the online submission entry form upload format, please see Section 3: Step 3.

### 2. Eligibility & Rules

We have updated the eligibility and rules, please see Section 4.1 & 4.2 for more details.

### 3. Categories

**NEW:** Marketing Disruptors

This category is for efforts that grew their business/brand by changing the marketing model in ways that drive the industry forward.

**NEW:** Sustained Success

This category is looking at efforts that have experienced sustained success for more than 3 years.

**NEW:** Topical Marketing (Current Events)

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g. elections, World Cup, Olympics, economics, pandemics, etc.)

**REVISED:** Sustainability is now Positive Change: Environmental – Brands and Positive Change: Environmental – Non-Profit.

Please refer to Section 6.2 for the detailed category definitions and Section 10 for creative requirements.

### 4. Grand Effie

The highest scoring Gold Effie winners are eligible for the Grand Effie Award, please refer Section 8.3 for more details.

### 5. Creative Requirements

We have updated the creative requirements, please see Section 10 for more information.

### 6. Publication Policy

We have updated the publication policy, please see Section 12 for more information.

### 7. Confidentiality

We have included the confidentiality concerns, please see Section 13 for more information.

### 8. Entry Forms

We have revamped the entry forms. There are dedicated entry forms for Sustained Success & Positive Change: Environmental – Brand/Non-Profit categories. All other category submissions use the standard entry form.

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### 3. HOW TO ENTER EFFIE

Go to [www.malaysiaeffie.com](http://www.malaysiaeffie.com) and complete the 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 2020/2021 Effie Awards Malaysia 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.

- **Client Authorization Form and Credits 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 Word format .doc)**
  - 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:
  - A high-resolution video in mp4 format of your creative materials. File size: 200 MB max
  - 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)

#### NOTE:

**Any request for change after submission will be reviewed and decided by the Organizer. An administrative fee of RM360.00 for members and RM480.00 for non-members per request, per entry applies. Organizers are not obliged to enter into any discussion or correspondence. Changes cannot be made once judging has commenced.**

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## 4. ELIGIBILITY & RULES

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 – anyone 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.

### 4.1 **ELIGIBILITY**

1. Campaigns that ran in Malaysia between **1 June 2019 to 31 October 2020** 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.
2. You may re-submit campaigns from prior Effie competitions if they continued to air during the qualifying time and the results data included in the submission are those results specific to the qualifying period stated above.
3. For Category – Sustained Success, the case must be included at least 3 years of work and results that date back to 31 May 2017. Refer to the Sustained Success category definition and creative requirements in Sections 6.2 and 10 respectively for further information.
4. Do not include results after 31 October 2020. This will result in disqualification.
5. You must complete a separate Entry Form, submit a complete set of creative examples and pay a separate 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.
6. Past Gold Effie winners can re-enter into a category where they did not previously win Gold.
7. Past Silver and Bronze Effie winners can re-enter into any category.
8. David vs Goliath – 2019 winning brands (Gold/Silver/Bronze) are not eligible to enter this category in the 2020/2021 competition.
9. You can only enter a campaign into ONE (1) product or service category.
10. Each campaign can only enter FOUR (4) categories; either one (1) product/service category + three (3) specialty categories, or four (4) specialty categories.

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11. For specialty categories, you are allowed to enter the same campaign into multiple categories. The campaigns that were submitted in product & service category can also be entered into the specialty categories.
12. If one campaign is being submitted to multiple categories, the written case and the case video should be tailored to the respective category. Please read the category descriptions carefully.
13. Effie Awards does not accept test efforts into the competition.

#### 4.2 **RULES**

1. Each entry must be authorized by a Client Company Officer, as stated in the Authorization Form. This is to certify that the data submitted is accurate and a true portrayal of the case's objectives and results.
2. Where more than one agency has worked on the case, it has to be agreed in advanced between the involved parties which company will be making the entry. In the event that the same entry is submitted by two different entrant companies, the Organizer will notify the companies, return the case and require the entry to be submitted once.
3. All data in the Entry Form must be clearly referenced and sourced. Failure to do so can result in disqualification from the competition.
4. There is dedicated entry form for Sustained Success category. All other category submissions to use the standard Entry Form.
5. No refunds will be made for withdrawals once cases have been submitted. If you need to withdraw your entry at any time, please email to 4As Secretariat c/o [amy.tan@macomm.com.my](mailto:amy.tan@macomm.com.my) with a written request.
6. The Organizer reserves the right to disqualify any entries which do not meet the entry requirements. No refunds will be made for any disqualification.
7. All decisions made by the Organizer in all matter relating to the competition shall be final and binding.

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## 5. ENTRY DEADLINES & FEES

Entry Deadline	Day/Date/Time	Per Entry Fee	
		Member	Non-member
First Deadline	Friday, 8 January 2021 by 3.00pm	RM1,500.00	RM2,500.00
Second Deadline	Friday, 15 January 2021 by 3.00pm	RM2,500.00	RM3,500.00
Final Deadline	Friday, 22 January 2021 by 3.00pm	RM3,000.00	RM4,000.00
Last Chance	Friday, 29 January 2021 by 3.00pm	RM3,600.00	RM4,800.00

Payment methods:

By Bank Transfer

Beneficiary Name : THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS  
MALAYSIA

Bank Name : UNITED OVERSEAS BANK (MALAYSIA) BHD

Account Number : 260-302-993-5

Please email a copy of the bank transfer together with the Entry Masterlist to 4As Secretariat c/o [amy.tan@macomm.com.my](mailto:amy.tan@macomm.com.my)

By Cheque

Cheques should be made payable to:

"The Association of Accredited Advertising Agents Malaysia".

Please deliver together with the Entry Masterlist to 4As Secretariat.

- A tax invoice will be issued after entry fees is paid.
- Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way.
- The Organizer reserves the right to withdraw from the competition any entry that has not paid the relevant fees. No refund will be made for entries withdrawn.
- Any request for change after submission will be reviewed and decided by the Organizer. An administrative fee of RM360.00 for members and RM480.00 for non-members per request, per entry applies. Organizers are not obliged to enter into any discussion or correspondence. Changes cannot be made once judging has commenced.

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## 6. CATEGORY DEFINITIONS

The product and service examples contained in the following list of 2020/2021 Effie Awards Malaysia categories are intended as a guide for campaign submissions.

### 6.1 PRODUCT & SERVICE 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. **Beauty**  
Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc.
3. **Beverages/Alcoholic**  
Beer, champagne, wine, wine coolers, rum, tequila, vodka, after dinner drinks, etc.
4. **Beverages/Non-Alcoholic**  
Carbonated and non-carbonated drinks, diet and non-diet soda and sparkling water, coffee, tea, juices, bottled water, health food drinks.
5. **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.
6. **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.
7. **Entertainment & Sports**  
Includes all forms of entertainment, e.g. video games, movies, TV shows, podcasts, games toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc.
8. **Financial**  
Financial products and services including communications promoting overall image and capabilities of a financial institution: specific products or services including financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, traveler's checks, etc.
9. **Financial Cards**  
Credit, debit, reward, loyalty, gift, phone and other cards.

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**10. 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.

**11. 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.

**12. Household Supplies and Services**

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

**13. 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

**14. Media & Entertainment Companies**

TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

**15. New Product or Service Introduction**

Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible.

*Effie defines line extension as:*

- Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

*Your entry must be written to address how your product and service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address that category situation (new product/service introductions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.*

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**16. Package Food**

Packaged and frozen foods both regular and diet/light. *(Includes efforts previously entered into Breakfast Foods.)*

**17. 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.

**18. Real Estate**

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

**19. 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.

**20. 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.

**21. 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.

**22. Snacks & Desserts**

Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

**23. 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.)

**24. Travel/Tourism/Destination**

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

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## 6.2 SPECIALTY CATEGORIES

### 25. Brand Experience

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

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

Entrants in the Brand Experience category must address how the brand experience reflects the overall brand strategy and explain the rationale for deploying Brand Experience rather than (or in addition to) other forms of communication to achieve the campaign objectives.

Winners will specifically and persuasively demonstrate the central role of Brand Experience in achieving these objectives.

*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.*

### 26. 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.

### 27. David vs. Goliath

This is an award for 1) smaller, new, or emerging brands making inroads against big, established leaders, 2) established small brands taking on "sleeping giants" or 3) companies that moved into a new product/service field with large, well-established competitors. It is not for small-budget, limited distribution or one-off campaigns from major brands.

Entrants must detail the business challenge and how the business succeeded despite the odds, as well as dimensionalizing the competitive landscape. It's also essential to highlight key market differences (such as relative share, market penetration, scale of distribution, etc.) between the David and Goliath to demonstrate why your brand should be considered a "David." Note that judges will penalize your case if they're not convinced your brand really is a David.

Winners will not only persuasively demonstrate success against the stated objectives but will also show and dimensionalize the effects of their David's campaigns specifically against the respective Goliaths.

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## 28. Engaged Community

This category is about identifying and/or building engaged communities whose behavior helps drive brand and business growth. It is not about counting “likes”, but instead about creating content, experiences, platforms, news, etc. that get brand communities to grow, engage, share, amplify and/or otherwise act on the brand’s messaging in ways directly related to the brand’s objectives.

Entrants will need to state clearly how they identified/defined the community, what specifically this community was expected to achieve and how the desired behavior was to be motivated, and why the engaged community was significant for the development of the brand/business.

Winners will specifically and persuasively demonstrate the central role of the engaged community’s behavior in driving brand and business success.

## 29. Influencers

The premise of influencer marketing is that “people like me” and/or “people I trust” can be more influential in shaping brand perceptions than the brands themselves. This category showcases brands’ skill in identifying the right influencers and deploying them in ways consumers find relevant and authentic in order to achieve effects the brands could not on their own.

Entrants must clearly define both the Influencer(s) and the Influenced, spell out the mechanism(s) by which Influencer(s) were recruited, and explain both how and why the influence was intended to spread.

Winners will specifically and persuasively demonstrate how Influencers and Influenced connected, explain why this connection was necessary, and document how this connection played a central role in driving brand and business success.

NOTE: Merely using a celebrity endorser in a traditional campaign probably doesn’t rise to the level of an Influencer campaign.

## 30. Marketing Disruptors

This award is for efforts that grew their business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand/category.

## 31. Media Idea

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, and this category is intended to recognize those campaigns that were led by the media thinking.

The award honors media-led ideas that are powerful enough to become the core of the communications program itself. These can be led by content, by a data-driven insight, by a technology idea, or by another kind of media idea.

Entrants must define their media idea and explain both how it was intended to work and why they thought it was a smart approach to the brand’s objectives. Winners will specifically and persuasively demonstrate how the Media Idea (and not some other aspect of their campaign) played the central role in driving brand and business success.

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### **32. Positive Change: Environmental – Brands**

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing communications.

### **33. Positive Change: Environmental – Non-Profit**

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing communications.

*Effie Tips: The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.*

*Winners of this award showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment.*

*Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.*

*Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing communications.*

*Entrants should address how the sustainability goal relates back to the overall brand and business strategy.*

*Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:*

- *Awareness – Making the audience aware of a sustainable product, service or action.*
- *Trial – Trying the sustainable product or service for the first time.*
- *Product/Service Substitution – Switching to a more sustainable product or service.*
- *Change in Use – Using a product/service more sustainably than before.*

NOTE: There is a special Entry Form for the Positive Change: Environmental categories.

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**34. Positive Change: Social 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 Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

**35. Positive Change: Social Good - Non-Profit**

Designed for communications of a public service/greater good nature for a non-profit organization or association. Entrants must show measureable impact and proven results in support of the cause.

**36. Small Budget**

This is an award for campaigns with a maximum spend of RM 500,000, without limit to any media choice or combination, conventional or unconventional, paid or unpaid. The intent is to recognize the power of breakthrough ideas to drive positive outcomes despite budget limitations.

Campaigns eligible for this category must represent the only communications campaign for this brand during the qualifying time period. They may not be for a line-extension or sub-brand, nor fall under an overarching brand campaign.

Entrants must explain their channel selection in the context of the budget, detailing why which channel(s) made sense given limited resources.

Winners will put extra effort into explaining both the origins and development of their surprisingly effective idea as well as into accounting for non-campaign factors that could have influenced their positive outcomes.

**37. Sustained Success**

Products or services communication efforts that have experienced sustained success for 3 or more years are eligible for entry. At the minimum, the case results must date back to 30 May 2017, you must include the current year’s results. Entries submitted for competition must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. To enter you must be able to provide data about the case in its first year, an interim year and the most current year. The current year’s results must be included.

NOTE: There is a special Entry Form for the Sustained Success category.

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**38. Topical Marketing (Current Events)**

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g. elections, World Cup, Olympics, economics, pandemics like Covid-19, etc.)

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## 7. AN EFFECTIVE ENTRY

The aim of the Effie Awards Malaysia is to identify campaigns that have met their goals, and to honor campaigns that have surpassed them. The written case is the most important part of the entry because it defines and demonstrates the success of the campaign. An effectively written case details the competitive environment, defines the campaign objectives and goals, explains the idea, and offers robust 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 2020/2021 Effie Awards Malaysia competition. Entries that do not adhere to the requirements will be disqualified, and fees will not be refunded.**

### 7.1 THE ENTRY FORM

- a) The official Entry Forms can be downloaded from [www.malaysiaeffie.com](http://www.malaysiaeffie.com)
- b) Your entry should tell the complete, concise story of all marketing communications that were created and implemented for this campaign and account for other factors that influenced the outcomes.
- c) Before beginning, please read the rules of this competition, especially the “Reasons for Disqualification”, and take them seriously. Sadly, every year, entries that probably would have scored well are instead disqualified because of simple, avoidable rules violations – in particular, including the submitting agency’s name in the written case and creative materials, including results in the case video, and failing to properly source data (see below for more on this). Often these are a matter of last-minute carelessness. But a DQ is a DQ, and the judges’ decisions here are final.

d) **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 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 creative 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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## 7.2 SOURCING YOUR DATA in the entry form

- a) 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.
- b) Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered.
- c) 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 one of the submitting Agencies (Ad, Media or Other agencies).
- d) For Agency companies only use the term "Agency research". Effie is an Agency-blind competition — your entry will be disqualified if you include your agency's name anywhere in the entry form or creative materials.
- e) The Organizer reserves the right to check all sources provided for accuracy.

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### 7.3 IMPORTANT TIPS for completing the entry form

- a) **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.
- b) **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.
- c) **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.
- d) **Include clear, simple, relevant charts and tables.** If done correctly, charts and tables allow judges to easily assess the success of the campaign.
- e) **Know the rules.** Review the judging criteria and the reasons for disqualification before submitting your campaign.
- f) **Proofread.** It's not enough to use spellcheck! Have a few of your colleagues read your case through before submitting to be sure it's clean and clear and jargon-free.
- g) **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.
- h) **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 submitting.
- i) **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.
- j) **Provide English translation for all non-English creative materials.**
- k) **Be compelling.** Your entry should be a stimulating read.
- l) **Tell judges why it is successful.** For every objective, provide clear, sourced results.
- m) **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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## 8. JUDGING CRITERIA

### 8.1 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 overdeliver against ambitious objectives?

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

• <b>Challenge, Context &amp; Objectives</b>	<b>= 23.33%</b>
• <b>Insights &amp; Strategic Idea</b>	<b>= 23.33%</b>
• <b>Bringing The Idea To Life</b>	<b>= 23.33%</b>
• <b>Results</b>	<b>= 30%</b>
	-----
	100%

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.

### 8.2 RECUSAL OF JUDGES

Judges will recuse themselves from judging a case/category if it poses a conflict of interest. In particular, judges will be recused themselves from a particular case of it is from the agency or company where they work.

### 8.3 GRAND EFFIE AWARD

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in the given year. The Grand Effie may or may not be awarded.

NOTE: Because of the unique time period of the Sustained Success category, Sustained Success cases are not eligible for the Grand Effie Award.

### 8.4 FINALIST NOTIFICATION

Finalists will be notified via email. 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.

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## 8.5 POINT SYSTEM

Primary Agencies & Brands receive:		Contributing Agencies receive:	
Grand Effie	- 12 points	Grand Effie	- 6 points
Gold	- 8 points	Gold	- 4 points
Silver	- 6 points	Silver	- 3 points
Bronze	- 4 points	Bronze	- 2 points
Finalist	- 2 points	Finalist	- 1 point

If a gold winner becomes the Grand Effie, the higher point will be awarded. (i.e. It will only be awarded 12 points. The Gold points will not be counted.)

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## 9. 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 3<sup>rd</sup> 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 3-minute creative reel [4-minute creative reel for Sustained Success category].** You must include at least one example of all creative detailed in the Entry Form.
4. **Including results on the creative reel.** You are not allowed to include results on the 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 are acceptable but do not exceed permitted numbers.)
6. **No pictures/screengrabs:** Do not include images of your creative or other images, including social media screenshots, in your written entry.
7. **No external links:** Do not direct judges to external websites – the judges can only review the content provided in your written entry and creative examples.
8. **Word limits:** Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space.
9. **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.
10. **Handwritten briefs.** All entries must be submitted in Verdana typeface of 10 font size or higher.
11. **Incomplete Entry Form.** You must fill out every section of the Entry Form.
12. **Missing translation** - Creative materials submitted for consideration that are not in English require a translation.

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## 10. CREATIVE REQUIREMENTS

1. The purpose of the creative materials is to showcase your creative work. It is NOT a video of your case study to tell the entire case. At minimum, 70% of your video should be examples of your creative work. Each creative example should be labelled by the type of media (TV spot, radio spot, etc.).
2. The creative materials should showcase the creative that brought the big idea to life and show judges your creative work as it ran in the marketplace. It is fine to include some set-up and explanation of you feel necessary, but ensure that this explanation does not interfere with judge's ability to review enough examples of your creative work.
3. Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Creative materials submitted must directly relate to the strategic objectives and results of the case outlined in the written case and must have run in the marketplace. You do not need to feature all items of communications touch points checklist, only those integral to the case's success that are mentioned in your written case.
4. **For Sustained Success entries, in view of the 3+ years span for this category, you may submit up to 4-minutes of creative video, instead of the usual limit of 3-minutes for all other categories. It must demonstrate the rationale for the continuation of the case overtime and the sustained nature of work. Feature work that ran in the 3 years – the initial year, interim year, and the current year of the case. Clearly mark the work with the year it ran in the marketplace. Entries that do not label the year will be disqualified.**
5. If you are including non-English work, you must include translation either as subtitles in your creative reel or upload a one-page PDF of the translations during the submission of creative materials.
6. DO NOT INCLUDE the following in your creative materials:
  - Competitor's works or logos
  - Agency names, logos or images
  - Results of any kind – including scrolling or number of social media likes, followers, etc.
  - Any stock music/images that will cause confusion for judges with how your work ran in the marketplace.
  - Any stock music/images that did not run in the original creative that you do not have the rights to include.
  - Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voice over added on top of TV spots.

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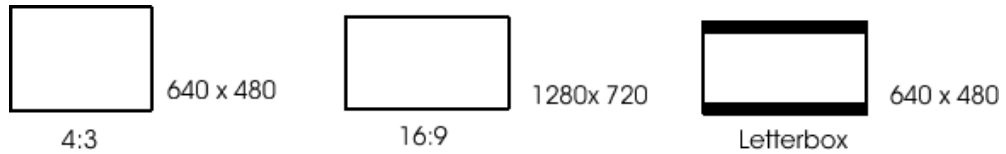


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**7. VIDEO RULES:**

- No more than 3 minutes in length [4 minutes for Sustained Success category]
- Download into DVD as .mp4 format
- 200 MB maximum file size
- Resolution



- 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.)
- Any TVCs that is included in your video has to be a TVC that is approved by Film Censorship Board (LPF)

**8. PHYSICAL SUBMISSION**

- Submit 1 DVD that consist of following:
  - High resolution video (.mp4) 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)

- 9.** 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 purpose.

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## 11. 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.

### 1. 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.

### 2. 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.

### 3. 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.

### 4. TROPHIES

Only two agencies and one client will be credited on the Effie trophy and at the Effie Awards Malaysia 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.

### 5. CERTIFICATES

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

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

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## 12. PUBLICATION 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.

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

By providing permission to publish your written case, you are:

- Bettering the industry.  
By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
- Bettering the future leaders of our industry  
Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
- Showcasing your team's success in achieving one of the top marketing honors of the year

Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

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## 13. CONFIDENTIALITY

### Judging

Judging events are held in secure locations. Judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the financial industry will not judge the financial category.

### Indexing Data

While judging is confidential and entrants may select publication permission for their written case. Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers in percentages or indexes, so that actual numbers are withheld. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

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## 14. CONTACT INFORMATION

Need help or advice? Visit [www.malaysiaeffie.com](http://www.malaysiaeffie.com) or contact the Effie Awards Malaysia Coordinator, Amy Tan [amy.tan@macomm.com.my](mailto:amy.tan@macomm.com.my) or Wong Siew Wai [siewwai@macomm.com.my](mailto:siewwai@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:

**Effie Awards Malaysia**  
**c/o Macomm Management Services Sdn Bhd (225555-X)**  
**Unit 706, Block B,**  
**Pusat Dagangan Phileo Damansara 1**  
**No. 9 Jalan 16/11, Off Jalan Damansara**  
**46350 Petaling Jaya**

**Tel: 603 7660 8535**

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## 15. CHECKLIST

**Please review to ensure you have completed all steps necessary to enter the 2020/2021 Effie Awards Malaysia:**

- You downloaded the Awards Entry Kit and read through thoroughly.
- You read the **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.
- You downloaded and completed the Credits Form - You are required to credit all main strategic and creative partners.
- You downloaded and completed the Authorization Form.
- You uploaded entry form (in Word format .doc), client authorization form and credit form (both in PDF Format).
- You shared YouTube URL link for the video (do not upload your case video through your agency's YouTube account).
- You uploaded all necessary creative materials (in PDF format).
- DVD has been delivered to 4As Secretariat and the DVD should consist of following:
  - 3-minute of high-resolution video of your creative materials [4 minutes for Sustained Success category]
  - 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)
- Entry Masterlist together with cheque payment at 4As Secretariat.

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As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organizational growth.

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

The information outlined on this form will be seen by judges and must be submitted via the Entry Portal. Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.

## TOP TIPS FROM THE JURY

- **BREVITY:** Be clear, concise, compelling and honest. **Shorter, well-written entries** typically stand out, as judges review up to 10 entries in a half-day session.
- **CONTEXT:** Context is critical to understanding your challenge, business situation and the significance of your results. Because judges typically do not work in your brand's category, it is important to provide them with this context. Limit industry jargon & define all industry terms.
- **SPEAK TO THE CATEGORY:** Some categories include requirements within the definition and judges will lower their score if requirements are not met. Judges evaluate work on effectiveness in the **context of the category definition**, so it is critical to speak to the entered category when submitting your work.
- **TELL A STORY:** We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye - address questions that they may have.
- **REVIEW:** Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Ask what questions they have after reading the case - what was unclear? Where did the case fall flat? Entrants are also encouraged to have a strong proofreader review the case.

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- **WORD LIMITS:** Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space.
- **ELIGIBILITY:** Data presented must be isolated to Malaysia & work must have run at some point between 1 June 2019 - 31 Oct 2020. Do not include results beyond the end of the eligibility period. **Exception:** If work launched in May 2019 or ended in November 2020, you may include work/results from that period for review by the judges. Review all Eligibility rules in the Entry Kit.
- **CHARTS & GRAPHS:** Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).
- **NO PICTURES/SCREENGRABS:** Do not include images of your creative or other images, including social media screenshots, in your written entry.
- **NO EXTERNAL LINKS:** Do not direct judges to external websites - the judges can only review the content provided in your written entry and creative examples.
- **NO AGENCY NAMES/LOGOS:** Effie is an agency-blind competition. No agency names/logos may be included in your written case, creative work, or sources.
- **SOURCES:** All data, presented anywhere in the entry form, must reference a specific, verifiable source.

## CREATIVE REQUIREMENTS

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

- 📌 **CREATIVE REEL:** At minimum, 70% of the reel must be examples of the creative work that your audience experienced. At least one complete example of each integral communications touchpoint must be shown on the reel. No results may be included in the reel.
- 📌 **CREATIVE IMAGES:** Creative images are an opportunity to highlight your creative work via still images.

Review Creative Requirements in Entry Kit.

### ENTRY FORM

**All questions are required and responses will be seen by judges. Responses must be uploaded to the [Entry Portal](#).**

**In addition to the materials reviewed by judges, entrants are required to provide additional information in the Entry Portal before they can submit. These items include company & individual credits, publicity materials, permissions, and background data for research/database purposes. These materials help us fulfill our educational initiatives and promote our finalists/winners. Thank you for your support. Please ensure you give yourself plenty of time to fulfill these requirements in advance of the Entry Deadline.**

### ENTRY DETAILS

#### EFFIE ENTRY CATEGORY

Review category definitions [here](#).  
Entrants may submit a case into a maximum of 4 categories, with no more than 1 Product/Service category and no more than 4 Specialty categories.

#### BRAND NAME

Note: The parent company will be listed in the Client Company field of the online Entry Portal credits area so should not be listed here. Please list the specific brand name here.

#### ENTRY TITLE

List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here.

#### TYPE OF PRODUCT/SERVICE

Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include the brand name.  
Examples: Airline; Cosmetic, Credit Card; Streaming Service.

#### DATES EFFORT RAN

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.

MM/DD/YY – MM/DD/YY

#### REGIONAL CLASSIFICATION

Local / Regional/ National / Multinational / Non-English  
(Select all that apply)

## EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a one-sentence summary for each scoring section.

(Maximum per line: One Sentence – 20 words.)

**The Challenge:** Provide a **one-sentence** summary.

**The Insight:** Provide a **one-sentence** summary.

**The Idea:** Provide a **one-sentence** summary.

**Bringing the Idea to Life:** Provide a **one-sentence** summary. **one-sentence** summary.

**The Results:** Provide a **one-sentence** summary.

**Specific to the category you are entering, why is this case worthy of an award for marketing effectiveness?**

**Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.**

**If you are entering this effort into multiple categories, your response to this question is required to be different for each category entered.**

(Maximum: 100 words)

Provide answer.

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

### 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

**1A. Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes? What was the strategic communications challenge that stemmed from this business situation?**

**Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.**

(Maximum: 275 words; 3 charts/graphs)

Effie Tips:

- 👉 Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?
- 👉 Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

Provide answer.

**1B. Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand's business?**

(Maximum: 200 words; 3 charts/graphs)

Effie Tips:

- 👉 Describe your audience(s) using demographics, culture, media behaviors, etc.
- 👉 Explain if your target was a current audience, a new audience, or both.
- 👉 What perceptions or behaviors are you trying to affect or change?

Provide answer.

**1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against**

Effie Tips:



<p><b>your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business. Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business and challenging to achieve.</b> (Maximum: 175 words; 3 charts/graphs)</p>	<ul style="list-style-type: none"> <li>👉 Provide specific, measurable objectives.</li> <li>👉 Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging?</li> <li>👉 If you did not have specific, numerical objectives, explain why. Outline how you planned to measure your KPIs.</li> <li>👉 Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).</li> </ul>
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Provide answer.

<p><b>SOURCES: SECTION 1</b> <b>You must provide a source for all data and facts presented anywhere in the entry form. SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered</b> <b>Do not include agency names in the source of research. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.</b></p>	<ul style="list-style-type: none"> <li>👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> <li>👉 Judges encourage third-party data where available.</li> <li>👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> </ul>
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Provide sourcing.

**SECTION 2: INSIGHTS & STRATEGIC IDEA**  
**23.3% OF TOTAL SCORE**  
**This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.**

<p><b>2A. State the insight that led to your big idea. Explain the thinking that led you to your insight. Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here. Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, <u>unique to your brand and audience</u>, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.</b>  (Maximum: 200 words; 3 charts/graphs)</p>	<p>Effie Tips:</p> <ul style="list-style-type: none"> <li>👉 Explain how you arrived at your insight. Include how your audience's behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand's success and how those insights informed your strategic idea.</li> <li>👉 Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.</li> <li>👉 It may be helpful to tell judges how you define an insight.</li> </ul>
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Provide answer.

<p><b>2B. In <u>one sentence</u>, state your strategic big idea.</b>  (Maximum: One-Sentence: 20 words)</p>	<p>Effie Tips:</p> <ul style="list-style-type: none"> <li>👉 What was the core idea that drove your effort and led to the breakthrough results? What was at</li> </ul>
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	<p>the very heart of the success of this case? The big idea is <u>not the execution or tagline.</u></p>
<p>Provide a <u>one-sentence</u> answer.</p>	
<p><b>SOURCES: SECTION 2</b>  <b>You must provide a source for all data and facts presented anywhere in the entry form.</b>  <b>SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered</b>  <b>Do not include agency names in the source of research.</b>  <b>Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.</b></p>	<ul style="list-style-type: none"> <li>👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> <li>👉 Judges encourage third-party data where available.</li> <li>👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> </ul>
<p>Provide sourcing.</p>	
<p><b>SECTION 3: BRINGING THE IDEA TO LIFE</b>  <b>23.3% OF TOTAL SCORE</b>  <b>This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.</b></p> <p><b>Judges will be providing their score for this section <u>based on the information you provide in Question 3, the Investment Overview, and the creative work as presented in the creative reel and creative images.</u> Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.</b></p>	
<p><b>3. How did you bring the idea to life? Explain your idea and your overall communications strategy. Describe the customer experience and/or media ecosystem. How did you optimize and adapt the strategy?</b>  <b>Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.</b>  <i>(Maximum: 475 words; 3 charts/graphs)</i></p>	<p>Effie Tips:</p> <ul style="list-style-type: none"> <li>👉 Your response to Question 3 should complement the Creative Examples (Reel, Images) and the information provided in the Investment Overview.</li> <li>👉 Tell the judges <u>how</u> you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.</li> <li>👉 Tell the judges <u>where</u> you brought the idea to life and why you chose those channels. <u>Why</u> were your channel choices and media strategy right for your specific audience and idea?</li> <li>👉 <u>Why</u> did you choose certain channels and not others? Explain the media behaviors of your audience.</li> <li>👉 <u>How</u> did your communications elements work together? Did they change over time? If so, how?</li> </ul>
<p>Provide answer.</p>	

### SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form.

SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered

Do not include agency names in the source of research.

Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Provide sourcing.

## SECTION 4: RESULTS 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. **Tie results back to the objectives** outlined in Section 1 - your response to question 1C – objectives will appear above your response to question 4A as a reference to judges.

Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

### 4A. How do you know it worked?

Explain, with category and prior year context, why these results are significant for the brand's business.

Results must relate to your specific audience, objectives, and KPIs.

#### **ELIGIBILITY REMINDER:**

Provide a clear time frame for all data shown and do not include data past the end of the eligibility period (8/31/19\*). Failing to follow these rules will result in disqualification.

*(Maximum: 300 words; 5 charts/graphs)*

#### Effie Tips:

- 👉 The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.
  - 👉 Tie together the story of how your work drove the results.
  - 👉 Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?
  - 👉 When providing engagement/social metrics, detail what these meant for the brand and business.
- \*Eligibility Special Circumstances:**  
If your effort launched in May 2019 or ended in November 2020, you may include results from that period for review by the judges.
- 👉 **Charts and graphs are encouraged.**

Provide answer.

**4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?**

**This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.**

**Select factors from the chart and explain the influence of these factors in the space provided.**

#### Effie Tips:

- 👉 Judges are industry executives and expect entrants to address any other factors here. **Judges discourage entrants from responding "No Other Factors"**.
- 👉 The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors.
- 👉 Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A and eliminate other factors.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 150 words; 3 charts/graphs)

<b>Couponing</b>	<b>Other marketing for the brand, running at the same time as this effort</b>
<b>CRM/Loyalty Programs</b>	<b>Pricing Changes</b>
<b>Economic Factors</b>	<b>Weather</b>
<b>Giveaways/Sampling</b>	<b>None</b>
<b>Leveraging Distribution</b>	<b>Other _____</b>

Provide answer.

**SOURCES: SECTION 4**

**You must provide a source for all data and facts presented anywhere in the entry form.**

**SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered**

**Do not include agency names in the source of research.**

**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**

**Due to Effie's eligibility period, it is critical in this section that clear time frames noted are provided for all data points – dates covered can be noted in your responses above and/or in the sourcing section below. Do not include any data beyond the end of the eligibility period.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Provide sourcing.

**INVESTMENT OVERVIEW**

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

**PAID MEDIA EXPENDITURES**

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.

Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.

If there were no paid media expenditures, please select Under RM250,000 and elaborate below.

**Current Year: June 2019 to October 2020**

- Under RM 250,000
- RM250,000 to RM500,000
- RM500,000 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

**Year Prior: June 2018 to May 2019**

- Under RM 250,000
- RM250,000 to RM500,000
- RM500,000 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
- Not Applicable

<b>Compared to other competitors in this category, this budget is:</b>	<b>Less</b>
	<b>About the Same</b>
	<b>More</b>
	<b>Not Applicable (Elaboration Required)</b>
<b>Compared to prior year spend on the brand overall, the brand's overall budget this year is:</b>	<b>Less</b>
	<b>About the Same</b>
	<b>More</b>
	<b>Not Applicable (Elaboration Required)</b>
<b>BUDGET ELABORATION</b> <b>Provide judges with the context to understand your budget. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above. In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable. (Maximum: 100 words)</b>	<b>Effie Tips:</b> <ul style="list-style-type: none"> <li>👉 What was the balance of paid, earned, owned, and shared media?</li> <li>👉 What was your distribution strategy?</li> <li>👉 Did you outperform your media buy?</li> <li>👉 If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here.</li> </ul>
Provide answer.	
<b>OWNED MEDIA</b> <b>Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.</b>  <b>Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.</b>	<b>Effie Tips:</b> <ul style="list-style-type: none"> <li>👉 If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.</li> <li>👉 Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.</li> </ul>
Provide answer.	
<b>SPONSORSHIPS</b> <b>Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.</b>	
Provide answer.	
<b>SOURCES: INVESTMENT OVERVIEW</b> <b>You must provide a source for all data and facts presented anywhere in the entry form. SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered</b> <b>Do not include agency names in the source of research. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.</b>	<ul style="list-style-type: none"> <li>👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> <li>👉 Judges encourage third-party data where available.</li> <li>👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> </ul>
Provide sources (optional).	
<b>COMMUNICATIONS TOUCHPOINTS</b>	Notes:

**Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.**

👉 On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.

<b>Branded Content</b>	<b>OOH</b>	<b>Radio</b>
<b>Cinema</b>	Airport	Merchandizing
<b>Direct</b>	Billboard	Program/Content
Email	Place-Based	Promo/Endorsements
Mail	Transit	Spots
Retailer Specific	Other	<b>Retail Experience</b>
<b>Distribution Changes</b>	<b>Packaging</b>	In-Store Merchandizing
<b>Ecommerce</b>	<b>Point of Care (POC)</b>	In-Store Video/Kiosk
<b>Events</b>	Brochures	Pharmacy
<b>Guerrilla</b>	Coverwraps	POP
Ambient Media	Electronic Check-In	Retailtainment
Buzz Marketing	Video (HAN, Accent Health)	Sales Promotion
Sampling/Trial	Wallboards	Store within a Store
Street Teams	Other	Other
Tagging	<b>PR</b>	<b>Sales Promotion</b>
Wraps	<b>Pricing</b>	<b>Sampling</b>
<b>Interactive/Online</b>	Couponing	Direct Mail
Brand Website/Microsite	Trade	In-Store
Contests	<b>Print</b>	OOH (event)
Developed Retailer Site Content	Custom Publication	<b>Search Engine Marketing (SEM/SEO)</b>
Digital Video	Magazine - Digital	<b>Social Media</b>
Display Ads	Magazine - Print	<b>Sponsorship</b>
Gaming	Newspaper - Digital	<b>Trade Communications / Promo</b>
Location-based Communications / Real Time Marketing	Newspaper - Print	<b>Trade Shows</b>
Manufacturer/ Retailer Website	Retailer Publication	<b>TV</b>
Podcasts	Trade/Professional	Branded Content
Video Skins/Bugs	<b>Product Design</b>	Co-Op
Other	Account Specific	Interactive TV/ Video on Demand
<b>Internal Marketing</b>	Promo Specific	National Tagged Spots
<b>Mobile/Tablet</b>	<b>Professional Engagement</b>	Product Placement
App	Closed Loop Marketing (CLM)	Sponsorship
Display Ad	Congresses	Spots
In-App or In-Game Ad	Continuing Engagement	<b>User Generated</b>
Location-based Communications / Real Time Marketing	Detail/E-Detail/Interactive Visual Aids (IVAs)	Consumer Generated
Messaging/Editorial/Content	Informational/Documentary Video	Viral
Other	In-Office	Word of Mouth
<b>Other:</b>		



# 2020/2021 POSITIVE CHANGE: ENVIRONMENTAL ENTRY FORM

As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organizational growth.

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

The information outlined on this form will be seen by judges and must be submitted via the Entry Portal. Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.

## TOP TIPS FROM THE JURY

- **BREVITY:** Be clear, concise, compelling and honest. **Shorter, well-written entries** typically stand out, as judges review up to 10 entries in a half-day session.
- **CONTEXT:** Context is critical to understanding your challenge, business situation and the significance of your results. Because judges typically do not work in your brand's category, it is important to provide them with this context. Limit industry jargon & define all industry terms.
- **SPEAK TO THE CATEGORY:** Judges will lower their score if the submission does not meet category requirements. Judges evaluate work on effectiveness in the **context of the category definition**, so it is critical to speak to the entered category when submitting your work.
- **TELL A STORY:** We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye - address questions that they may have.
- **REVIEW:** Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Ask what questions they have after reading the case - what was unclear? Where did the case fall flat? Entrants are also encouraged to have a strong proofreader review the case.

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- **WORD LIMITS:** Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space.
- **ELIGIBILITY:** Data presented must be isolated to Malaysia & work must have run at some point between 1 June 2019 to 31 October 2020. Do not include results beyond the end of the eligibility period. **Exception:** If work launched in May 2019 or ended in November 2020, you may include work/results from that period for review by the judges.
- **CHARTS & GRAPHS:** Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).
- **NO PICTURES/SCREENGRAABS:** Do not include images of your creative or other images, including social media screenshots, in your written entry.
- **NO EXTERNAL LINKS:** Do not direct judges to external websites - the judges can only review the content provided in your written entry and creative examples.
- **NO AGENCY NAMES/LOGOS:** Effie is an agency-blind competition. No agency names/logos should be included in your written case, creative work, or sources.
- **SOURCES:** All data, presented anywhere in the entry form, must reference a specific, verifiable source.

## POSITIVE CHANGE: ENVIRONMENTAL

Efforts entered to the Positive Change: Environmental categories must have as one of their main strategic objectives changing audience behavior towards more **environmentally sustainable choices** and **environmentally conscious messaging** must be a part of the marketing communications. Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging: Awareness, Trial, Substitution, Change in Use.

Review the Positive Change: Environmental category definition for additional requirements.

## CREATIVE REQUIREMENTS

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

- CREATIVE REEL:** At minimum, 70% of the reel must be examples of the creative work that your audience experienced. At least one complete example of each integral communications touchpoint must be shown on the reel. No results may be included in the reel.
- CREATIVE IMAGES:** Creative images are an opportunity to highlight your creative work via still images.

Review the Creative Requirements Guide.

### ENTRY FORM

**All questions are required and responses will be seen by judges. Responses must be uploaded to the Entry Portal.**

**In addition to the materials reviewed by judges, entrants are required to provide additional information in the Entry Portal before they can submit. These items include company & individual credits, publicity materials, permissions, and background data for research/database purposes. These materials help us fulfill our educational initiatives and promote our finalists/winners. Thank you for your support. Please ensure you give yourself plenty of time to fulfill these requirements in advance of the Entry Deadline.**

### ENTRY DETAILS

#### EFFIE ENTRY CATEGORY

*Review category definitions [here](#).  
Entrants may submit a case into a maximum of 4 categories, with no more than 1 Product/Service category and no more than 4 Specialty categories.*

**Positive Change: Environmental – Brands OR Non-Profit**

#### BRAND NAME

*Note: The parent company will be listed in the Client Company field of the online Entry Portal credits area so should not be listed here. Please list the specific brand name here.*

#### ENTRY TITLE

*List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here.*

#### TYPE OF PRODUCT/SERVICE

*Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include the brand name.  
Examples: Airline; Cosmetic, Credit Card; Streaming Service.*



<b>DATES EFFORT RAN</b> <i>List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.</i>	MM/DD/YY – MM/DD/YY
<b>REGIONAL CLASSIFICATION</b>	Local / Regional/ National / Multinational / Non-English (Select all that apply)

**EXECUTIVE SUMMARY**

**Give the judges an understanding of the case they are about to read by providing a one-sentence summary for each scoring section.**  
*(Maximum per line: One Sentence – 20 words.)*

<b>The Challenge:</b>	Provide a <b>one-sentence</b> summary.
<b>The Insight:</b>	Provide a <b>one-sentence</b> summary.
<b>The Idea:</b>	Provide a <b>one-sentence</b> summary.
<b>Bringing the Idea to Life:</b>	Provide a <b>one-sentence</b> summary. <b>one-sentence</b> summary.
<b>The Results:</b>	Provide a <b>one-sentence</b> summary.

**Specific to the category you are entering, why is this case worthy of an award for marketing effectiveness?**  
**Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.**  
**If you are entering this effort into multiple categories, your response to this question is required to be different for each category entered.**  
*(Maximum: 100 words)*


Provide answer.

**SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES**  
**23.3% OF TOTAL SCORE**

**This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case’s effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.**

<b>1A. Market Background: Describe the market background specific to the US or the region within the US that the effort ran. Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.).</b> <i>(Maximum: 100 words; 3 charts/graphs)</i>	<b>Effie Tips:</b>  Highlight any specific points judges should know when evaluating the case. Keep in mind judges may not be familiar with your brand/organization/cause or the issues or regulations that impact it – provide the judges with this context here. If this is not relevant, write “Not Applicable.”
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Provide answer.

<b>1B. Before your effort began, what was the state of the brand, organization, or cause and the marketplace/category in which it competes? What</b>	<b>Effie Tips:</b>  Provide context about your brand and business situation, including main
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<p><b>was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.</b></p> <p><i>(Maximum: 275 words; 3 charts/graphs)</i></p>	<p>competitor spend, position in market, category benchmarks, environmental/sustainability challenges, etc. What were the barriers you were tasked to overcome?</p> <ul style="list-style-type: none"> <li>👉 Keep in mind judges may not be familiar with your brand’s industry or the environmental/sustainability challenges. This context is critical for judges to understand your degree of difficulty.</li> </ul>
<p>Provide answer.</p>	
<p><b>1C. Define the audience(s) you were trying to reach. Why is this audience important to your brand, organization, or cause?</b></p> <p><i>(Maximum: 200 words; 3 charts/graphs)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>👉 Describe your audience(s) using demographics, culture, media behaviors, etc.</li> <li>👉 Explain if your target was a current audience, a new audience, or both.</li> <li>👉 What are their perceptions of your product/service/organization/cause? What perceptions or behaviors are you trying to affect or change?</li> </ul>
<p>Provide answer.</p>	
<p><b>1D. What were your measurable objectives, as they relate to achieving behavioral change toward more sustainable choices? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand, organization, or cause. Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant’s responsibility to explain why their particular objectives are important to the business and challenging to achieve. Efforts entering the Positive Change: Environmental category <u>must</u> have as one of the main strategic objectives changing audience behavior towards more environmentally sustainable choices.</b></p> <p><i>(Maximum: 175 words; 3 charts/graphs)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>👉 Provide specific, measurable objectives.</li> <li>👉 Address how your objectives tied to achieving more environmentally sustainable behavior.</li> <li>👉 Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging?</li> <li>👉 If you did not have specific, numerical objectives, explain why. Outline how you planned to measure your KPIs.</li> <li>👉 Answers to this question (1D – Objectives) redisplay for judges directly above the answers for the results question (Section 4).</li> </ul>
<p>Provide answer.</p>	
<p><b>1E. How do the environmental sustainability goals relate back to the overall brand or organization’s strategy and objectives?</b></p> <p><i>(Maximum: 150 words; 3 charts/graphs)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>👉 What was the problem the effort was meant to address? What were the specific challenges/opportunities faced by the organization and/or brand?</li> </ul>
<p>Provide answer.</p>	
<p><b>SOURCES: SECTION 1</b>  <b>You must provide a source for all data and facts presented anywhere in the entry form.</b>  <b>SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Research/Data, Dates Covered</b></p>	<ul style="list-style-type: none"> <li>👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> </ul>

<p><b>Do not include agency names in the source of research.</b>  <b>Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.</b></p>	<ul style="list-style-type: none"> <li>👉 Judges encourage third-party data where available.</li> <li>👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> <li>👉 <b>See full guidelines on sourcing here.</b></li> </ul>
<p>Provide sourcing.</p>	

**SECTION 2: INSIGHTS & STRATEGIC IDEA**  
**23.3% OF TOTAL SCORE**  
**This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.**

<p><b>2A. State the insight that led to your big idea. Explain the thinking that led you to your insight. Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.</b>  <b>Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, <u>unique to your brand and audience</u>, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.</b></p> <p><i>(Maximum: 200 words; 3 charts/graphs)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>👉 Explain how you arrived at your insight. Include how your audience’s behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand’s success and how those insights informed your strategic idea.</li> <li>👉 Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.</li> <li>👉 It may be helpful to tell judges how you define an insight.</li> </ul>
<p>Provide answer.</p>	

<p><b>2B. In <u>one sentence</u>, state your strategic big idea.</b></p> <p><i>(Maximum: One-Sentence: 20 words)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>👉 What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is <u>not the execution or tagline.</u></li> </ul>
<p>Provide a <u>one-sentence</u> answer.</p>	

<p><b>SOURCES: SECTION 2</b>  <b>You must provide a source for all data and facts presented anywhere in the entry form.</b>  <b>SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Research/Data, Dates Covered</b>  <b>Do not include agency names in the source of research.</b>  <b>Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.</b></p>	<ul style="list-style-type: none"> <li>👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> <li>👉 Judges encourage third-party data where available.</li> <li>👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> </ul>
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Provide sourcing.

## SECTION 3: BRINGING THE IDEA TO LIFE

### 23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.

Judges will be providing their score for this section **based on the information you provide in Question 3, the Investment Overview, and the creative work as presented in the creative reel and creative images.** Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

**3. How did you bring the idea to life? Explain your idea and your overall communications strategy. Describe the customer experience and/or media ecosystem. How did you optimize and adapt the strategy?**

**Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.**

*(Maximum: 475 words; 3 charts/graphs)*

#### **Effie Tips:**

- 👉 Your response to Question 3 should complement the Creative Examples (Reel, Images) and the information provided in the Investment Overview.
- 👉 Tell the judges how you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.
- 👉 Tell the judges where you brought the idea to life and why you chose those channels. Why were your channel choices and media strategy right for your specific audience and idea?
- 👉 Why did you choose certain channels and not others? Explain the media behaviors of your audience.
- 👉 How did your communications elements work together? Did they change over time? If so, how?

Provide answer.

#### **SOURCES: SECTION 3**

**You must provide a source for all data and facts presented anywhere in the entry form.**

**SUGGESTED SOURCING LAYOUT: Source of**

**Data/Research, Type of Research/Data, Dates Covered**

**Do not include agency names in the source of research.**

**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
- 👉 **See full guidelines on sourcing here.**

Provide sourcing.

## SECTION 4: RESULTS

### 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. **Tie results back**

**to the objectives** outlined in Section 1 - your response to question 1D – objectives will appear above your response to question 4A as a reference to judges.  
**Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.**

**4A. How do you know it worked?**  
 Explain, with **category** and **prior year** context, why these results are significant for the brand, organization, or cause.  
 Results must relate to your specific audience, objectives, and KPIs.  
**Judges of the Positive Change: Environmental category will specifically evaluate the result of behavior change towards more environmentally sustainable choices, with the following elements considered:**  
**Awareness – Making the audience aware of a sustainable product, service, or action.**  
**Trial – Trying a sustainable product, service, or action for the first time.**  
**Substitution – Switching to a more sustainable product, service, or action.**  
**Change in Use – Using a product or service more sustainably than before.**  
**ELIGIBILITY REMINDER:**  
 Provide a clear time frame for all data shown and do not include data past the end of the eligibility period (31 October 2020\*). Failing to follow these rules will result in **disqualification**.  
 (Maximum: 300 words; 5 charts/graphs)

**Effie Tips:**

- 👉 The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.
- 👉 Tie together the story of how your work drove the results.
- 👉 Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?
- 👉 When providing engagement/social metrics, detail what these meant for the brand and business.
- 👉 **\*Eligibility Special Circumstances:** If your effort launched in May 2019 or ended in November 2020, you may include results from that period for review by the judges.
- 👉 **Charts and graphs are encouraged.**

Provide answer.

**4B. How will the effort drive sustained change?**  
 (Maximum: 100 words; 3 charts/graphs)

**Effie Tips:**

- 👉 Provide information on whether the effort is part of an ongoing program and/or how it acts as a catalyst for future change.
- 👉 Address the sustainability of the program or outcome.
- 👉 Reminder: No results after 8/31/19 are permitted. This will result in disqualification. However, it is fine to refer to future plans without results.

Provide answer.

**4C. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?**  
 This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.  
 Select factors from the chart and explain the influence of these factors in the space provided.  
 We recognize that attribution can be difficult;

**Effie Tips:**

- 👉 Judges are industry executives and expect entrants to address any other factors here. **Judges discourage entrants from responding “No Other Factors”.**
- 👉 The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors.
- 👉 Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A and eliminate other factors.

however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 150 words; 3 charts/graphs)

<b>Coupons</b>	<b>Other marketing for the brand, running at the same time as this effort</b>
<b>CRM/Loyalty Programs</b>	<b>Pricing Changes</b>
<b>Economic Factors</b>	<b>Weather</b>
<b>Giveaways/Sampling</b>	<b>None</b>
<b>Leveraging Distribution</b>	<b>Other _____</b>

Provide answer.

**SOURCES: SECTION 4**  
**You must provide a source for all data and facts presented anywhere in the entry form.**  
**SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Research/Data, Dates Covered**  
**Do not include agency names in the source of research.**  
**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  
**Due to Effie's eligibility period, it is critical in this section that clear time frames noted are provided for all data points – dates covered can be noted in your responses above and/or in the sourcing section below. Do not include any data beyond the end of the eligibility period.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Provide sourcing.

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

**PAID MEDIA EXPENDITURES**  
**Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.**  
**Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.**  
**If there were no paid media expenditures, please select Under RM250,000 and elaborate below.**

<p><b>Current Year: June 2019 to October 2020</b></p> <input type="checkbox"/> Under RM 250,000 <input type="checkbox"/> RM250,000 to RM500,000 <input type="checkbox"/> RM500,000 to RM 1 million <input type="checkbox"/> RM 1 million to under RM 5 million <input type="checkbox"/> RM 5 million to under RM 10 million <input type="checkbox"/> RM 10 million to under RM 20 million <input type="checkbox"/> RM 20 million & above	<p><b>Year Prior: June 2018 to May 2019</b></p> <input type="checkbox"/> Under RM 250,000 <input type="checkbox"/> RM250,000 to RM500,000 <input type="checkbox"/> RM500,000 to RM 1 million <input type="checkbox"/> RM 1 million to under RM 5 million <input type="checkbox"/> RM 5 million to under RM 10 million <input type="checkbox"/> RM 10 million to under RM 20 million <input type="checkbox"/> RM 20 million & above <input type="checkbox"/> Not Applicable
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<b>Compared to other competitors in this category, this budget is:</b>	<b>Less</b>
	<b>About the Same</b>
	<b>More</b>
	<b>Not Applicable (Elaboration Required)</b>
<b>Compared to prior year spend on the brand overall, the brand's overall budget this year is:</b>	<b>Less</b>
	<b>About the Same</b>
	<b>More</b>
	<b>Not Applicable (Elaboration Required)</b>
<b>BUDGET ELABORATION</b> Provide judges with the context to understand your budget. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above. In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable. (Maximum: 100 words)	<p>Effie Tips:</p> <ul style="list-style-type: none"> <li>What was the balance of paid, earned, owned, and shared media?</li> <li>What was your distribution strategy?</li> <li>Did you outperform your media buy?</li> <li>If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here.</li> </ul>
Provide answer.	
<b>OWNED MEDIA</b> Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.  Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.	<p>Effie Tips:</p> <ul style="list-style-type: none"> <li>If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.</li> <li>Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.</li> </ul>
Provide answer.	
<b>SPONSORSHIPS</b> Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.	
Provide answer.	
<b>SOURCES: INVESTMENT OVERVIEW</b> You must provide a source for all data and facts presented anywhere in the entry form. <u>SUGGESTED SOURCING LAYOUT:</u> Source of Data/Research, Type of Research/Data, Dates Covered Do not include agency names in the source of research. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.	<ul style="list-style-type: none"> <li>Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> <li>Judges encourage third-party data where available.</li> <li>Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> </ul>
Provide sources (optional).	
<b>COMMUNICATIONS TOUCHPOINTS</b>	Notes:

**Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.**

👉 On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.

<b>Branded Content</b>	<b>OOH</b>	<b>Radio</b>
<b>Cinema</b>	Airport	Merchandizing
<b>Direct</b>	Billboard	Program/Content
Email	Place-Based	Promo/Endorsements
Mail	Transit	Spots
Retailer Specific	Other	<b>Retail Experience</b>
<b>Distribution Changes</b>	<b>Packaging</b>	In-Store Merchandizing
<b>Ecommerce</b>	<b>Point of Care (POC)</b>	In-Store Video/Kiosk
<b>Events</b>	Brochures	Pharmacy
<b>Guerrilla</b>	Coverwraps	POP
Ambient Media	Electronic Check-In	Retailtainment
Buzz Marketing	Video (HAN, Accent Health)	Sales Promotion
Sampling/Trial	Wallboards	Store within a Store
Street Teams	Other	Other
Tagging	<b>PR</b>	<b>Sales Promotion</b>
Wraps	<b>Pricing</b>	<b>Sampling</b>
<b>Interactive/Online</b>	Couponing	Direct Mail
Brand Website/Microsite	Trade	In-Store
Contests	<b>Print</b>	OOH (event)
Developed Retailer Site Content	Custom Publication	<b>Search Engine Marketing (SEM/SEO)</b>
Digital Video	Magazine - Digital	<b>Social Media</b>
Display Ads	Magazine - Print	<b>Sponsorship</b>
Gaming	Newspaper - Digital	<b>Trade Communications /Promo</b>
Location-based Communications / Real Time Marketing	Newspaper - Print	<b>Trade Shows</b>
Manufacturer/ Retailer Website	Retailer Publication	<b>TV</b>
Podcasts	Trade/Professional	Branded Content
Video Skins/Bugs	<b>Product Design</b>	Co-Op
Other	Account Specific	Interactive TV/ Video on Demand
<b>Internal Marketing</b>	Promo Specific	National Tagged Spots
<b>Mobile/Tablet</b>	<b>Professional Engagement</b>	Product Placement
App	Closed Loop Marketing (CLM)	Sponsorship
Display Ad	Congresses	Spots
In-App or In-Game Ad	Continuing Engagement	<b>User Generated</b>
Location-based Communications / Real Time Marketing	Detail/E-Detail/Interactive Visual Aids (IVAs)	Consumer Generated
Messaging/Editorial/Content	Informational/Documentary Video	Viral
Other	In-Office	Word of Mouth
<b>Other:</b>		





# 2020/2021 Sustained Success Entry Form

As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organizational growth.

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

The information outlined on this form will be seen by judges and must be submitted via the Entry Portal. Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.

## TOP TIPS FROM THE JURY

- **BREVITY:** Be clear, concise, compelling and honest. **Shorter, well-written entries** typically stand out, as judges review up to 10 entries in a half-day session.
- **CONTEXT:** Context is critical to understanding your challenge, business situation and the significance of your results. Because judges typically do not work in your brand's category, it is important to provide them with this context. Limit industry jargon & define all industry terms.
- **SPEAK TO THE CATEGORY:** Judges evaluate work on effectiveness in the **context of the category definition**, so it is critical to speak to the Sustained Success category when submitting your work.
- **TELL A STORY:** We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye - address questions that they may have.
- **REVIEW:** Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Ask what questions they have after reading the case - what was unclear? Where did the case fall flat? Entrants are also encouraged to have a strong proofreader review the case.

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- **WORD LIMITS:** Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space.
- **CHARTS & GRAPHS:** Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).
- **NO PICTURES/SCREENGRABS:** Do not include images of your creative or other images, including social media screenshots, in your written entry.
- **NO EXTERNAL LINKS:** Do not direct judges to external websites - the judges can only review the content provided in your written entry and creative examples.
- **NO AGENCY NAMES/LOGOS:** Effie is an agency-blind competition. No agency names/logos may be included in your written case, creative work, or sources.
- **SOURCES:** All data, presented anywhere in the entry form, must reference a specific, verifiable source.

## SUSTAINED SUCCESS: ELIGIBILITY

The Sustained Success Effie Award honors efforts that have succeeded for more than three years in Malaysia.

- At minimum, creative work and results must date back to 31 May 2017, and entries must include results from the current competition year: June 2019 – 31 October 2020. If you wish to provide work and results prior to 2017, you are welcome to do so.
- Including results beyond the end of the eligibility period (31/10/20) is grounds for disqualification. All results must be isolated to Malaysia during this time period.
  - Special Exception:** If your work ended in November 2020, you may include results through 30 November 2020.

Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time.

**Answer all questions for the initial year AND describe how/why change occurred over time.**

## SUSTAINED SUCCESS: CREATIVE REQUIREMENTS

Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes your response to Question 3 and the data presented in the Investment Overview. In both rounds of judging, **judges are required to read the written case before reviewing the creative work**. Because judges read the case first, the creative reel should focus on showcasing the creative work. The reel is not meant to be a video version of the written case – judges are eager to view the work after reading the case.

- CREATIVE REEL:** At minimum, 70% of the reel must be examples of the creative work that your audience experienced. At least one complete example of each integral communications touchpoint must be shown on the reel. No results may be included in the reel.
  - Sustained Success entrants must feature work that ran in the **initial year** (initial year is either: A) year case started or B) at least prior to 31 May 2017), **at least one interim year**, and the **current competition year** (1 June 2019 – 31 October 2020).
  - Each example of the creative work – in the reel and the images - must be **labeled with the year it ran**. Entries that do not label the year will be disqualified.
  - Sustained Success Creative Reels may be a maximum of 4 minutes. (All other categories: 3-minute max.)
- CREATIVE IMAGES:** Creative images are an opportunity to highlight your creative work via still images.

Review Creative Requirements in Entry Kit.

### ENTRY FORM

**All questions are required and responses will be seen by judges. Responses must be uploaded to the [Entry Portal](#).**

**In addition to the materials reviewed by judges, entrants are required to provide additional information in the Entry Portal before they can submit. These items include company & individual credits, publicity materials, permissions, and background data for research/database purposes. Please ensure you give yourself plenty of time to fulfill these requirements in advance of the Entry Deadline.**

### ENTRY DETAILS

#### EFFIE ENTRY CATEGORY

Review category definitions **here**.  
Entrants may submit a case into a maximum of 4 categories, with no more than 1 Product/Service category and no more than 4 Specialty categories.

**Sustained Success (Products or Services)**

#### BRAND NAME

Note: The parent company will be listed in the Client Company field of the online Entry Portal

<i>credits area so should not be listed here. Please list the specific brand name here.</i>	
<b>ENTRY TITLE</b> <i>List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here.</i>	
<b>TYPE OF PRODUCT/SERVICE</b> <i>Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.</i>	
<b>DATES EFFORT RAN</b> <i>List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.</i>	MM/DD/YY – MM/DD/YY
<b>REGIONAL CLASSIFICATION</b>	Local / Regional/ National / Multinational / Non-English (Select all that apply)

## EXECUTIVE SUMMARY

**Give the judges an understanding of the case they are about to read by providing a one-sentence summary for each scoring section.**  
*(Maximum per line: One Sentence – 20 words.)*

<b>The Challenge:</b>	Provide a <b>one-sentence</b> summary.
<b>The Insight:</b>	Provide a <b>one-sentence</b> summary.
<b>The Idea:</b>	Provide a <b>one-sentence</b> summary.
<b>Bringing the Idea to Life:</b>	Provide a <b>one-sentence</b> summary. <b>one-sentence</b> summary.
<b>The Results:</b>	Provide a <b>one-sentence</b> summary.

**Why is this case worthy of an award for sustained marketing effectiveness?**  
**Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.**  
*(Maximum: 100 words)*

Provide answer.

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

### 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

<b>1A. Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes? What was the strategic</b>	<b>Effie Tips:</b> 👉 Provide context about your brand and business situation, including main competitor spend, position in market,
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<p><b>communications challenge that stemmed from this business situation? How did it change over time? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.</b></p> <p><i>(Maximum: 425 words; 3 charts/graphs)</i></p>	<p>category benchmarks, etc. at the <b>beginning of your case and over time</b>. What were the barriers you were tasked to overcome?</p> <ul style="list-style-type: none"> <li>Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.</li> </ul>
<p>Provide answer.</p>	
<p><b>1B. Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand's business? Did your audience change over time? If so, describe how and why.</b></p> <p><i>(Maximum: 200 words; 3 charts/graphs)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>Describe your audience(s) using demographics, culture, media behaviors, etc.</li> <li>Explain if your target was a current audience, a new audience, or both.</li> <li>What perceptions or behaviors are you trying to affect or change?</li> </ul>
<p>Provide answer.</p>	
<p><b>1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? How did they change over time? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business. Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business and challenging to achieve.</b></p> <p><i>(Maximum: 175 words; 3 charts/graphs)</i></p>	<p><b>Effie Tips:</b></p> <ul style="list-style-type: none"> <li>Provide specific, measurable objectives.</li> <li>Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging?</li> <li>Address your objectives and KPIs through the full span of your Sustained Success case.</li> <li>If you did not have specific, numerical objectives, explain why. Outline how you planned to measure your KPIs.</li> <li>Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).</li> </ul>
<p>Provide answer.</p>	
<p><b>SOURCES: SECTION 1</b>  <b>You must provide a source for all data and facts presented anywhere in the entry form.</b>  <u>SUGGESTED SOURCING LAYOUT:</u> <b>Source of Data/Research, Type of Data/Research, Dates Covered</b>  <b>Do not include agency names in the source of research.</b>  <b>Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.</b></p>	<ul style="list-style-type: none"> <li>Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.</li> <li>Judges encourage third-party data where available.</li> <li>Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.</li> </ul>
<p>Provide sourcing.</p>	

**SECTION 2: INSIGHTS & STRATEGIC IDEA**  
**23.3% OF TOTAL SCORE**

**This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.**

**2A. State the insight that led to your big idea. Explain the thinking that led you to your insight. Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here. Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.**

*(Maximum: 200 words; 3 charts/graphs)*

**Effie Tips:**

- 👉 Explain how you arrived at your insight. Include how your audience's behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand's success and how those insights informed your strategic idea.
- 👉 Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.
- 👉 It may be helpful to tell judges how you define an insight.

Provide answer.

**2B. In one sentence, state your strategic big idea.**

*(Maximum: One-Sentence: 20 words)*

**Effie Tips:**

- 👉 What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

Provide a one-sentence answer.

**SOURCES: SECTION 2**

**You must provide a source for all data and facts presented anywhere in the entry form.**

**SUGGESTED SOURCING LAYOUT: Source of**

**Data/Research, Type of Data/Research, Dates Covered**

**Do not include agency names in the source of research.**

**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Provide sourcing.

**SECTION 3: BRINGING THE IDEA TO LIFE**

**23.3% OF TOTAL SCORE**

**This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.**

**Judges will be providing their score for this section based on the information you provide in Question 3, the Investment Overview, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.**

**3. How did you bring the idea to life and sustain it over time? Explain your idea and your overall communications strategy. Describe the customer experience and/or media eco-system. How did you optimize and adapt the strategy? Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy over time and why.**  
*(Maximum: 600 words; 3 charts/graphs)*

**Effie Tips:**

- 👉 Your response to Question 3 should complement the Creative Examples (Reel, Images) and the information provided in the Investment Overview.
- 👉 Tell the judges how you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.
- 👉 Tell the judges where you brought the idea to life and why you chose those channels. Why were your channel choices and media strategy right for your specific audience and idea?
- 👉 Why did you choose certain channels and not others? Explain the media behaviors of your audience.
- 👉 How did your communications elements work together? Did they change over time? If so, how?

Provide answer.

**SOURCES: SECTION 3**

**You must provide a source for all data and facts presented anywhere in the entry form.**

SUGGESTED SOURCING LAYOUT: **Source of**

**Data/Research, Type of Data/Research, Dates Covered**

**Do not include agency names in the source of research.**

**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Provide sourcing.

**SECTION 4: RESULTS**

**30% OF TOTAL SCORE**

**This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to question 1C – objectives will appear above your response to question 4A as a reference to judges.**

**Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.**

**4A. How do you know it worked?**

**Explain, with category and prior year context, why these results are significant for the brand's business.**

**Results must relate to your specific audience, objectives, and KPIs.**

**ELIGIBILITY REMINDER:**

**Provide a clear time frame for all data shown and do not include data past the end of the eligibility period (8/31/19). Failing to follow these rules will result in disqualification.**

**Effie Tips:**

- 👉 At minimum, results for the Sustained Success category must date back to 31 May 2017, and must also include an interim year and the current competition year (1 June 2019 – 31 October 2020).
- 👉 If presenting more than 3 years of success, provide results here for the full spectrum of years presented in this case and in the creative examples.

(Maximum: 425 words; 7 charts/graphs)

- 👉 The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.
- 👉 Tie together the story of how your work drove the results.
- 👉 Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?
- 👉 When providing engagement/social metrics, detail what these meant for the brand and business.
- 👉 **Charts and graphs are encouraged.**

Provide answer.

**4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative – over the time period? This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort. Select factors from the chart and explain the influence of these factors in the space provided. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.**

**Effie Tips:**

- 👉 Judges are industry executives and expect entrants to address any other factors here. **Judges discourage entrants from responding “No Other Factors”.**
- 👉 The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors.
- 👉 Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A and eliminate other factors.
- 👉 Address the full Sustained Success time period.

(Maximum: 200 words; 3 charts/graphs)

<b>Couponing</b>	<b>Other marketing for the brand, running at the same time as this effort</b>
<b>CRM/Loyalty Programs</b>	<b>Pricing Changes</b>
<b>Economic Factors</b>	<b>Weather</b>
<b>Giveaways/Sampling</b>	<b>None</b>
<b>Leveraging Distribution</b>	<b>Other _____</b>

Provide answer.

**SOURCES: SECTION 4**  
**You must provide a source for all data and facts presented anywhere in the entry form. SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered**  
**Do not include agency names in the source of research.**  
**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Due to Effie’s eligibility period, it is critical in this section that clear time frames noted are provided for all data points – dates covered can be noted in your responses above and/or in the sourcing section below. Do not include any data beyond the end of the eligibility period.

Provide sourcing.

**SUSTAINED SUCCESS: INVESTMENT OVERVIEW**

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

**SUSTAINED SUCCESS INVESTMENT OVERVIEW** The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Creative Reel and Images of Creative.

**PAID MEDIA EXPENDITURES**

Select paid media expenditures (purchased & donated), not including agency fees or production costs, for the effort described in this entry.

Given the “spirit” of this question use your judgement on what constitutes fees, production and the broad span that covers media – from donated space to activation costs.

You must provide the budget for A) the initial year the case started (initial year is either the year your case started or prior to 31 May 2017), B) one interim year, and C) the current year (1 June 2019 – 30 October 2020). Indicate the percentage for your budget for each year represented compared to the prior year. (e.g. 2% increase, etc.) If not known or not applicable, indicate this. Indicate the size of your media budget using the following ranges:

- 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

	INITIAL YEAR [Insert Year Here]	INTERIM YEAR [Insert Year Here]	CURRENT COMPETITION YEAR [June 2019 – October 2020]
Paid Media Expenditures			
Percent Change from Previous Year			

Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

Compared to prior year spend on the brand overall, the brand’s overall budget this year is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

**BUDGET ELABORATION**  
Provide judges with the context to understand your budget. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

- Effie Tips:**
- 👉 How did your budget change over time?
  - 👉 What was the balance of paid, earned, owned, and shared media?
  - 👉 What was your distribution strategy?
  - 👉 Did you outperform your media buy?
  - 👉 If your paid media expenditures are low, but production/activation/other costs were high, or



<p><b>In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.</b> (Maximum: 150 words)</p>	<p>there is a unique situation surrounding your budget, you should elaborate on this here.</p>
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Provide answer.

**OWNED MEDIA**  
**Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.**

**Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.**

**Effie Tips:**

- 👉 If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.
- 👉 Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.

Provide answer.

**SPONSORSHIPS**

**Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.**

Provide answer.

**SOURCES: INVESTMENT OVERVIEW**

**You must provide a source for all data and facts presented anywhere in the entry form.**

**SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered**

**Do not include agency names in the source of research.**

**Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**

- 👉 Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- 👉 Judges encourage third-party data where available.
- 👉 Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
- 👉 **See full guidelines on sourcing here.**

Provide sources (optional).

**COMMUNICATIONS TOUCHPOINTS**

**Indicate below all communication touch points used in this case and the % of the total budget that was used for each communications touch point, which should equal 100% for each year.**

**You must provide information for A) the initial year your case started (initial year is either the year case started or at least 3 competition years ago-prior to 8/31/16), B) 1 interim year, and C), the current year (9/18-8/19).**

**Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.**

**Notes:**

- 👉 On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.
- 👉 Answers below should indicate % of total budget used for each communications touchpoint, which should equal 100% for each year.

	<b>INITIAL YEAR</b>	<b>INTERIM YEAR</b>	<b>CURRENT COMPETITION YEAR</b>
	[Insert Year Here]	[Insert Year Here]	

			<b>[June 2019 – October 2020]</b>
<b>Branded Content</b>			
<b>Cinema</b>			
<b>Direct</b> <i>mail, email, retailer-specific</i>			
<b>Distribution Changes</b>			
<b>Ecommerce</b>			
<b>Events</b>			
<b>Guerrilla</b> <i>ambient media, buzz marketing, sampling/trial, street teams, tagging, wraps</i>			
<b>Interactive/Online</b> <i>display ads, branded website/microsite, digital video, video skins/bugs, podcasts, gaming, contests, geo-based ads, other</i>			
<b>Internal Marketing</b>			
<b>Mobile/Tablet</b> <i>app, display ad, in-app or in-game ad, location-based communications/real time marketing, messaging/editorial/content, other</i>			
<b>OOH</b> <i>airport, billboard, place based, transit, other</i>			
<b>Packaging</b>			
<b>Point of Care (POC)</b> <i>brochures, coverwraps, electronic check-in, video (HAN, Accent Health), wallboards, other</i>			
<b>PR</b>			
<b>Pricing</b> <i>couponing, trade</i>			
<b>Print</b> <i>custom publication, magazine-print or digital, newspaper-print or digital, trade/professional</i>			
<b>Product Design</b>			
<b>Professional Engagement</b> <i>closed loop mktg. (CLM), congresses, continuing engagement, detail/e-detail/ interactive visual aids (IVAs), informational/documentary video, in-office</i>			
<b>Radio</b> <i>merchandising, program/content, promo/endorsements, spots</i>			
<b>Retail Experience</b> <i>in-store merchandising, in-store video/kiosk, pharmacy, POP, retailtainment, sales promotion, store within a store, other</i>			
<b>Sales Promotion</b>			
<b>Sampling</b>			
<b>Search Engine Marketing (SEM/SEO)</b>			
<b>Social Media</b>			

<b>Sponsorship</b>			
<b>Trade Communications/Promo</b>			
<b>Trade Shows</b>			
<b>TV</b> <i>spots, branded content, sponsorship, product placement, interactive TV/video on demand</i>			
<b>User Generated</b> <i>consumer generated, viral, word of mouth</i>			
<b>Other</b>			