



ENTRY KIT 2025



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Brand Champion Partner :



Level 7, Unit 023, 129 Offices, Block J, Jaya One, 72A, Jalan Profesor Diraja Ungku Aziz, 46200 Petaling Jaya, Selangor, Malaysia.

Tel : (603) 7613 1510 Fax : (603) 7613 1511

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1. COMPETITION CALENDAR

16 April to 19 June 2025	Competition Open for Entries
*Cut-off time for all deadlines is MALAYSIA time 3:00pm.	1 st Deadline: 19 June 2025
	2 nd Deadline: 26 June 2025
	Final Deadline: 3 July 2025
	Last Chance: 11 July 2025
Early August 2025	Judging Round One
Middle August 2025	Judging Round Two
Early October 2025	Effie Awards Malaysia Gala

Qualifying Period: 1 June 2024 to 31 May 2025
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2. WHAT'S NEW IN 2025

2.1 Categories

There are new and updated categories in the 2025 Effie Awards Malaysia, see Section 9 for the detailed category definitions.

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3. ENTRY BASICS

3.1 DEADLINES & FEES

Deadlines	Entry Deadlines	Per Entry Fee		
		4As member	MSA/MAA/MDA member	Non-member
First	19 June 2025 by 3.00pm	RM2,000-00	RM2,300-00	RM3,300-00
Second	26 June 2025 by 3.00pm	RM3,000-00	RM3,500-00	RM4,950-00
Final	3 July 2025 by 3.00pm	RM3,500-00	RM4,100-00	RM5,775-00
Last Chance	11 July 2025 by 3.00pm	RM4,000-00	RM5,000-00	RM6,600-00

3.2 PAYMENT PROCEDURE

3.2.1 You are required to generate the Submissions Master List through the "online entry portal".

3.2.2 Payment can be made through following 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

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3.2 PAYMENT PROCEDURE, Cont.

By Cheque

Cheques should be made payable to "The Association of Accredited Advertising Agents Malaysia" and hand-delivered or couriered to:

Effie Awards Malaysia
c/o Macomm Management Services Sdn Bhd (225555-X)
Level 7, Unit 023, 129 Offices, Block J, Jaya One,
72A, Jalan Profesor Diraja Ungku Aziz, 46200 Petaling Jaya,
Selangor, Malaysia
Tel: (603) 7613 1510

3.2.3 Documentation required to complete your submission:

- (i) Submissions Master List
- (ii) Proof of payment
[Only a Purchase Order is accepted as interim payment. Payment terms is seven (7) days from the date of our quotation. Non-negotiable]

3.2.4 Once payment is received and checked, an invoice will be issued.

3.2.5 The Organizer reserves the right to withdraw from the competition any entry that has not been paid the relevant fees.

3.3 REFUND POLICY

3.3.1 Entries that are disqualified (please see "Reasons for Disqualification") due to any reason will not receive a refund.

3.3.2 Any case that has been submitted and later withdrawn, shall not be entitled to a refund.

3.3.3 Any case that is not shortlisted or nominated will not be eligible for a refund. NOTE:

- Any request for change after submission will be reviewed and decided by the Organizer.
- An administrative fee of RM280-00 for 4As members and RM400-00 for MSA/MAA 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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3.4 ELIGIBILITY

- 3.4.1 **All marketing efforts that ran in Malaysia at any point between 1 June 2024 and 31 May 2025 are eligible to enter.**
- 3.4.2 Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time.
- 3.4.3 One or any multiple combination of mediums may be submitted; any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.
- 3.4.4 The results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame.
- 3.4.5 It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry.
- 3.4.6 **Eligibility for Sustained Success:** Any local or international brand that has been marketed in Malaysia for **at least 3 years as of 31 May 2022**, is eligible to enter.
- 3.4.7 **Reentering Previously Entered Work:**
- Finalists and winners whose work ran in this period may submit their work again in the 2024 competition, provided they have additional results to share. Entries that did not advance in the competition may re-enter without restriction.
 - 2024 Gold Effie winners can re-enter a category in which they did not win Gold.
 - Past Silver and Bronze Effie winners can re-enter any category.
 - Past Gold Sustained Success winner can only re-enter the sustained success category after 3 years – Gold winners from 2021 and earlier are eligible.
 - 2024 David vs Goliath and Challenger Brand Solutions winning brands (Gold/Silver/Bronze) are not eligible to enter these categories in 2025.

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3.4 ELIGIBILITY, Cont.

3.4.8 Entering Multiple Categories:

- Efforts can be entered into a maximum of four [4] categories.
- Of those four [4], only one [1] submission may be in an Industry category, and up to two [2] may be in Commerce & Shopper categories.
- There is no requirement to enter either Industry or Commerce & Shopper categories – an effort may be submitted to four [4] Specialty categories as well.
- 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.

3.4.9 Online Entry Submission:

To enter Effie Awards Malaysia 2025, all parts of the entry with all the required materials mentioned in the checklist can be **ONLY SUBMITTED ONLINE** at <https://effie-malaysia.acclaimworks.com/>

The portal will open on 17 April 2025.

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3.5 RULES

- 3.5.1 All entries must abide by the various advertising regulations, restrictions and guidelines that are issued by the relevant authorities including but not limited to The Malaysian Code of Advertising Practice (Advertising Standards Malaysia), The Content Code (Communications and Multimedia Content Forum Malaysia) and Government Ministries.
- 3.5.2 Test efforts are not eligible.
- 3.5.3 A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. However, different organizations may take the lead on entering the work in different categories.
- 3.5.4 Submissions will not be considered complete until all required forms and creative materials have been uploaded and submitted online with full payment. Only completed, paid submission will be processed.
- 3.5.5 By submitting your entry in the competition, the participant and its company agreed to all terms and conditions and rules as set in the Entry Kit.
- 3.5.6 All decisions made by Effie Awards Malaysia in all matter relating to the competition shall be final and binding.

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4. ENTRY SUBMISSION

4.1 Overview

- 4.1.1 Entries can ONLY BE SUBMITTED ONLINE in the Entry Portal at <https://effie-malaysia.acclaimworks.com/>
- 4.1.2 Before you begin, **DOWNLOAD TEMPLATE ENTRY FORMS** from <https://www.malaysiaeffie.com/> It will help you craft an effective entry.
- 4.1.3 Use the Entry Form Template to draft answers and collaborate with team members, partner agencies and clients. Then copy your answers in the Online Entry Portal to each question into the corresponding question in the online system.
- 4.1.4 The written entry form tells the story of the effort from the beginning to end. Each part of the submission should work together and tell a story. When writing your entry form to be sure to review the resources outlined on the prior page.
- 4.1.5 There are three (3) entry forms for 2025 Effie Malaysia competition:
- Main Entry Form
 - Performance Marketing Entry Form
 - Sustained Success Entry Form
- 4.1.6 **IMPORTANT:** If a single case is submitted in multiple categories, the entry form/written case should be CUSTOMIZED as per the category entered that best describes how the case has performed well in the context of that particular category – judges frequently note when a standard entry has been reused for multiple categories.

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4.2 ONLINE ENTRY PORTAL

4.2.1 Entry can only be submitted online.

4.2.2 The 2024 Online Entry Portal is available at <https://effie-malaysia.acclaimworks.com/> and will open on 17 April 2025.

4.2.3 **To get an early start on your entry, register yourself now and familiarize** with the requirements and information you need to complete there.

4.2.4 Create one (1) login account for your company and have multiple entries under that account.

4.2.5 You may edit/delete/change your entries at any point until you click submit. Effie Malaysia will only view the submitted entries; hence feel free to work as much as you like to perfect your submission until you click submit.

4.2.6 The Online Entry Portal includes the following steps:

- Entrant Details
- Online Entry Form
- Additional Backend Data
- Uploads
 - Creative reel [mp4]
 - Creative images [.jpeg]
 - Authorization & Verification Form [.jpeg]

4.2.7 **Key features of Online Entry Portal:**

- Once you have completed an entry, you have an option of **cloning an entry**, in case you wish to submit the entry in multiple specialty categories. The form can then be customized as per the category specifics.
- **System generated Submissions Master List.** Once the entries are submitted, you can self-generate the Master List as per entries that you are submitting for payment. The Submissions Master List can be generated once the entries are completed.
- **Save/print a pdf. version** at any time.

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4.3 WRITING THE CASE

The written entry tells the story of the effort from the beginning to end. Each part of the submission should work together and tell a story. Judges are industry professionals – think through the questions they may ask and address those questions within your responses. It is important your entry is clear, concise and engaging.

Judges may not know about the category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.

The entry form is aligned to Effie's Marketing Effectiveness Framework:

4.3.1 SCORING SECTION 1:

Challenge, Context & Objectives (23.3% of score)

In this section, the 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 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.

4.3.2 SCORING SECTION 2:

Insights & Strategy (23.3% of score)

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

4.3.3 SCORING SECTION 3:

Bringing the Strategy & Idea to Life (23.3% of score)

This section related to how and where you brought your strategy and idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific marketing channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section.

4.3.4 SCORING SECTION 4:

Results (30% of score)

This section related 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 objectives outlined in Section 1.

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CHALLENGE, CONTEXT & OBJECTIVES

The foundation of the case, counts for 23.3% of the total score. If this section is weak, the whole entry suffers because it is the key to understanding how big the idea was and how profound the results were. Weight will be given to the degree of difficulty of the challenge.

REMINDER: Judges may not be familiar with the brand's industry. Try to avoid jargon or anacronyms.

QUESTION 1A

The context to the brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market [e.g. government regulations societal trends, weather/environmental situations]. Frame what success looks like in this category.

QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. Please outline the objectives across the following three [3] types:

- **Business:** This should be the one key thing to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behavior change what people will start to do / will be doing more / do less / stop doing, etc. Please state three [3] of these objectives.
- **Campaign / Activity:** What was set out to change or reinforce through this activity? For e.g. attitudes, perception, social discourse, etc. Please state three [3] of these objectives.

Category specific advice:

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Performance Marketing Cases:** Can provide both Pre-Conversion objectives and Conversion metrics. At least one [1] conversion objective. Present the performance marketing goals and explain how these goals relate back to the overall brand or organization's strategy and objectives.
- **Sustained Success Cases:** It is important to include change over time for both questions.

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INSIGHTS & STRATEGIC IDEA

This section asks to explain the strategic thinking that enabled the entrant to pivot from the challenge to results. It counts for 23.3% of the total score.

QUESTION 2A

Explain who the target audience is and why they were right for the brand, bearing in mind the challenge, context and objectives. Outline if the target was existing or new, or both. Describe them using demographics, culture, media behaviors, etc.

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors and shopper occasion.

QUESTION 2B

Outline the key insight[s] and how the audience's behaviors and attitudes, the research and/or business situation led informed them. The insight[s] may be a consumer, channel or marketplace insight, etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to the brand and audience, that was leveraged to help meet the objectives.

Performance Marketing Cases: The answer should include data and audience insights that lead to the strategy and idea for e.g. it could include one [1] or more of the following:

- Any non-data insights [e.g. behavior observation, market research] that complemented the data insights.
- Any data analysis that provided the breakthrough in shaping the strategy.
- New ways of identifying the audience and their search and purchase behavior.
- Any marketing channel insights that was the foundation of the marketing spend channel mix.

QUESTION 2C

The judges are looking for a description of the core idea or shift the entrant made that drove the effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how the thinking related back to the entrant's insight and audience.

- **Performance Marketing Cases:** In addition to the above, the answer should bring to life the initial strategy and idea on how to target and convert the audience. Note: In Section 3 [Bringing the Strategy & Idea to Life], the entrant can describe how to optimize or change the strategy based on real-time performance.
- **Sustained Success Cases:** It is important to include change over time.

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Bringing the Strategy & Idea to Life

Judges are looking for a summary of the key elements of the plan, including the creative work and channel strategy. It is important to help the judges understand how the plan related back to the strategy and audience, and how the core components worked together to drive results. This section will be scored based on the answers, the information in the Investment Overview, and the assets showcased in the creative reel and images. Together they account to 23% of the total score.

QUESTION 3A

Articulate how the strategy was activated. This may include one [1] or more of the following: communications, brand experience, packing, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM program, search engine marketing, display advertising, affiliate marketing, etc.

QUESTION 3B

Outline the key creative building blocks of the executions for the main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos, etc.

QUESTION 3C

The channel plan, with clear rationale behind the choice made. Judges are looking to understand why specific channels were chosen and how they relate to the strategy and audience. Explain how the integral element worked together to drive results.

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RESULTS

Tie together the story of how the work drove the results. This section accounts to 30% of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.

QUESTION 4A

Results must relate to your objectives, and KPIs as outlined in Section 1.

- Explain how the results impacted the brand and brand's business. Why were these metric/results important to the brand?
- Prove the results are significant using category, competitive and brand context. Entrant should do this by providing context with historical data, industry benchmarks, competitions, etc. so that judges can contextualize results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organization.
- If additional results were achieved, explain what were they and why they are significant.
- When key metric are withheld without explanation, judge may assume it is because the results were weak.

QUESTION 4B

It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to the success.

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4.4 SOURCING DATA

- 4.4.1 All data, claims, facts etc. included anywhere in the entry form includes a specific, verifiable source. Entries that do not source data will be disqualified.
- 4.4.2 In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.
- When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
 - In the Sourcing box, numerically list your citations.

4.4.3 Suggested Sourcing Layout

- Source of Data/Research, Research/Data Types, Dates Covered.

Note: Judges cannot click on external websites, please also include key sourcing details via text [e.g. publication, article name, date].

4.4.4 Additional Guidance

Because of Effie's specific eligibility time period, entrants are required to include the dates covered for all results data presented in your case.

Use the specific name of the company to reference a source except when the source is an agency [ad, media, or other]. Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research". This applies to all agencies, not limited to the entering agency. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Data, etc. As with all other sourcing, include any other relevant citation information [type of research/data, dates covered, etc.]. Research companies should be cited by names and judges encourage 3rd party data when available.

The Organizer reserves the right to check all sources provided for accuracy.

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4.5 CREATIVE REEL

4.5.1 Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life.

4.5.2 The focus of the reel should be the creative work. Judges recommend 70% of the reel is spent on showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally. The entrant does not need to feature all items selected in the touchpoints checklist [from the Investment Overview], only those integral to the case's success that are explained in the written case. Any set-up [re: context, challenge] should not impede the judges' ability to have this clear understanding.

4.5.3 **MUST INCLUDE**

- a) At least one [1] complete example of each integral touchpoint, to ensure that the judges are seeing a breadth of the work. It can be helpful to label each creative e.g. by type of media [TV spot, radio spot, etc.]
- b) Video clips that are over 60 seconds may be edited down for time, but entrants are encouraged to keep close to the original as possible.
- c) If showing multiple examples of a touchpoint [e.g. 3 TV spots], after showing one [1] in full, it is permissible to edit down the additional examples for time.

4.5.5 **DO NOT INCLUDE**

- a) Results of any kind – including numbers of social media likes, followers, etc.
- b) Agency names, logos or images in the video or in the file name.
- c) Competitors' works or logos. [Exception: Permitted if competitor logs/work were included in the campaign materials. Competitors may be mentioned verbally.]
- d) Editing effects that cause confusion with how that work ran in the marketplace e.g. music or voiceover added on top of TV spots.
- e) Any confidential information, as creative reels will become public for finalists and winners.

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4.5 CREATIVE REEL, Cont.

4.5.6 SPECIFICATIONS

- a) Only 1 creative reel per entry.
- b) 250 MB maximum file size
- c) .mp4 format
- d) High resolution: 16:9 at 1920 X 1080
- e) Maximum 3 minutes [4 minutes for Sustained Success]
- f) Do not include any agency names/logos in the video or in the file name.
- g) If you are including non-English work, you must include translation as subtitles in your creative reel.

4.5.7 TALENT / LICENSING

- a) Do not add music/stock images that did not run in the original creative work to the reel unless the rights have been secured to include those supplemental materials.
- b) Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing ideas and the successful teams [client and agency] creating them. In Effie's experience, as long as the talent/music were used in the original creative work, the entrant should not run into an issue with rights/licensing.

4.6 CREATIVE IMAGES

- 4.6.1 Images of creative work: 2 images required; 6 images maximum per entry
- 4.6.2 Images uploaded should complement the reel and help judges better evaluate creative elements that ran in front of the audience.
- 4.6.3 It can be helpful to provide images of work best seen as a still image [e.g. website, print ad, direct mail piece, etc.] or entrant can upload work that enable judges to get another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format
- Draw further attention to key elements

4.6.4 Technical requirements:

- .jpg / .jpeg format
- High res. 15 MB max
- Do not include agency names or logos on any creative materials [including file names] submitted for judging.

4.6.5 Creative images will be shown publicly if the case is a finalist or winner.

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5. CREDITS

Effie recognizes the effective teamwork needed to create an effective case and therefore deserve recognition at the time of win. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners – clients; agencies [full service, media, digital, promo, PR, event, etc.], media owners; retailers; etc.

COMPANY CREDITS

Lead Agency [1 required, 2 maximum]

Client [1 required, 2 maximum]

Contributing Companies [0 required, 4 maximum]

Co-Lead Agencies: You may credit a second Lead Agency and they will be given equal recognition by Effie. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry – you may not add or remove them after the entry period.

In-house Work: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.

INDIVIDUAL CREDITS

Primary Individual Credits [0 required, 10 maximum]

Secondary Individual Credits [0 required, 30 maximum]

Client and Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the **Authorization & Verification Form**, which can be downloaded in the Entry Portal after you have input all credits.

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6. CONFIDENTIALITY & PUBLICATION

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.

The Organizer respects that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set **publishing permission for the written entry**. Entrants may select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED

You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

PUBLISH AN EDITED VERSION OF THE WRITTEN CASE

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information; however, you may not redact the entire results section.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways [effie.org, partner websites/publications], along with your public facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

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CONFIDENTIALITY & PUBLICATION [Cont.]

The Effie Awards entry and judging process is designed to help all entrants present their work effectively while ensuring the confidentiality of classified information.

Judging

Judging events 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. As with all data points, be sure to include context so that judges understand the significance of the data. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

Creative Work & Publicity Materials: The creative materials [reel, images, publicity materials] and case summary you submit into the competition 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.

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7. THE EFFIE INDEX

The Effie Index, the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company.

The credits submitted for entries that become Finalists and Winners in the Effie Awards Malaysia will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.

The Organizers request that all entrants communicate with their own corporate/communications office and offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.

8. WINNING AN EFFIE

CAMPAIGN SUMMARY (Limit 90 words)

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

TROPHIES & CERTIFICATES

All winning entries will receive a trophy and certificate. The client and lead agency are the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy.

Winner may purchase duplicate or personalized trophies as long as their name appears in the list of credits.

POINTS SYSTEM

Lead Agencies, Brands & Marketers receive:	Contributing Agencies receive:
Grand Effie – 48 points	Grand Effie – 24 points
Gold – 24 points	Gold – 12 points
Silver – 12 points	Silver – 6 points
Bronze – 6 points	Bronze – 3 points
Finalist – 2 points	Finalists – 1 point

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9. CATEGORIES OVERVIEW

9.1 INDUSTRY CATEGORIES

1. **Automotive – Aftermarket:** Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
2. **Automotive – Vehicles:** Cars, trucks, motorcycles, vans. Both brand and model advertising.
3. **Beauty & Fragrance:** Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, etc.
4. **Beverages – Alcohol:** Beer, champagne, liquor, wine, hard seltzers, wine coolers, etc.
5. **Beverages – Non-Alcohol:** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc. *(For energy drinks, please see Health, Fitness & Wellness in the industry category)*
6. **Culture & The Arts:** Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.
7. **Delivery Services:** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.
8. **Education & Training:** Includes all educational organizations and institutions, training programs, job/career sites, etc.
9. **Electronics:** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
10. **Entertainment & Sports:** Includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc. *(See Gaming & E-Sports category for video games.)*

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INDUSTRY CATEGORIES, Cont.

- 11. Fashion & Accessories:** Includes all apparel, accessories, jewelry, styling services, clothing rentals, etc.
- 12. Food:** Fresh, packaged, and frozen foods.
(For snacks & desserts, see the Snacks & Desserts category.)
- 13. Gaming & e-Sports:** All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online and computer games.
- 14. Government & Public Service:** Municipal or state economic development, lotteries, utilities, civil, diplomatic, or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.
- 15. Health & Wellness - Health, Fitness & Wellness:** Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs, training camps and facilities, etc.
- 16. Health & Wellness - Healthcare Services:** Efforts developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies, or chronic care facilities. Efforts may be targeted to healthcare professionals, patients, and/or consumers.
- 17. Health & Wellness – OTC:** Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category – there are separate categories for Beauty & Fragrance, Health, Fitness & Wellness, and Personal Care efforts.
- 18. NEW Health & Wellness - Rx - Consumer/DTC:** Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.
- 19. NEW Health & Wellness - Rx – Devices:** Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase. Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort.

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INDUSTRY CATEGORIES, Cont.

- 20. NEW Health & Wellness - Rx – Professional:** Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.
- 21. Home Furnishings & Appliances:** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.
- 22. Household Supplies:** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, lawn care, etc.
- 23. Insurance:** Marketing promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), except for health insurance service providers. (Health insurance companies, see Healthcare Services.)
- 24. Internet & Telecom:** Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.
- 25. Leisure & Recreation:** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.
- 26. Media & Entertainment Companies:** TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
- 27. New Product or Service - Introduction:** Efforts 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 required to enter this category instead of their industry category. Address the category situation and how your product/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?

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INDUSTRY CATEGORIES, Cont.

- 28. New Product or Service - Line Extension:** Efforts used to support a 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.). New extensions can either enter this category OR an industry category. Address the category situation, how your product/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? (For Commerce & Shopper efforts, enter the Commerce & Shopper: New Product or Service Introduction category.)
- 29. Non-Profit:** Not-for-profit organizations of all types including charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc. (Non-profit health advocacy & awareness campaigns, see the Specialty Categories - > Health & Wellness - Disease Awareness & Education category.)
- 30. Personal Care:** Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc. (For items focusing on beauty, see Beauty & Fragrance category.)
- 31. Pet Care:** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.
- 32. Professional Services:** Includes services such as accounting, consulting, legal, staffing, recruiting, real estate, domestic services, etc.
- 33. Restaurants:** Quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.
- 34. Retail:** All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewelry stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.

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INDUSTRY CATEGORIES, Cont.

- 35. Snacks & Desserts:** Ice cream, candy, chips, cookies, bakery items, nut, fruit and vegetable snacks, popcorn, etc.
- 36. Software:** Software, groupware, operating systems, SaaS/IaaS, and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
- 37. Transportation:** All transportation methods: air, train, bus, taxi, rideshare services, subway systems, bike shares, scooter shares, car rentals, ferries, etc.
- 38. Travel & Tourism:** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

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9.2 SPECIALTY CATEGORIES

AUDIENCE CATEGORIES

1. **Business-to-Business:** For marketing efforts from businesses targeting other businesses. Includes B2B efforts for any type of product or service, from any marketplace segment. Enter in one of two sub-categories:

- **Business-to-Business – Products**
- **Business-to-Business – Services**

2. **Multicultural:** Any effort whose success was dependent on effectively and authentically connecting with a specific cultural or ethnic group. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry and the potential halo effect on the wider audience. Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission.

Note: Judges may not be familiar with the brand's particular segment, so showcase and explain details that may be missed to help them understand cultural nuances and context. Enter in one of three sub-categories:

- **Multicultural – Non-Profits**
- **Multicultural – Products**
- **Multicultural – Services**

3. **Youth Marketing:** This category honors efforts that successfully communicate to teens or young adults. The entry should be written in a way that identifies how the case was created and specifically directed to this audience, and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission.

Note: Judges may not be familiar with this particular youth audience, so showcase details that may be missed. Enter in one of two sub-categories:

- **Youth Marketing – Products**
- **Youth Marketing – Services**

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SPECIALTY CATEGORIES, Cont.

BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING CATEGORIES

As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program. If the content was part of a larger campaign, demonstrate the contribution of the content as part of that campaign.

- 4. Brand Content & Entertainment:** For efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of the entry should be content designed to be consumed/ experienced and sought out by the consumer for entertaining or informative reasons. Entrants must detail the content, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently and can include longform entertainment. Note: Judges will expect to understand why branded content was chosen as a tactic. Enter in one of two sub-categories:

 - **Brand Content & Entertainment – Products**
 - **Brand Content & Entertainment – Services**
- 5. Brand Integration & Entertainment Partnerships:** This category honors brands that have effectively reached their audience via strategic integrations and entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly explain the selection process of the partner, and how this partnership led to the results that met the brand objectives.

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SPECIALTY CATEGORIES, Cont.

BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING CATEGORIES, Cont.

- 6. Experiential Marketing:** This category is to showcase brand experiences beyond traditional advertising – work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a “brick and mortar” retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor. Enter in one of three sub-categories:

- **Experiential Marketing: Live**
- **Experiential Marketing: Digital**
- **Experiential Marketing: Hybrid**

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SPECIALTY CATEGORIES, Cont.

BUSINESS ACHIEVEMENT CATEGORIES

- 7. Corporate Reputation:** Marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image, and 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.
- 8. David vs. Goliath (Traditional):** This is an award for smaller brands, or new/emerging brands that are less than five years old making inroads against big, established leaders, taking on “sleeping giants,” beyond their current category and set of competitors to tackle a dominant leader. Entrants must detail the business challenge, the competitive landscape, and how the business succeeded despite the odds. Define your competitive landscape, including the market difference between the David and Goliath to demonstrate why the brand was a Traditional David. Note: Judges will deduct from the case without sufficient proof that the submitting brand is a Traditional David.
- 9. David vs. Goliath (Situational):** This is an award for larger brands that are successfully competing at a disadvantage in their market. Entrants must detail the business challenge, the competitive landscape, and how the business succeeded despite the circumstantial odds. Define your competitive landscape, including the market difference between the David and Goliath to demonstrate why the brand was a Situational David. Note: Judges will deduct from the case without sufficient proof that the submitting brand is a Situational David.

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SPECIALTY CATEGORIES, Cont.

BUSINESS ACHIEVEMENT CATEGORIES, Cont.

- 10. Marketing Disruptors:** For efforts that grew the business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Detail the marketing challenge, the competitive landscape, and how the brand succeeded by changing the existing marketing model for the brand/category. Note: Judges will deduct from the case without clear articulation regarding how the marketing was disruptive for the brand/category. Enter in one of two sub-categories:
- **Marketing Disruptors – Products**
 - **Marketing Disruptors – Services**
- 11. Renaissance:** For rebirth campaigns. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded. Note: The entry must address the previous marketing investment and strategy as part of the context. Also, provide detail on the length of the renaissance.
- 12. Small Budgets:** To be eligible, an entry may not be for a line extension and must represent the only marketing efforts for the brand during the time period. The value of donated and non-traditional media as well as activation costs must be included. Budget eligibility is a maximum spend of RM500,000.

Enter in one of three sub-categories:

- **Small Budgets – Non-Profit**
- **Small Budgets – Products**
- **Small Budgets – Services**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

BUSINESS ACHIEVEMENT CATEGORIES, Cont.

- 13. Sustained Success:** Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition year's results. Work 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. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time. Enter in one of three sub-categories:

- **Sustained Success – Non-Profits**
- **Sustained Success – Products**
- **Sustained Success – Services**

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the **Sustained Success form**.

- 14. Timely Opportunity:** This category spotlights effective strategic efforts that were able to generate desired results as a direct outcome from a single significant moment of activity. Cases should show how the brand or product/service was put in an intensely bright spotlight to create immediate, measurable, unexpected, and unconventional impact. The best examples include live experiences, moments, stunts, and tactics, online and offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns. Enter in one of two sub-categories:

- **Timely Opportunity – Products**
- **Timely Opportunity – Services**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

COMMERCE & SHOPPER CATEGORIES

Honoring the most effective integrated campaigns based on a specific shopper insight and designed to engage the shopper and guide the purchase process to achieve conversion. An effort may be entered into a maximum of two Commerce & Shopper categories.

- 15. NEW Category/Aisle Evolution:** Some of the most impactful efforts occur when a deep understanding of shoppers' attitudes, behaviors, and needs lead to innovative category/aisle evolution, whether in-store, online or both. Entrants must outline how the effort utilized shopper activation at shelf or shopper awareness of evolution to enhance the shopping experience and drove greater engagement, conversion, and category growth. Successful entries in this category will be sustainable evolutions and not simply promotional in nature.
- 16. NEW Challenger Brand Solution:** This is an award for smaller, new, or emerging brands that are making inroads against big, established leaders, taking on "sleeping giants," or moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader. (Challenger brands are defined as having less than 15% of branded market share in the product/service category.) Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. Requirements include a definition of the competitive landscape, including the market difference between the entered brand and its top competitors to demonstrate why this brand is a challenger.

Note: Judges will deduct from the case if sufficiently proof that the brand is appropriately classified as a challenger brand is not included.

- 17. NEW Crisis Response/Critical Pivot:** This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

COMMERCE & SHOPPER CATEGORIES, Cont.

- 18. Digital Commerce (formerly E-Commerce):** This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.
- 19. Experiential Commercial Marketing (formerly Experiential Shopper Marketing):** This award features work that truly brought a brand, product, or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product/brand personality. As long it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to audiences to establish meaningful relationships, engaging experiences, and unique connections. Entrants in this category must address how the experience related back to the overall brand strategy.
- 20. Media Innovation:** This award showcases those who had the insight and creativity to change the way a particular media channel was consumed, or to create a new channel. The award goes to brands and retailers who went beyond the conventional approach to grab their shoppers’ attention and effectively engage them. Identify the specific target and how the campaign influenced conversion. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels (known, or that have not yet been met). Note: All entries must specifically address what was innovative and the conversion achieved. Write the entry to address the category and/or brand situation and provide clear articulation of how the media was used innovatively.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

COMMERCE & SHOPPER CATEGORIES, Cont.

- 21. Multi-Brand Shopper Solution:** Shoppers are looking for ways to tackle everyday challenges, whether it's what to prepare for dinner or how to maintain a beautiful lawn – they seek all-in-one solutions. This award celebrates multi- brand/product/manufacture solutions that came together to address exactly what their target shopper needed.

Entries into this category must address the rationale behind the creation of these differentiated shopper solutions. Brands may be from a single manufacturer or multiple manufacturers. Shopper solutions may be developed by manufacturer(s) and/or retailers.

- 22. Multi-Retailer Program:** For campaigns that ran with a central idea and executed that idea via dedicated rollouts to three or more different retail chains. Cases in this category will highlight and explain both the cohesive thread working at each retailer, and the specific customizations that were done for each retailer. Entrants should outline the specific barriers and challenges in tailoring their solution to each retailer – elaborating on the nuances among the shopper segment and insights at each retailer, differences in retail environments, etc.

- 23. New Product/Service Introduction:** To enter this category, the case must address the commerce/shopper effort surrounding the launch of a new product/service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time. If submitting an effort that was part of, or inspired by, a national campaign, explain how you adapted it for the shopper and the retailer.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

COMMERCE & SHOPPER CATEGORIES, Cont.

- 24. Omni-Channel Shopper Solution:** Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs. Enter brands that have ensured an effective, connected shopper journey and showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers' path to purchase. In- store, online, customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption – it could entail anything – as long as the case illustrates how it was all connected to provide a fully integrated "shopperjourney" from beginning to end.
- 25. UPDATED Retail Media:** This category highlights the success achieved through strategic collaborations between retail media networks and brands, driving measurable business growth for both parties. Whether digital or in-store, or omnichannel, demonstrate how your efforts were tailored to specific customer segments using data-driven insights. Showcase the use of multiple channels, both online and offline, to deliver a cohesive and effective campaign that resonates with your target audience and drives tangible results for both retailer and brand.

Enter one of three sub-categories:

- **Digital Commerce** - use a retail media digital ecosystem (e.g., digital advertising, marketplace) to drive an online purchase
- **In-Store Retail** - use of retail media in-store to drive a sale
- **Omnichannel** - follow through from digital to in-store to drive to purchase

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SPECIALTY CATEGORY DEFINITIONS, Cont.

COMMERCE & SHOPPER CATEGORIES, Cont.

- 26. Seasonal/Event:** This category features events, platforms, or programs that were created to meet the demands of the shopper that are driven by a season, holiday or cultural event. Entrants must explain the insight into their shoppers that led to adjusting product and/or creating events/seasonally based platforms and programs to be in line with their needs and shopping mindset during a specific time period. Innovative shopper events, strategically created by the retailer and/or manufacturer, may enter as well.
- 27. NEW Single-Retailer Program:** For campaigns that ran with a tailored, retailer-specific idea and executed that idea at a single retail chain (mass merchants, supermarkets, drugstores, warehouse clubs, pure play digital commerce stores, etc.). The work in this category will provide insights as to how an effort was effectively designed to work with the retailer and the shoppers of that retailer. Entrants should elaborate on the specific shopper barriers affecting their brand at that retailer and how they addressed those issues in a customized way for that retailer.
- 28. Sustained Success:** Commerce and shopper marketing efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, you must include at least three years of creative work and case results, and you must include the current competition year's work/results. Work 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. As part of your entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the **Sustained Success form**.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

DIGITAL CATEGORIES

Honoring the most effective convergence of data, technology and all forms of creative that maximize end user engagement and conversion.

- 25. NEW Artificial Intelligence (AI):** For the AI Category, entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimizing operations, increasing sales, or any other measurable objective.

Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

- 26. Direct-to-Consumer:** This category is for effective marketing efforts from direct-to-consumer businesses. DTC efforts for any type of product or service, from any marketplace segment, are eligible.

- 27. Engaged Community:** This category is about managing effective, engaged communities. Entrants are brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act, or amplify messaging in a way that directly relates to the brand's goals. State clearly how the brand managed the community, defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business. Enter in one of two sub-categories:

- **Engaged Community – Products**
- **Engaged Community – Services**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

DIGITAL CATEGORIES, Cont.

- 28. UPDATED Influencer Marketing:** This category recognizes brands that successfully partnered with influencers to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, and bloggers. Clearly define the strategy, target audience, and why the influencer was chosen. Highlight how the influencer engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.
- 29. UPDATED Performance Marketing:** This category celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimization. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalization at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.
- 30. UPDATED Social Media:** This category celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element. Provide a clear rationale for using social media, demonstrate its direct impact on audience behavior, and show how it drove measurable business results. Enter in one of two sub-categories:
- **Social Media – Products**
 - **Social Media – Services**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

HEALTH & WELLNESS CATEGORIES

Honoring effective marketing within the healthcare industry. Please note these categories feature both Industry categories (max. 1 per effort) and Specialty categories.

Note: Disease Awareness & Education efforts must enter one of these categories – they may not enter Positive Change categories.

- 31. NEW Disease Awareness & Education: Charitable/Research Funding:** Efforts dedicated to generating funding/donations/support for research, treatment, and care of specific health conditions.
- 32. NEW Disease Awareness & Education: Non-Profit:** Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.
- 33. NEW Disease Awareness & Education: Pharma/Corporate:** Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

MARKETING INNOVATION SOLUTIONS CATEGORY

This category awards innovative single marketing and business activities or entire marketing programs. If communication was a significant element of marketing mix, work should be submitted in another category.

- 34. Business/Product/Service Innovation:** This category awards innovative single marketing and business activities or entire marketing programs. Submit any action or business idea regarding innovation for the product, service, or business that has had an exceptionally positive impact on the market position. Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation for the business, product or service; consumer involvement in product development; operation change, etc.
- 35. Customer Experience:** This category awards innovative single marketing and business activities or entire marketing programs. Submit any action or business idea regarding customer experience innovation that has had an exceptionally positive impact on the market position of a business, brand, product or service. Examples of eligible activities in this category include: design, technology or UX innovation for the customer experience; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

MEDIA CATEGORIES

These categories reflect the importance of the use of media in driving effectiveness and will be judged by experts within the media industry across brands, agencies, and media owners. Submissions must speak to the media channel choices and measurement methodologies.

- 36. Data-Driven:** Data-driven is the application of data and/or technology to connect people to the brand at the right moment/s. These efforts should prove how they specifically utilized data to drive creativity or to optimize media to improve business outcomes (brand kpis, ROI, performance marketing measures, etc.).

The best examples will recognize the interplay and application of data, inclusive of automation and AI, to engage with and/or deliver to a precise audience and achieve the best results. To enter, your case must detail the role that data had within the creative and/or media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilize personalized/custom-tailored creative messages.
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

- 37. UPDATED Media Content Partnerships:** This category recognizes brand-media partnerships that created and activated original content beyond traditional advertising. These partnerships should showcase innovative consumer connections through integrated communication channels centered on creative and strategic content. Each activation channel should demonstrate how the media company contributed to the campaign's effectiveness and impact. Submissions must detail the strategic rationale for the partnership, the selection process, and how the partnership led to results that achieved the brand's objectives.

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SPECIALTY CATEGORY DEFINITIONS, Cont.

MEDIA CATEGORIES, Cont.

- 38. Media Idea:** This category is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring and there are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking – where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.
- 39. Media Innovation:** This award showcases those who had the insight and creativity to change the way a particular media channel is consumed, or to create a new channel. The award will go to brands who reached out of the conventional approach to grab their audience and effectively engage with them. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met. Note: All entries must specifically address what was innovative and the results achieved. Address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimized the results. Enter in one of two sub-categories
- **Media Innovation - Emerging & New Channels**
 - **Media Innovation - Existing Channel**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

POSITIVE CHANGE CATEGORY

in collaboration with the World Economic Forum

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing. The program has two tracks - Environmental and Social Good.

- 40. Environmental:** For 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. Show how effective marketing programs 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. 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, service or action for the first time.
- Product/Service Substitution – Switching to a more sustainable product, service or action.
- Change in Use – Using a product/service more sustainably than before or taking a more sustainable action.

Enter in one of the two sub-categories:

- **Environmental – Brands**
- **Environmental – Non-Profit**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

POSITIVE CHANGE CATEGORY, Cont.

- 41. Social Good:** For marketing efforts proven effective in solving/impacting a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities with inspired action. Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more diverse, equitable and inclusive society; or creating equal opportunities at work and in wider society for all members of our society. Any effort that sets out to give back in some way for the greater good is eligible to enter, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Note: Efforts focused on disease awareness & education are not eligible in the Positive Change categories.

Enter in one of three sub-categories:

- **Social Good – Brands**
- **Social Good – Non-Profit**
- **Social Good – Diversity, Equity & Inclusion**

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SPECIALTY CATEGORY DEFINITIONS, Cont.

TOPICAL & ANNUAL EVENT CATEGORY

Entrants can enter a single effort into a maximum of one of the below categories.

- 42. UPDATED Crisis Response/Critical Pivot:** This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.
- 43. Current Events:** For cases that effectively leveraged immediate relevance, interest, or importance via a targeted marketing/PR strategy around current news and events (e.g., World Cup, Olympics, economic situations, social issues, etc.). Note: Annual events should enter the Seasonal Marketing category.
- 44. Seasonal Marketing:** Seasons, holidays and annual events allow marketers the opportunity to build strategic efforts based on the time-based interests of their target audience. This category honors those efforts that effectively capitalized on a season, holiday, or annual cultural event to drive results for their business. Submit in one of two sub-categories:
- **Seasonal Marketing – Products**
 - **Seasonal Marketing – Services**

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10. REASONS FOR DISQUALIFICATION

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

- 10.1 Results not referenced.** All data presented MUST reference a specific, verifiable source. This could be advertiser data, agency research or 3rd 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".
- 10.2 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".
- 10.3 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.
- 10.4 Including results on the creative reel.** You are not allowed to include results on the creative reel. Refer to the creative reel instructions.
- 10.5 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.)
- 10.6 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.
- 10.7 Word limits:** Keep within the word limits in each section.
- 10.8 Incomplete Entry.** You must fill out every section of the Entry Form.
- 10.9 Missing translation** - Creative materials submitted for consideration that are not in English require a translation.

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11. CONTACT INFORMATION

Need help or advice? Visit www.malaysiaeffie.com or contact the Effie Awards Malaysia Coordinator, Amy Tan amy.tan@macomm.com.my or Kandesh kandesh@macomm.com.my or call 03-7613 1510.

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