



2022 PERFORMANCE MARKETING ENTRY FORM TEMPLATE

Effie Worldwide is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in the world.

As a global, non-profit organization, effectiveness is our only focus. We're the world's largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125 markets. A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketers for years to come.

We wish you all the best in this year's competition.

ENTRY CHECKLIST

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the **Entry Portal**. In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

Responses will need to be copied into the Entry Portal in order to submit your entry. Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.

SEEN BY JUDGES	ADDITIONAL REQUIREMENTS
Written Entry Form (Entry Details/Executive Summary, Questions 1-4, Investment Overview)	Case Background
Creative Examples (Creative Reel, Images)	Company & Individual Credits
	Publicity Materials
	Permissions, Authorization & Verification of Entry

As you prepare your entry, you are encouraged to take advantage of all **entry materials & resources**, including the **Entry Kit**, which includes all detailed rules and regulations.

If you need more information, please contact us via **email**, we'll be happy to help.

REQUIREMENTS

ELIGIBILITY

Data presented must be isolated to the United States & work must have run at some point between 01 November 2020 and 31 May 2022. Do not include results after 31 May 2022. **Exception:** If work launched in October 2020 or ended in June 2022, you may include work/results from that period for review by the judges. Further, results collected between 01 June 2022 to 31 July 2022 that are directly tied to marketing activity within the eligibility period (through 31 May 2022) may be included. Review all Eligibility rules in the **Entry Kit**.

RULE

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.

AGENCY BLIND

Do not include agency names in the written case, creative examples (including file names), or sources.

CHARTS & GRAPHS

Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the **Entry Portal**, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).

EXTERNAL WEBSITES

Do not direct judges to visit external websites - the judges can only review the content provided in your written entry and creative examples.

SOURCES

All data included in the entry form must reference a specific, verifiable source.

TOP TIPS FROM THE JURY

BE CLEAR, CONCISE, COMPELLING & HONEST.

Judges evaluate 6-10 cases in a session - shorter, well-written entries stand out.

CONTEXT IS KEY

Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms.

SPEAK TO THE PERFORMANCE MARKETING CATEGORY

Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align.

TELL A STORY

Write your entry with your audience, Effie Judges with a digital and performance marketing background, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye - address questions you think they will have.

REVIEW

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have - what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.

ENTRY DETAILS

<p>EFFIE ENTRY CATEGORY</p> <p>Review category definitions here. If entering multiple categories, keep category restrictions in mind.</p>
<p>BRAND NAME</p> <p>List the specific brand name here (not the parent company name)</p>
<p>ENTRY TITLE</p> <p>Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.</p>
<p>DATES EFFORT RAN</p> <p>List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the Entry Portal.</p>
<p>REGIONAL CLASSIFICATION</p> <p>Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to the United States.</p>
<p>INDUSTRY SECTOR</p> <p>Classify your brand by one of the available industry sectors.</p>
<p>INDUSTRY/CATEGORY SITUATION</p> <p>Select one.</p>

Performance Marketing

(All other category submissions should use the Standard or Sustained Success entry forms.)

MM/DD/YY - MM/DD/YY

Drop down on portal as follows:

Local / Regional / National / Multinational / Non-English

Drop down list on portal as follows:

Alcoholic Beverages / Automotive / Beauty / Delivery Services / Education & Training / Electronics / Entertainment & Sports / Financial / Food & Beverages (Non-Alcoholic) / Gaming & -Sports / Government, Institutional & Recruitment / Healthcare Products & Services / Household Supplies & Services / Internet & Telecom / Media & Entertainment Companies / New Product or Service Introduction / Non-Profit / Personal Care / Real Estate / Restaurants / Retail Stores / Online Marketplaces / Social Platforms & Services / Software & Apps / Travel, Tourism & Destination Tourism / Other [refer to entry kit for complete list of categories]

Drop down list to choose from:

Growing / Flat / In Decline

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum per line: 20 words.)

The Challenge:

The Insights:

The Strategic Idea/Build:

Bringing the Strategy to Life:

The Results:

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

Provide answer.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

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

Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers. Describe the market context for the performance marketing activities.

(Maximum: 275 words; 3 charts/visuals)

Provide answer.

1B. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the Objectives Guide for examples of Pre-Conversion and Conversion metrics along the customer journey.

Effie is open to all types of objectives; it is the entrant's responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. Present the performance marketing goals and explain how these goals relate back to the overall brand or organization's strategy and objectives.

RESPONSE FORMAT

You have up to 150 words and 3 charts/visuals to set up your objectives and share any overarching explanation to your objectives & KPIs. Then, you will list out each objective individually and select the type of objective. For each objective, provide context for why the objectives were important for the brand and growth of the business.

Provide your objectives overview here. (Maximum of 150 words, 3 charts/visuals)

OBJECTIVE #1 - PRIMARY OBJECTIVE

(Required)

Objective Type

(Select One.)

Awareness / Consideration / Purchase / Loyalty / Advocacy

Not sure what to choose? See additional guidance [here](#)

State Objective

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

OBJECTIVE #2 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

Not sure what to choose? See additional guidance [here](#)

State Objective

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

OBJECTIVE #3 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

Not sure what to choose? See additional guidance [here](#).

State Objective

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

OBJECTIVE #4 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

Not sure what to choose? See additional guidance [here](#).

State Objective

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

DATA SOURCES: SECTION 1

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **Do not include agency names in your sources.**

Provide sources of data included in your responses to Section 1.

SECTION 2: INSIGHTS & STRATEGY

23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change? What information influenced your strategic, creative and performance marketing choices? Note: If the target group changed during the campaign, describe this in Section 3 (Bringing the Strategy & Idea to Life).

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

2B. Explain the thinking that led you to your insight(s). Some insights come from audience, research, data, and analytics. Others come from inspiration. **Clearly state your insight(s) here.**

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategy and strategic idea.

Your answer in this section should include:

- The data and audience insights that led to your strategy & idea.
 - Your data and audience insights should describe how you creatively connected-the-dots between data points to form your overarching strategy and idea. You should discuss how you discovered new ways of identifying your audience and their search and purchase behavior.
- Your initial strategy and idea on how to target and convert your audience.

- **Note:** In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimized or changed your strategy based on real-time performance.

- Any non-data insights (e.g. behavior observation, market research) that complemented your data insights.
- Any marketing channel insights and strategy that was the foundation of your marketing spend channel mix.
- Any data analysis or consumer behavior observation that provided the breakthrough in shaping your strategy.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 20 words)

Provide answer.

DATA SOURCES: SECTION 2

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Provide sources of data included in your responses to Section 2.

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story. View detailed creative requirements here.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.

(Maximum: 200 words; 3 charts/visuals)

Provide answer.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos, etc. Include any important changes that optimized the creative while the activity was running.

(Maximum: 200 words; 3 charts/visuals)

Provide answer.

3C. Outline the rationale behind your communications strategy and channel plan. Explain how the integral elements (e.g. paid advertising, social media, SEO, email marketing, affiliate marketing, etc.) worked together to drive potential customers from the top of the funnel down to purchase. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

DATA SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses to Section 3.

SECTION 4: RESULTS

30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Tie together your story and prove your work drove the results. Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Discuss your baseline sale or baseline non-sale conversions related to your objectives prior to your campaign.

Results must relate back to your specific audience, objectives, and KPIs. Your answer must include results for your key conversion metrics (initial result, best result & timing, results stemming from optimization, etc.).

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the sources box.
- Do not include data past the end of the eligibility period (31 May 2022*).
- All results must be isolated to Malaysia.
- **Special Circumstances:** If work launched in October 2020 or ended in June 2022, you may include work/results from that period for review by the judges. Further, results collected between 01 June 2022 to 31 July 2022 that are directly tied to marketing activity within the eligibility period (through 31 May 2022) may be included.
- All results must correspond to a data source.

You may use this space to set-up your results section (Maximum 350 words, 5 charts/visuals).

RESULT #1 - PRIMARY RESULT

(Required - Corresponds to Objective #1 listed in 1B)

List Objective #1 from Question 1B

For reference, we encourage you to list Objective #1 from Question 1C here. The entry portal will do this for you automatically.

State Result

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

RESULT #2 - SUPPORTING RESULT

(Corresponds to Objective #2 listed in Question 1B, if applicable)

List Objective #2 from Question 1B

State Result

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

RESULT #3 - SUPPORTING RESULT

(Corresponds to Objective #3 listed in Question 1B, if applicable)

List Objective #3 from Question 1B

State Result

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

RESULT #4 - SUPPORTING RESULT

(Corresponds to Objective #4 listed in Question 1C, if applicable)

List Supporting Objective #3 from Question 1C

List Result

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

ADDITIONAL RESULTS

You may use the below space to provide additional results achieved that you did not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.

(Maximum 150 words, 3 charts/visuals)

List additional results here.

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

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

Business Events

(e.g. changes in supply chain, government regulations)

Societal or Economic Events

(e.g. changes in economic, political, social factors)

Internal Company Events

(e.g. change in ownership, internal dynamics, etc.)

Public Relations

Natural Events

(e.g. weather, natural phenomenon, etc.)

Other _____

Other marketing for the brand, running at the same time as this effort

Provide answer.

DATA SOURCES: SECTION 4

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses to Section 4.

INVESTMENT OVERVIEW

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

The Investment Overview, like the rest of the entry form, is completed in the **Entry Portal**. The questions below are visuals to share with your team to gather data.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under RM250,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Current Year/Time Period: November 2020 - May 2022	Campaign Period: Prior Year
Under RM250,000	Under RM250,000
RM250,000 to RM500,000	RM250,000 to RM500,000
RM500,000 to RM1 million	RM500,000 to RM1 million
RM1 million to under RM5 million	RM1 million to under RM5 million
RM5 million to under RM10 million	RM5 million to under RM10 million
RM10 million to under RM20 million	RM10 million to under RM20 million
RM20 million & above	RM20 million & above
	Not Applicable

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

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

MEDIA BUDGET ELABORATION

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

Provide answer.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under RM250,000	RM10 million to under RM20 million
RM250,000 to RM500,000	RM20 million & above
RM500,000 to RM1 million	Not Applicable
RM1 million to under RM5 million	Not Available / Unknown
RM5 million to under RM10 million	

PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION

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

(Maximum: 100 words)

Provide answer.

OWNED MEDIA

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

(Maximum: 100 words)

Provide answer.

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Product Placement - Occasional	Product Placement - Ongoing	Sponsorship - On Site	Sponsorship - Live Activation
Sponsorship - Talent or Influencer	Unique Opportunity	Not Applicable	

Provide elaboration.

DATA SOURCES: INVESTMENT OVERVIEW

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses in the Investment Overview.

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

Branded Content - Editorial	Digital Mktg. - SEM	Print - Magazine
Branded Content - Product Placement	Digital Mktg. - SEO	Print - Newspaper
Cinema	Digital Mktg. - Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. - Social: Organic	Radio
Digital Mktg. - Affiliate	Digital Mktg. - Social: Paid	Retail Experience: Digital
Digital Mktg. - Audio Ads	Digital Mktg. - Video Ads	Retail Experience: In Store
Digital Mktg. - Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. - Display Ads	Events	Sampling/Trial
Digital Mktg. - Email/Chatbots/Text/Messaging	Health Offices / Point of Care	Sponsorships - Entertainment
Digital Mktg. - Gaming	Influencer / Key Opinion Leader	Sponsorships - Sports
Digital Mktg. - Influencers	Interactive / Website / Apps	Sponsorships - Unique Opportunity
Digital Mktg. - Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. - Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. - Marketplace Ads	OOH - Billboards	TV
Digital Mktg. - Mobile	OOH - Other Outdoor	User Generated Content & Reviews
Digital Mktg. - Product Placement	OOH - Transportation	Other:
Digital Mktg. - Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print - Custom Publication	

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

MAIN TOUCHPOINT #1

(Select one of the touchpoints from the chart above.)

MAIN TOUCHPOINT #2

(Select one of the touchpoints from the chart above or Not Applicable.)

MAIN TOUCHPOINT #3

(Select one of the touchpoints from the chart above or Not Applicable.)

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Blog (Tumblr, Medium, etc.)	Instagram	Reddit	Twitter
Discord	LinkedIn	Snapchat	WeChat
Facebook	Pandora	Spotify	WhatsApp
Flickr	Pinterest	TikTok	YouTube
Not Applicable	Other:		

In addition to the written entry form & creative examples, additional data is required in the **Entry Portal**. These materials support Effie's mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.

The following pages outline the additional information you will be required to provide in the **Entry Portal** in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the **Entry Portal** in advance of your intended entry deadline.

JUDGING MATERIALS

The following materials will be reviewed by the judges. You can use the below as a checklist to ensure these are completed in the Entry Portal. **All items are required.**

ENTRY FORM

Written responses to individual questions are answered through the Entry Portal - the final version will be downloadable as a PDF.

INVESTMENT OVERVIEW (part of the Entry Form)

A visual provided at end of entry form template linked above - to also be completed in the Entry Portal.

CREATIVE REQUIREMENTS

Creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which includes Questions 3A-3C and the Investment Overview. Because judges are required to read the written case before reviewing the creative work, the reel should focus on creative examples or other materials created to bring the idea to life internally or externally. The reel is not meant to be a video version of the written case.

CREATIVE REEL

To better showcase performance marketing efforts, entrants into this category may submit a standard creative reel (as all other categories require). However, there are alternate opportunities to showcase your work:

- **Option A - Submit Standard 3 Minute Reel to showcase how you brought the strategy & idea to life**

Follow the requirements regarding the reel as outlined in the Creative Requirements.

- **Option B - Submit a PDF Showcase of how you brought the strategy & idea to life (in place of the standard reel)**

Instead of a 3-minute creative reel, Performance Marketing entrants may instead submit a 12-slide (maximum) PowerPoint file that showcase the integral performance marketing touchpoints and strategy detailed in the written case. Images presented in the PowerPoint may be accompanied with short notes or captions to better explain your work. The PDF showcase must feature the integral materials / work created to bring the strategy & idea to life internally or externally.

- Maximum of 12 slides
- File must be converted into .pdf format
- File size: 5MB max.

- **Option C - Submit a Standard 3 Minute Reel + PDF**

You may supplement your Creative Reel with a PDF, showcasing the integral performance marketing touchpoints. If providing both options, your PDF may be a maximum of 2 slides.

- Maximum of 2 slides
- File should be converted into .pdf format
- File size: 2MB max.

- Please review the creative reel requirements in the **Creative Requirements Guide**.

CREATIVE IMAGES

Creative images are an opportunity to highlight your creative work via still images. 2 images minimum, 6 maximum.

CREATIVE MATERIALS PRESENTED IN YOUR CREATIVE REEL / PDF

Along with your Creative Reel/PDF, you will be asked to select all touchpoints (from the Touchpoints chart in the Investment Overview) that are shown in your creative reel/PDF.

CASE BACKGROUND

This information is for research and database purposes. These responses are not seen by judges.

<p>PRODUCT/SERVICE TYPE</p> <p><i>Select one.</i></p>	Tangible Good / Service / Other
<p>PARENT BRAND STATUS</p> <p><i>Select one.</i></p>	Existing Parent Brand / New Parent Brand / Not Applicable
<p>SUB-BRAND STATUS</p> <p><i>Select one.</i></p>	Existing Sub-Brand / New Sub-Brand / Not Applicable
<p>NEW / EXISTING PRODUCT/SERVICE</p> <p><i>Select one.</i></p>	New / Existing
<p>CATEGORY STATUS</p> <p><i>Does the product/service create a new category or is it joining an existing category? Select one.</i></p>	New Category / Existing Category
<p>PRIMARY END USER</p> <p><i>Select one.</i></p>	Business Purposes / Consumer Purposes / Not Applicable
<p>CLASSIFICATION</p> <p><i>Select one.</i></p>	Mainstream / Luxury / Not Applicable
<p>POINT OF PURCHASE</p> <p><i>Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.</i></p>	<p>In-Store Retail Only</p> <p>Online Ecommerce Only</p> <p>Primarily In-Store Retail with some Online Ecommerce</p> <p>Primarily E-Commerce with some In-Store Retail</p> <p>A substantial amount of both In-Store Retail and Ecommerce</p> <p>Other</p>

COMPETITOR SITUATION <i>Select the option that best describes the competitor situation.</i>

Not Applicable

Dominant Player. One large Competitor that has about 50% market share or more

Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share

Fragmented. One or multiple competitors each with about 30% market share or less

Not Applicable

COMPETITOR BRANDS Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors. <i>(1 Required, 6 Maximum)</i>
--

COMPETITOR 1 <i>Required.</i>
COMPETITOR 2 <i>Optional.</i>
COMPETITOR 3 <i>Optional.</i>
COMPETITOR 4 <i>Optional.</i>
COMPETITOR 5 <i>Optional.</i>
COMPETITOR 6 <i>Optional.</i>

--

AUDIENCE Please share insights into your primary audience below.
--

AUDIENCE GENDER <i>Select one.</i>
AUDIENCE AGE <i>Select all that apply.</i>
AUDIENCE TYPE <i>Select all that apply.</i>

Female / Male / Transgender or Non-Binary /
Not Applicable (We did not target by gender.)

Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 - 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.)

Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other

MEDIA COMPANIES Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.
--

MEDIA COMPANY 1

--

<i>Optional.</i>
MEDIA COMPANY 2 <i>Optional.</i>
MEDIA COMPANY 3 <i>Optional.</i>
MEDIA COMPANY 4 <i>Optional.</i>
MEDIA COMPANY 5 <i>Optional.</i>

RESEARCH PARTNERS
Indicate research partners used for this effort. List up to three companies.

RESEARCH PARTNER 1 <i>Required.</i>
RESEARCH PARTNER 2 <i>Optional.</i>
RESEARCH PARTNER 3 <i>Optional.</i>

RESEARCH
Select the most important research done for your case. Then, select all research done for your case.

PRIMARY RESEARCH <i>Select one.</i>	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other
ALL RESEARCH <i>Select all.</i>	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other

SUSTAINABLE DEVELOPMENT GOALS
Effie has partnered with the PVBLIC Foundation to support the **UN's 2030 Agenda for Sustainable Development** and its **17 Sustainable Development Goals (SDGs)**. Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort.

Affordable & Clean Energy	Clean Water & Sanitation	Climate Action	Decent Work & Economic Growth
Gender Equality	Good Health & Well-Being	Industry, Innovation & Infrastructure	Life Below Water
Life on Land	No Poverty	Partnerships for the Goals	Peace, Justice & Strong Institutions

Quality Education	Reduced Inequalities	Responsible Consumption & Production	Sustainable Cities & Communities
Zero Hunger		Not Applicable	

COMPANY CREDITS

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

Credits cannot be removed or replaced after the entry is submitted – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

LEAD AGENCY(S)

Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the Effie Index. 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.

Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.

LEAD AGENCY #1 (Required)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<ul style="list-style-type: none"> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	

AGENCY NETWORK

HOLDING COMPANY

MAIN CONTACT
This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

AGENCY PR CONTACT
This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

LEAD AGENCY #2 (Optional)

COMPANY NAME

ADDRESS

COMPANY TYPE
Select one.

- Agency: Brand Identity
- Agency: Business-to-Business
- Agency: Data / Programmatic
- Agency: Design
- Agency: Digital / Interactive
- Agency: Direct Marketing
- Agency: Experiential / Event
- Agency: Full-Service / Creative
- Agency: Guerilla

- Ad or Mar Tech
- Brand / Client
- Consultancy
- Educational Institution
- Media Owner
- Research Company
- Retailer
- Startup
- Other

	Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
AGENCY PR CONTACT	
<i>This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT	
<i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CLIENT(S)

Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the Effie Index if your case is a finalist or winner

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

CLIENT #1 (Required)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<ul style="list-style-type: none"> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other <ul style="list-style-type: none"> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT	
<i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.</i>	
FULL NAME	

JOB TITLE
EMAIL ADDRESS
PHONE NUMBER

CLIENT #2 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<ul style="list-style-type: none"> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other <ul style="list-style-type: none"> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT	
<i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.</i>	
FULL NAME	
JOB TITLE	

EMAIL ADDRESS

PHONE NUMBER

CONTRIBUTING COMPANIES

Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.

Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

CONTRIBUTING COMPANY #1 (Optional)

COMPANY NAME

ADDRESS

COMPANY TYPE

Select one.

- Agency: Brand Identity*
- Agency: Business-to-Business*
- Agency: Data / Programmatic*
- Agency: Design*
- Agency: Digital / Interactive*
- Agency: Direct Marketing*
- Agency: Experiential / Event*
- Agency: Full-Service / Creative*
- Agency: Guerilla*
- Agency: Health*
- Agency: In-House*
- Agency: Media*
- Agency: Multicultural*
- Agency: Performance Marketing*
- Agency: Production*
- Agency: Promotional*
- Agency: Public Relations*
- Agency: Shopper Marketing / Commerce*
- Agency: Other*
- Ad or Mar Tech*
- Brand / Client*
- Consultancy*
- Educational Institution*
- Media Owner*
- Research Company*
- Retailer*
- Startup*
- Other*

COMPANY SIZE

Select one.

- 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees*

WEBSITE

AGENCY NETWORK

HOLDING COMPANY

MAIN CONTACT

This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

CONTRIBUTING COMPANY #2 (Optional)

COMPANY NAME																																							
ADDRESS																																							
COMPANY TYPE <i>Select one.</i>	<table border="0"> <tr> <td>Agency: Brand Identity</td> <td>Ad or Mar Tech</td> </tr> <tr> <td>Agency: Business-to-Business</td> <td>Brand / Client</td> </tr> <tr> <td>Agency: Data / Programmatic</td> <td>Consultancy</td> </tr> <tr> <td>Agency: Design</td> <td>Educational Institution</td> </tr> <tr> <td>Agency: Digital / Interactive</td> <td>Media Owner</td> </tr> <tr> <td>Agency: Direct Marketing</td> <td>Research Company</td> </tr> <tr> <td>Agency: Experiential / Event</td> <td>Retailer</td> </tr> <tr> <td>Agency: Full-Service / Creative</td> <td>Startup</td> </tr> <tr> <td>Agency: Guerilla</td> <td>Other</td> </tr> <tr> <td>Agency: Health</td> <td></td> </tr> <tr> <td>Agency: In-House</td> <td></td> </tr> <tr> <td>Agency: Media</td> <td></td> </tr> <tr> <td>Agency: Multicultural</td> <td></td> </tr> <tr> <td>Agency: Performance Marketing</td> <td></td> </tr> <tr> <td>Agency: Production</td> <td></td> </tr> <tr> <td>Agency: Promotional</td> <td></td> </tr> <tr> <td>Agency: Public Relations</td> <td></td> </tr> <tr> <td>Agency: Shopper Marketing / Commerce</td> <td></td> </tr> <tr> <td>Agency: Other</td> <td></td> </tr> </table>	Agency: Brand Identity	Ad or Mar Tech	Agency: Business-to-Business	Brand / Client	Agency: Data / Programmatic	Consultancy	Agency: Design	Educational Institution	Agency: Digital / Interactive	Media Owner	Agency: Direct Marketing	Research Company	Agency: Experiential / Event	Retailer	Agency: Full-Service / Creative	Startup	Agency: Guerilla	Other	Agency: Health		Agency: In-House		Agency: Media		Agency: Multicultural		Agency: Performance Marketing		Agency: Production		Agency: Promotional		Agency: Public Relations		Agency: Shopper Marketing / Commerce		Agency: Other	
Agency: Brand Identity	Ad or Mar Tech																																						
Agency: Business-to-Business	Brand / Client																																						
Agency: Data / Programmatic	Consultancy																																						
Agency: Design	Educational Institution																																						
Agency: Digital / Interactive	Media Owner																																						
Agency: Direct Marketing	Research Company																																						
Agency: Experiential / Event	Retailer																																						
Agency: Full-Service / Creative	Startup																																						
Agency: Guerilla	Other																																						
Agency: Health																																							
Agency: In-House																																							
Agency: Media																																							
Agency: Multicultural																																							
Agency: Performance Marketing																																							
Agency: Production																																							
Agency: Promotional																																							
Agency: Public Relations																																							
Agency: Shopper Marketing / Commerce																																							
Agency: Other																																							
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees																																						
WEBSITE																																							
AGENCY NETWORK																																							
HOLDING COMPANY																																							
MAIN CONTACT																																							
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>																																							
FULL NAME																																							
JOB TITLE																																							
EMAIL ADDRESS																																							
PHONE NUMBER																																							

CONTRIBUTING COMPANY #3 (Optional)

COMPANY NAME																	
ADDRESS																	
COMPANY TYPE <i>Select one.</i>	<table border="0"> <tr> <td>Agency: Brand Identity</td> <td>Ad or Mar Tech</td> </tr> <tr> <td>Agency: Business-to-Business</td> <td>Brand / Client</td> </tr> <tr> <td>Agency: Data / Programmatic</td> <td>Consultancy</td> </tr> <tr> <td>Agency: Design</td> <td>Educational Institution</td> </tr> <tr> <td>Agency: Digital / Interactive</td> <td>Media Owner</td> </tr> <tr> <td>Agency: Direct Marketing</td> <td>Research Company</td> </tr> <tr> <td>Agency: Experiential / Event</td> <td>Retailer</td> </tr> <tr> <td>Agency: Full-Service / Creative</td> <td></td> </tr> </table>	Agency: Brand Identity	Ad or Mar Tech	Agency: Business-to-Business	Brand / Client	Agency: Data / Programmatic	Consultancy	Agency: Design	Educational Institution	Agency: Digital / Interactive	Media Owner	Agency: Direct Marketing	Research Company	Agency: Experiential / Event	Retailer	Agency: Full-Service / Creative	
Agency: Brand Identity	Ad or Mar Tech																
Agency: Business-to-Business	Brand / Client																
Agency: Data / Programmatic	Consultancy																
Agency: Design	Educational Institution																
Agency: Digital / Interactive	Media Owner																
Agency: Direct Marketing	Research Company																
Agency: Experiential / Event	Retailer																
Agency: Full-Service / Creative																	

	Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
AGENCY NETWORK		
HOLDING COMPANY		
MAIN CONTACT		
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>		
FULL NAME		
JOB TITLE		
EMAIL ADDRESS		
PHONE NUMBER		

CONTRIBUTING COMPANY #4 (Optional)

COMPANY NAME		
ADDRESS		
COMPANY TYPE <i>Select one.</i>	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	

WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

INDIVIDUAL CREDITS

Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted.

PRIMARY INDIVIDUAL CREDITS

Individuals appear in all places credits are published where space is limited, including the Case Database. Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits.

PRIMARY INDIVIDUAL CREDIT #1		PRIMARY INDIVIDUAL CREDIT #2	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #3		PRIMARY INDIVIDUAL CREDIT #4	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #5		PRIMARY INDIVIDUAL CREDIT #6	
Full Name		Full Name	

Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #7		PRIMARY INDIVIDUAL CREDIT #8	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #9		PRIMARY INDIVIDUAL CREDIT #10	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

SECONDARY INDIVIDUAL CREDITS

Individuals only appear on the Case Database and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits.

SECONDARY INDIVIDUAL CREDIT #1		SECONDARY INDIVIDUAL CREDIT #2		SECONDARY INDIVIDUAL CREDIT #3	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #4		SECONDARY INDIVIDUAL CREDIT #5		SECONDARY INDIVIDUAL CREDIT #6	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #7		SECONDARY INDIVIDUAL CREDIT #8		SECONDARY INDIVIDUAL CREDIT #9	
Full Name		Full Name		Full Name	

Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #10		SECONDARY INDIVIDUAL CREDIT #11		SECONDARY INDIVIDUAL CREDIT #12	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #13		SECONDARY INDIVIDUAL CREDIT #14		SECONDARY INDIVIDUAL CREDIT #15	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #16		SECONDARY INDIVIDUAL CREDIT #17		SECONDARY INDIVIDUAL CREDIT #18	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #19		SECONDARY INDIVIDUAL CREDIT #20		SECONDARY INDIVIDUAL CREDIT #21	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #22		SECONDARY INDIVIDUAL CREDIT #23		SECONDARY INDIVIDUAL CREDIT #24	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	

Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #25		SECONDARY INDIVIDUAL CREDIT #26		SECONDARY INDIVIDUAL CREDIT #27	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #28		SECONDARY INDIVIDUAL CREDIT #29		SECONDARY INDIVIDUAL CREDIT #30	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

PUBLICITY MATERIALS

All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.

90 WORD PUBLIC CASE SUMMARY

Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.

The case summary will be published in the Effie Winners Journal and Case Database. It may also be used for promotional purposes and should not contain any confidential information.

(Maximum: 90 words)

Provide answer.

STATEMENT OF EFFECTIVENESS

Please provide a short statement on the effectiveness of your case.

The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.

If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.

Examples:

- Moved familiarity from 24% to 62% with the core gaming audience
- Earned over 600 million media impressions in just 8 weeks
- Brought new users into a declining category and increased social interactions.

(Maximum: 15 words)

Provide answer.

OTHER PUBLICITY MATERIALS CHECKLIST

The following materials will need to be uploaded to the entry portal.

PRIMARY PUBLICITY IMAGE

Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the Effie Winners Journal.

COMPANY LOGOS

Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.

Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners. These details are outlined in Judging Materials section of this template.

PERMISSIONS & AUTHORIZATION

Effie Worldwide is a 501(c)(3) non-profit educational organization that stands for effectiveness in marketing, spotlighting 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.

Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the **entry kit** for full details.

PUBLICATION PERMISSION SETTINGS

To support Effie Worldwide's mission as a 501c3 non-profit organization, finalists & winners are featured as part of Effie's educational programs, including the Case Database. Select publication permission settings for your written entry (choose one). Review full details on Publication options & confidentiality in the **Entry Kit**.

Publish My Written Case As It Was Submitted

Publish My Written Case As An Edited Version
Note: You may not redact entire results section.

AUTHORIZATION & VERIFICATION FORM

Download this form in the Entry Portal after you have completed your Company & Individual Credits and Publication Permission setting.

Download & Sign the Authorization & Verification Form, confirming the accuracy of entry information and authorization of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.

The Authorization & Verification form must be signed off by an agency or client executive in a departmental or

account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

A separate form must be uploaded for each entry.

Once signed, you will need to upload to the entry portal.



COMPETITION TERMS & RULES

Agree to competition terms & rules.