



ENTRY KIT 2023



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1. INTRODUCTION

Welcome to the 2023 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 for the rankings.

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2. COMPETITION CALENDAR

26 June to 8 August 2023	Competition Open for Entries
*Cut-off time for all deadlines is MALAYSIA time 3:00pm.	1 st Deadline: 8 August 2023
	2 nd Deadline: 15 August 2023
	Final Deadline: 22 August 2023
	Last Chance: 5 September 2023
Middle September 2023	Judging Round One
End September 2023	Judging Round Two
Middle October 2023	Effie Awards Malaysia Gala

Qualifying Period: 1 June 2022 to 31 May 2023

3. WHAT'S NEW IN 2023

3.1 Categories

There are new categories in the 2023 Effie Awards Malaysia, see Section 10 for the detailed category definitions.

3.2 Points System for Special Awards

The points system has been revised to align with the latest changes in the points for the Effie Index. For more information, see Section 9.

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4. ENTRY BASICS

4.1 DEADLINES & FEES

Deadlines	Entry Deadlines	Per Entry Fee		
		4As member	MSA/MAA member	Non-member
First	8 August 2023 by 3.00pm	RM1,500-00	RM1,800-00	RM2,250-00
Second	15 August 2023 by 3.00pm	RM2,500-00	RM3,000-00	RM3,750-00
Final	22 August 2023 by 3.00pm	RM3,000-00	RM3,600-00	RM4,500-00
Last Chance	5 September 2023 by 3.00pm	RM3,600-00	RM4,320-00	RM5,400-00

4.2 PAYMENT PROCEDURE

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

4.2.2 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

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

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4.2.3 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]

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

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

4.3 REFUND POLICY

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

4.3.2 Any case that has been submitted and later withdrawn, shall not be entitled to a refund.

4.3.3 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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4.4 ELIGIBILITY

4.4.1 **All marketing efforts that ran in Malaysia at any point between 1 June 2022 and 31 May 2023 are eligible to enter.**

4.4.2 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.

4.4.3 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.

4.4.4 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.

4.4.5 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.

4.4.6 **Eligibility for Sustained Success:** Any local or international brand that has been marketed in Malaysia for **at least 3 years as of 31 May 2020**, is eligible to enter.

4.4.7 **Reentering Past Winning Work:** If your work continued running in this year’s eligibility window and you have results from this eligibility window you may re-enter past winning efforts within the following requirements –

- 2022 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.
- 2022 David vs Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs Goliath this year.

4.4.8 **Repeat Campaigns:** You may re-submit campaigns from prior Effie competitions if they continue to air during the qualifying time and the results data included in the submission are those results specific to the qualifying period stated above.

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4.4.9 Entering Multiple Categories:

- You may enter an effort only into one (1) Industry category.
- Each campaign can only enter FOUR (4) categories; either one (1) Industry category + three (3) Specialty categories, or four (4) Specialty categories.
- For Specialty categories, you are allowed to enter the same campaign into multiple categories. The campaigns that were submitted in Industry category can also be entered into the Specialty categories.
- 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.

4.4.10 Online Entry Submission:

To enter Effie Awards Malaysia 2023, 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 26 June 2023.

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4.5 RULES

- 4.5.1 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.
- 4.5.2 Test efforts are not eligible.
- 4.5.3 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.
- 4.5.4 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.
- 4.5.5 Effie Awards Malaysia reserves the right to re-categorize campaigns, split/redefine categories and/or refuse any entry at any time.
- 4.5.6 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.
- 4.5.7 All decisions made by Effie Awards Malaysia in all matter relating to the competition shall be final and binding.

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5. ENTRY FORM & REQUIREMENTS

5.1 Overview

- 5.1.1 Entries can ONLY BE SUBMITTED ONLINE in the Entry Portal at <https://effie-malaysia.acclaimworks.com/>
- 5.1.2 Before you begin, **DOWNLOAD TEMPLATE ENTRY FORMS** from <https://www.malaysiaeffie.com/> It will help you craft an effective entry.
- 5.1.3 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.
- 5.1.4 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.
- 5.1.5 There are three (3) entry forms for 2023 Effie Malaysia competition:
- Main Entry Form
 - Performance Marketing Entry Form
 - Sustained Success Entry Form
- 5.1.6 **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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5.2 ONLINE ENTRY PORTAL

5.2.1 Entry can only be submitted online.

5.2.2 The 2023 Online Entry Portal is available at <https://effie-malaysia.acclaimworks.com/> and will open on 26 June 2023.

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

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

5.2.5 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.

5.2.6 The Online Entry Portal includes the following steps:

- Entrant Details
- Online Entry Form
- Additional Backend Data
- Uploads
 - Creative communication reel [mp4]
 - Samples of your work [.jpeg] – Optional
 - Case image [.jpeg]
 - Authorization & Verification Form [.jpeg]

5.2.7 **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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5.3 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 Pillars of Marketing Effectiveness:

5.3.1 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.

5.3.2 SCORING SECTION 2: Insights & Strategic (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.

5.3.3 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.

5.3.4 SCORING SECTION 4: The 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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5.4 SOURCING DATA

5.4.1 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.

5.4.2 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.

5.4.3 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].

5.4.4 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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5.5 IMPORTANT TIPS

- 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.** Concise written entries are not only refreshing – they stand out & encourage high marks.
- 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

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5.6 CREATIVE REQUIREMENTS

- 5.6.1 Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which also includes your written response to Question 3A-3C and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.
- 5.6.2 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.).
- 5.6.3 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 if you feel necessary, but ensure that this explanation does not interfere with judge's ability to review enough examples of your creative work.
- 5.6.4 Judges are required to read the written case before viewing the creative materials, 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.
- 5.6.5 **DO NOT INCLUDE** the following in your creative materials:
- Results of any kind – including numbers of social media likes, followers, etc.
 - Competitors' works or logos.
 - Agency names, logos or images in the video or in the file name.
 - 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 that work ran in the marketplace e.g. music or voiceover added on top of TV spots.
- 5.6.6 **CREATIVE REEL RULES**
- Only 1 creative reel per entry.
 - 250 MB maximum file size
 - .mp4 format
 - High resolution: 16:9 at 1920 X 1080
 - Maximum 3 minutes [4 minutes for Sustained Success]
 - Do not include any agency names/logos in the video or in the file name.

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- g) For Sustained Success entries, in view of the 3+ years span for this category, you may submit up to 4-minutes of creative reel, 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.
- h) Must include at least one (1) complete example of each integral touchpoint, as described in your written response in Scoring Section 3.
- i) If you are including non-English work, you must include translation as subtitles in your creative reel.

5.6.7 **CREATIVE IMAGES RULES**

- a) 2 images required; 6 images maximum per entry
- b) .jpg / .jpeg format
- c) After judges read your case and watch the reel, they review images of your work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.
- d) If can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.
- e) This is an opportunity to showcase your creative work:
 - Highlight elements that are better seen as a still image vs. video format.
 - Draw further attention to key elements you wish to highlight.

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6. 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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7. 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'd]

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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8. 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.

9. 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 is 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
 Gold – 24 points
 Silver – 12 points
 Bronze – 6 points
 Finalist – 2 points

 Grand Effie – 24 points
 Gold – 12 points
 Silver – 6 points
 Bronze – 3 points
 Finalists – 1 point

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10. CATEGORIES OVERVIEW

10.1 INDUSTRY CATEGORIES

1. **NEW: 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. **Delivery Services:** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.
7. **Education & Training:** Includes all educational organizations and institutions, training programs, job/career sites, etc.
8. **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.
9. **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.)*
10. **NEW: Fashion & Accessories:** Includes all apparel, accessories, jewelry, styling services, clothing rentals, etc
11. **Finance:** Financial products and services including: overall corporate/brand image and capabilities of a financial institution or specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.

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INDUSTRY CATEGORIES [Cont.]

12. **NEW: 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 Services:** Municipal or state economic development, lotteries, utilities, civil, diplomatic, or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.
15. **NEW: 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. **NEW: 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. **NEW: 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: Home Furnishings & Appliances:** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator’s supplies, paint, wallpaper.
19. **Household Supplies:** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, lawn care, etc.
20. **NEW: 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.)

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INDUSTRY CATEGORIES [Cont.]

- 21. Internet & Telecom:** Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone and TV), etc.
- 22. NEW: 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.
- 23. Media & Entertainment Companies:** TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
- 24. 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?
- 25. NEW: 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 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? (For Commerce & Shopper efforts, enter the Commerce & Shopper: New Product or Service Introduction category)
- 26. 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.)
- 27. NEW: Pet Care:** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.
- 28. Real Estate:** Real estate websites, brokers, homes, condos, rentals, malls, etc. Both commercial & residential real estate.

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INDUSTRY CATEGORIES [Cont.]

- 29. Restaurants:** Quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.
- 30. 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.
- 31. Snacks & Desserts:** Ice cream, candy, chips, cookies, bakery items, nut, fruit and vegetable snacks, popcorn, etc.
- 32. Software:** Software, groupware, operating systems, SaaS/IaaS, and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
- 33. NEW: Transportation:** All transportation methods: air, train, bus, taxi, rideshare services, subway systems, bike shares, scooter shares, car rentals, ferries, etc.
- 34. Travel & Tourism:** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

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10.2 SPECIALTY CATEGORIES

AUDIENCE CATEGORY

- 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

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.

- 2. Branded Content & Entertainment:** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content 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 created, 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
- 3. Brand Integration & Entertainment Partnerships:** This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

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BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING CATEGORIES [CONT.]

4. **NEW: 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 the three sub-categories:
- Experiential Marketing: Live
 - Experiential Marketing: Digital
 - Experiential Marketing: Live & Digital

BUSINESS ACHIEVEMENT CATEGORIES

5. **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.
6. **David vs. Goliath:** 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. 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 David.

Note: Judges will deduct from the case without sufficient proof that the submitting brand is a David in the situation.

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BUSINESS ACHIEVEMENT CATEGORIES [CONT.]

- 7. 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

- 8. 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.

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BUSINESS ACHIEVEMENT CATEGORIES [CONT.]

- 9. 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 section.

COMMERCE & SHOPPER CATEGORIES

- 10. NEW: Data-Driven:** Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Submissions should explain how entrants utilized data (i.e., category data, retail channel data, shopper data) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives and impact the purchase decision. Highlight any advanced analytic capabilities that contributed to the success of the program, such as market mix modeling, price elasticity, and Return on Investment (ROI) measurement and analysis.
- 11. E-Commerce:** The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce 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 with e-commerce. Submissions in this category will be solely evaluated on e-commerce effectiveness.

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COMMERCE & SHOPPER CATEGORIES [CONT.]

12. NEW: 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, or led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product or 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, memorable engaging experiences, and unique connections. Entrants in this category must address how the experience related back to the overall brand strategy.

13. 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.

14. NEW: 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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COMMERCE & SHOPPER CATEGORIES [CONT.]

- 15. NEW: 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. Instore, 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 "shopper journey" from beginning to end.
- 16. NEW: 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.
- 17. 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 31 May 2020, 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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DIGITAL CATEGORIES

- 18. Direct to Consumer:** This category is for effective marketing efforts from direct to consumer (DTC) businesses. DTC efforts for any type of product or service, from any marketplace segment, are eligible to enter.
- 19. 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.

Enter in one of two sub-categories:

- Engaged Community – Products
- Engaged Community – Services

- 20. Influencers Marketing:** For brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Influencers/opinion leaders may be a social media/vertical platform leaders, brand ambassadors, bloggers, etc. – from micro to macro. Clearly identify the strategy, the desired audience, and why the influencer was important to that audience. Explain why the brand selected that influencer, what the influencer did for the audience, how they were used to carry out marketing activities, and what consumer behaviors were impacted, and a result, how the business was impacted.
- 21. Performance Marketing:** This category recognizes the most effective performance marketing efforts. To participate your effort must be lead by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing KPIs.

NOTE: Entrants must use the performance marketing entry form when submitting under this category.

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DIGITAL CATEGORIES [CONT.]

- 22. Social Media:** This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. Measure and prove the commercial value of social through the direct effect it had on audience behavior or perceptions and demonstrate correlation with the achieved business results. Enter in one of two sub-categories:

- Social Media – Products
- Social Media – Services

MARKETING INNOVATION SOLUTIONS CATEGORIES

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.

- 23. 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.
- 24. 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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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.

- 25. Data-Driven:** For the application of data and technology used to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilized data to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results. To enter, the case must detail the role that data had within the 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.

- 26. Media Content Partnerships:** For efforts based on partnerships between a brand and a media owner/platform to create and activate original media content beyond traditional advertising. Partnerships should demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centered on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.

Submissions must detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

- 27. 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.

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MEDIA CATEGORIES [CONT.]

- 28. 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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POSITIVE CHANGE CATEGORIES

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.

- 29. 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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POSITIVE CHANGE CATEGORIES [CONT.]

- 30. 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

TOPICAL & ANNUAL EVENTS CATEGORIES

- 31. NEW: Crisis Response/Critical Pivot:** For brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g., pandemic, social justice movement, political events, etc.). Entrants need to pinpoint the pivot, and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. Demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.
- 32. 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.

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TOPICAL & ANNUAL EVENTS CATEGORIES [CONT.]

33. NEW: 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 subcategories:

- Seasonal Marketing – Products
- Seasonal Marketing – Services

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11. JUDGING CRITERIA

11.1 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:

• Challenge, Context & Objectives	= 23.33%
• Insights & Strategic Idea	= 23.33%
• Bringing The Strategy & Idea To Life	= 23.33%
• The Results	= 30%

	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.

11.2 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 if it is from the agency or company where they work.

11.3 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.

11.4 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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12. REASONS FOR DISQUALIFICATION

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

- 12.1 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".
- 12.2 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".
- 12.3 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.
- 12.4 Including results on the creative reel.** You are not allowed to include results on the creative reel. Refer to the creative reel instructions.
- 12.5 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.)
- 12.6 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.
- 12.7 Word limits:** Keep within the word limits in each section.
- 12.8 Incomplete Entry.** You must fill out every section of the Entry Form.
- 12.9 Missing translation** - Creative materials submitted for consideration that are not in English require a translation.

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13. CHECKLIST

The following are required to complete your submission:

ITEM	DESCRIPTION
Entry Form	To be filled ONLINE NOTE: Sample entry forms can be downloaded from Effie Malaysia website [https://www.malaysiaeffie.com/].
Creative Reel	One (1) high-quality 3-minute maximum. For Sustained Success, 4 minutes maximum. Size should not exceed 250 MB. In .mp4 format Translation: All non-English commercial/creative execution should be with English subtitles.
Credits Form	Eight (8) companies and a minimum of ten (10) individuals to be credited on an entry
Creative Image of Your Work	Upload 2 Hi-RES (.jpeg) that best represents the essence of your case. This will be used on the website, Awards Gala, media promotions and educational purpose.
Case Summary	A brief summary – 90 words – that best describes the challenge, how/why of the strategies implemented and results. Will be used on the website, Awards Gala and for media promotion.
Authorization & Verification Form	A declaration that the submitted information is true and accurate. It also affirms that all the parties, clients and agencies, have agreed to participate.
Payment	Check/pay the order in favor of The Association of Accredited Advertising Agents Malaysia

IMPORTANT: All the above is mandatory to complete your submission.

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14. 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 Wong Siew Wai siewwai@macomm.com.my or call 03-7613 1510.

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