

# Effie Awards Entry Submission Guide

Website link: <https://effie-malaysia.acclaimworks.com>



## Welcome

### Sign in here

If you've entered or judged any of our awards programs then you can sign in here.

#### Acclaim ID

This is usually your work email address and is Case sensitive.

#### Password

Register

Login

[Forgotten Password](#)



1

Step 1: Select Register

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Effie Malaysia

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## Account Registration

Let's start getting you registered.

First we just need to check you're not already registered.

Then we'll email you a link to follow so we can complete setting up your account.

Registering with Effie Malaysia

#### Your work email address

This email address will be used to send you information about your account and any awards programs you're participating in or contributing to.



2

Step 2: Key-in email address & Click Continue

Cancel

Continue



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## Welcome

Please check your email to complete registration. [uniofnottingham24@outlook.com](mailto:uniofnottingham24@outlook.com)

#### Remember

- Email can take a few minutes to get to your Inbox.
- It could end up in a junk mail folder.
- If you've registered with the wrong email address, simply start registration again.



### Sign in here

If you've entered or judged any of our awards programs then you can sign in here.

#### Username

This is usually your work email address and is Case sensitive.

#### Password

Register

Login

[Forgotten Password](#)

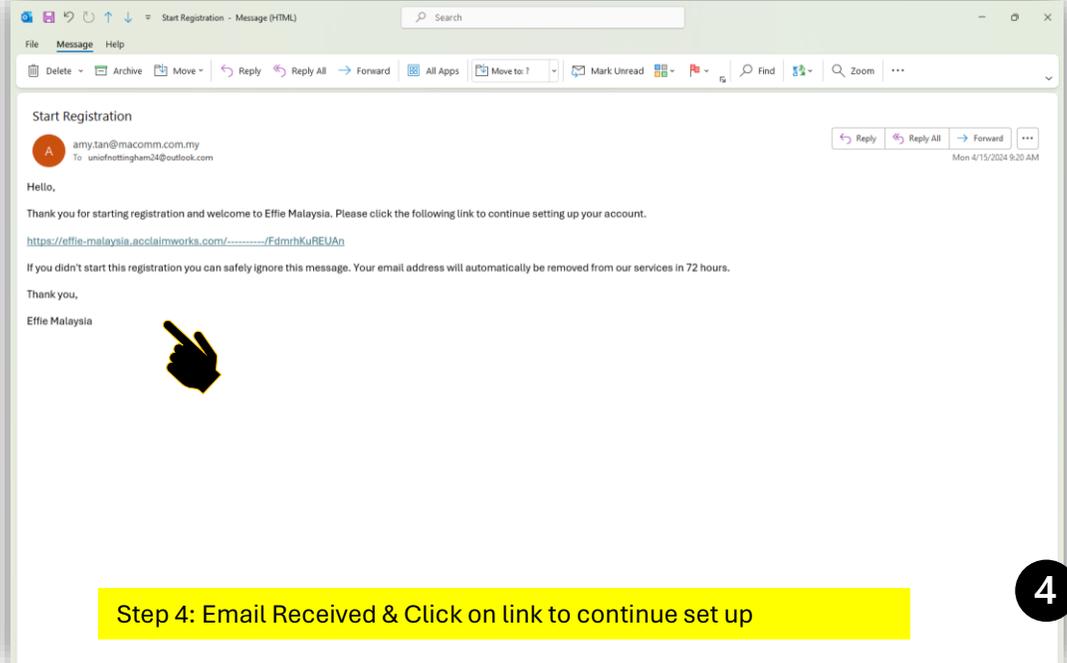
3

Step 3: Read the notification & go to email for the registration email

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Step 4: Email Received & Click on link to continue set up

4

RDS

**effie Awards Malaysia** **Let's complete setting up your account**

Thank you for confirming your email address. We just need a few more pieces of information from you and then we can complete setting up your account.

### Login Details

Your account is being set up with your email address as your Username.

**Username**  
  
Change this to a different username if you'd rather not use an email address.

**Email**  
 juniofnottingham24@outlook.com

**Password**  **Confirm password**

Enter a password

### About You

Enter your name, not your company's name, and your country of residence.

**Your Name**

**Your Country of Residence**

**Agreements**  
 Our terms of use and privacy agreements and the communications permissions that you are giving us.

Yes  No  I have read and agree to the Terms of Use and Privacy Policy

**Step 5: Fill in necessary details** **1**

**effie Awards Malaysia**

Change this to a different username if you'd rather not use an email address.

**Email**  
 juniofnottingham24@outlook.com

**Password**  **Confirm password**

Enter a password

### About You

Enter your name, not your company's name, and your country of residence.

**Your Name**

**Your Country of Residence**

**Agreements**  
 Our terms of use and privacy agreements and the communications permissions that you are giving us.

Yes  No  I have read and agree to the Terms of Use and Privacy Policy

**Just a few things to remember**

- Don't share your account, it's personal to you.
- Keep your account login details confidential.
- Always logout when you're done.

**Step 6: Select Yes & Click Finish** **2**

**effie Awards Malaysia**

**Welcome to the 2024 Effie Awards Malaysia Entry Portal**

The 2024 Effie Awards Malaysia competition is open for entry.

For planning purposes, please indicate how many entries you anticipate submitting under this account:

Number of Entries  
 The number of entries you expect to make in this year's awards program.

Begin working on your first entry by using the button below:

### Eligibility, Deadlines & Fees

All marketing efforts that ran in Malaysia between 1 June 2022 and 31 May 2023, are eligible to enter.

EDIT THIS INFORMATION

**DEADLINES**

**First Deadline:** 8 August 2023  
**Second Deadline:** 15 August 2023

**Step 7: Enter the number of entries, Click Save & Click Start First Entry** **3**

**effie Awards Malaysia**

**DEADLINES**

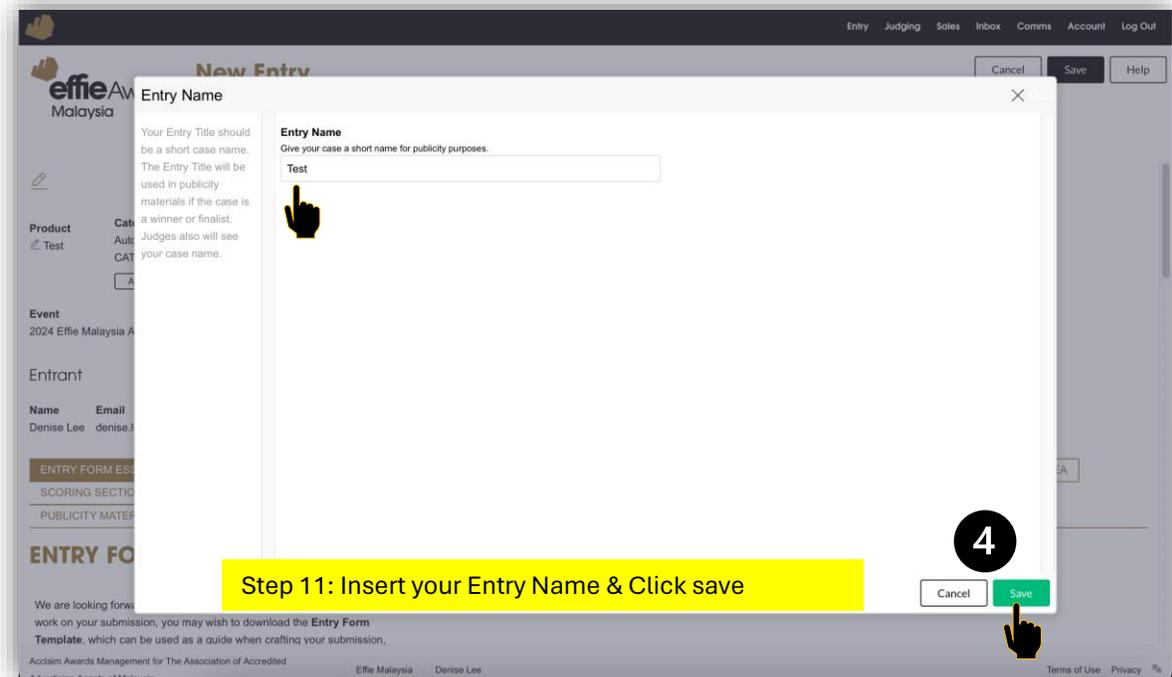
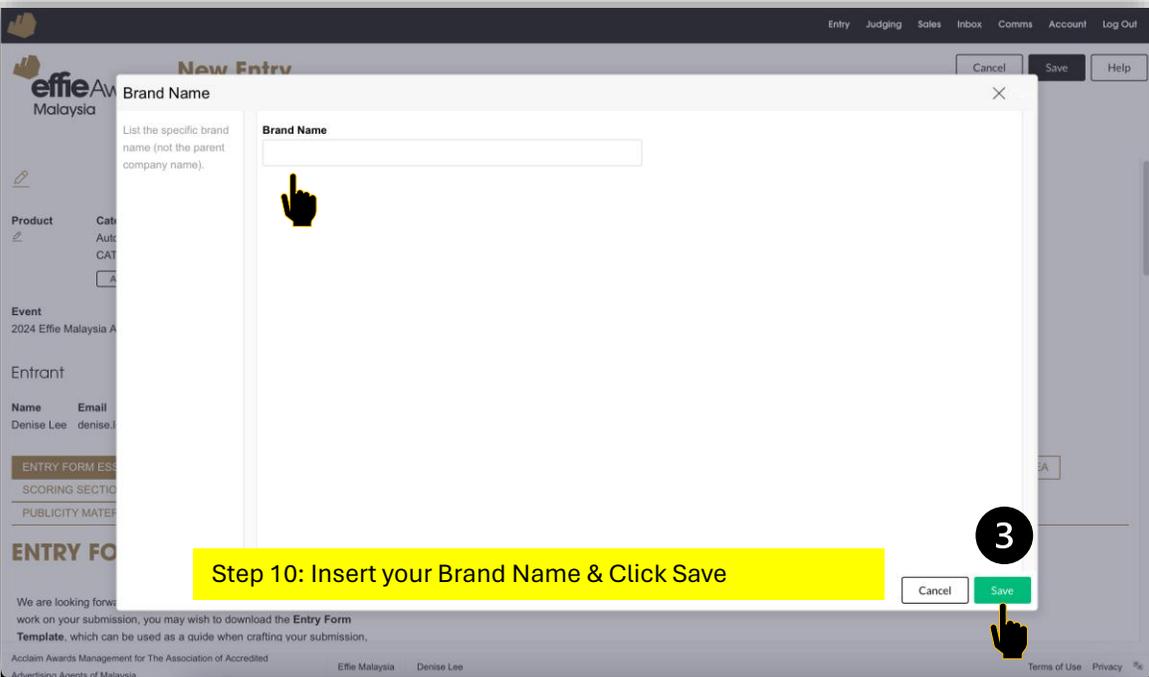
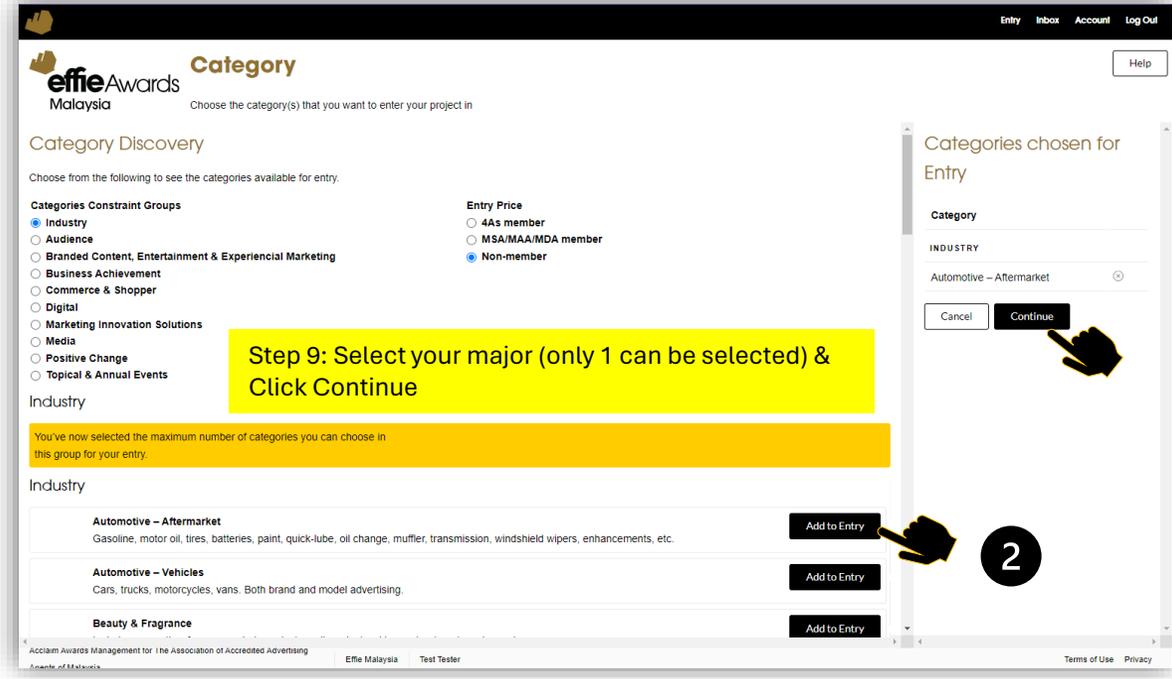
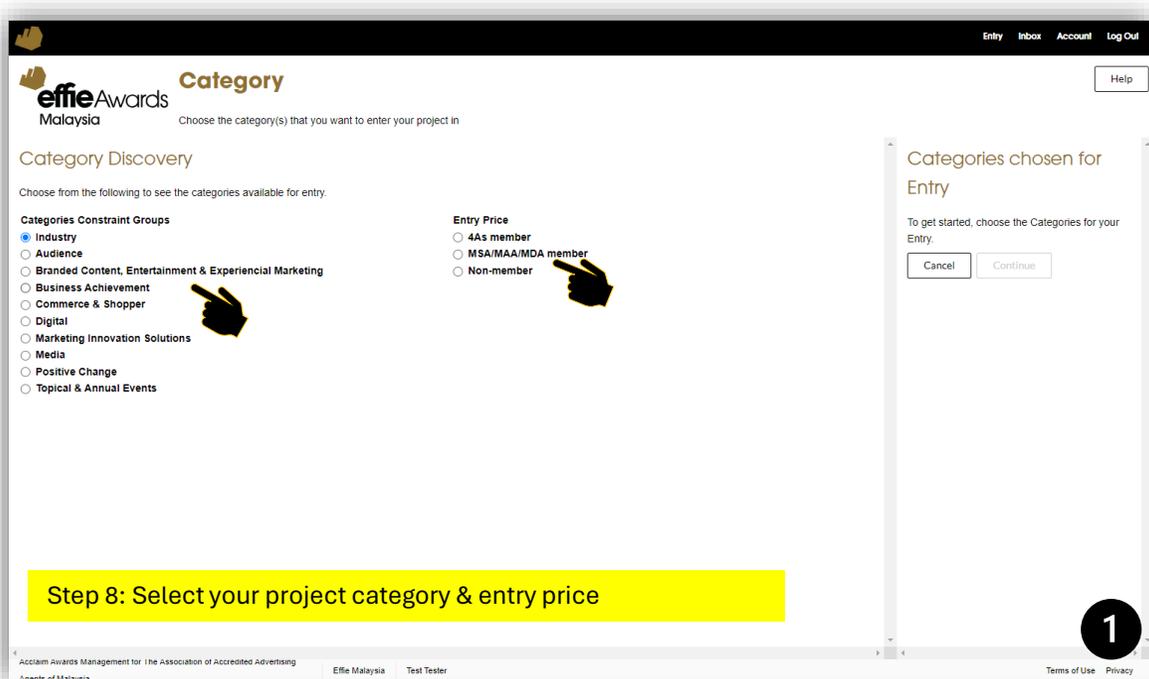
**First Deadline:** 8 August 2023  
**Second Deadline:** 15 August 2023  
**Third Deadline:** 22 August 2023  
**Final Deadline:** 5 September 2023

**FEES**

Deadlines	Online Entry Deadlines	Per Entry Fee		
		4As member	MSA/MAA member	Non-member
<b>First</b>	8 August 2023 by 3:00pm	RM1,500.00	RM1,800.00	RM2,250.00
<b>Second</b>	15 August 2023 by 3:00pm	RM2,500.00	RM3,000.00	RM3,750.00
<b>Final</b>	22 August 2023 by 3:00pm	RM3,000.00	RM3,600.00	RM4,500.00
<b>Last Chance</b>	5 September 2023 by 3:00pm	RM3,600.00	RM4,320.00	RM5,400.00

For more entry information, please visit the Effie Awards Malaysia website. If you have any questions, please email here.

**Deadlines & Pricing for entry** **4**



effie Awards Malaysia

New Entry

Organization

The company entering and who will also be making payment for your entries.

Start typing your company or organization's name.

Q Test

- TEST #2 (Denmark)
- TEST (Australia)
- TEST (Bulgaria)
- TEST (France)
- TEST (Germany)
- TEST (Malaysia)
- TEST (Romania)
- TEST (United States)

Step 12: Insert your Organization name & Click Save

Add Later Save

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Cancel Save Help

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Effie Malaysia Denise Lee

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effie Awards Malaysia

New Entry

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

Product: Test

Category Entered: Automotive - Aftermarket CAT-171-259

Organization: Test Malaysia

Entry ID#: E-495-699

Event: 2024 Effie Malaysia Awards

Status: INCOMPLETE

Entry Close: 2024 JUN 20

Entrant: Denise Lee, denise.lee@monsterinteractive.my

Entry Started: -

Entry page with your details inside  
You can edit your data by clicking  in the framed section.

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND | PUBLICITY MATERIALS | COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | DOWNLOAD ENTRY

ENTRY FORM ESSENTIALS

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form Template**, which can be used as a guide when crafting your submission.

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Effie Malaysia Denise Lee

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# Entry Form Essentials

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**effie Awards**  
Malaysia

## New Entry

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

Cancel Save Help

ENTRY FORM ESSENTIALS ENTRY DETAILS & EXECUTIVE SUMMARY SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE SCORING SECTION 4: RESULTS INVESTMENT OVERVIEW CREATIVE EXAMPLES CASE BACKGROUND

PUBLICITY MATERIALS COMPANY & INDIVIDUAL CREDITS PERMISSION & AUTHORISATION DOWNLOAD ENTRY

### ENTRY FORM ESSENTIALS

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form Template**, which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

### ELIGIBILITY

This year's eligibility period runs **1 June 2023-31 May 2024**. Your effort must have run at some point during the eligibility period in **MALAYSIA**. **The results that illustrate the success of your effort must be tied directly to the marketing effort you have entered.** The results you report can fall outside the eligibility period. Review full eligibility information at the **Effie Malaysia website**.

### FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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Information about Effie Awards

# Entry Details & Executive Summary

**New Entry**

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

ENTRY FORM ESSENTIALS | **ENTRY DETAILS & EXECUTIVE SUMMARY** | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND

PUBLICITY MATERIALS | COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | DOWNLOAD ENTRY

### ENTRY DETAILS & EXECUTIVE SUMMARY

#### ENTRY DETAILS

**Dates Effort Ran (Total).**

**Required**

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.

**Add**

0-2265-707 0GP-1850-718

**Regional Classification**

**Must have a minimum of 1 choices. Please correct.**

Select all that apply.

Please note that if your effort is Multinational.

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**1**

Click Add on Date Effort Ran (Total)

**Dates Effort Ran (Total).**

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.

**Brand Name**  
Test

**Question**  
Dates Effort Ran (Total).

**Date From**  
18/04/2024

**Date To**  
18/04/2024

Apr 2024

Mo Tu We Th Fr Sa Su  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 1 2 3 4 5  
6 7 8 9 10 11 12

**Save**

0-2265-707 0GP-1850-718

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**2**

Select dates for "date from" & "date to" then click save

**New Entry**

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

ENTRY FORM ESSENTIALS | **ENTRY DETAILS & EXECUTIVE SUMMARY** | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND

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### ENTRY DETAILS & EXECUTIVE SUMMARY

#### ENTRY DETAILS

**Dates Effort Ran (Total).**

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.

**Edit** **Remove**

**Date From** 2024-04-18

**Date To** 2024-04-18

0-2265-707 0GP-1850-718

**Regional Classification**

**Must have a minimum of 1 choices. Please correct.**

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to Malaysia.

**Add**

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**3**

Click Add on Regional Classification

**Regional Classification**

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to Malaysia.

**Brand Name**  
Test

**Question**  
Regional Classification

Local

**National**

Multinational

Non-English

**Save**

0-2265-707 0GP-1850-718

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**4**

Select your Classification & click save

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**effie Awards Malaysia** **New Entry** Cancel Save Help

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | **SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES** | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

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## SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

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.

### 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.

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.

1

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**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

## SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

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.

**Before your effort began, what was the state of the brand's business and the overall category in which it competes?**

Brand Name: Test  
Question: Before your effort began, what was the state of the brand's business and the overall category in which it competes?

Word Count: 1-400

**Insert your writing in the word box & Click Save**

1A. Before your effort began, what was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.

1B. What were the Business Indicators (KPIs) set against performance

2

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**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

benchmarks

Business Objective (Required)

1 Objective - Overview & KPI (Up to 30 words allowed) (Maximum: 30 Words) Add

Rationale - Why the objective was selected and what is the benchmark? (Up to 75 words allowed) (Maximum: 75 words; 3 charts/visuals) Add

Measurement - How did you plan to measure it? (Up to 30 words allowed) (Maximum: 30 words) Add

Tagging - What keywords best describe your objective type? (Must have a minimum of 1 choices. Please correct) (1 Required. No Maximum) Add

3

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**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

Marketing Objectives (Required)

1 Objective - Overview & KPI (Up to 30 words allowed) (Maximum: 30 words) Add

Rationale - Why the objective was selected & what is the benchmark? (Up to 75 words allowed) (Maximum: 75 words; 3 charts/visuals) Add

Measurement - How did you plan to measure it? (Up to 30 words allowed) (Maximum: 30 words) Add

Tagging - What keywords best describe your objective type? (Must have a minimum of 1 choices. Please correct) (1 Required. No Maximum) Add

4

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# Scoring section 1: Challenge, Context & Objectives

**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

**Activity Objectives**  
Add Another

(Required)

1

**Objective - Overview & KPI** Add  
*Up to 30 words allowed*  
(Maximum: 30 words)

**Rationale - Why the objective was selected & what is the benchmark?** Add  
*Up to 75 words allowed*  
(Maximum: 75 words; 3 charts/visuals)

**Measurement - How did you plan to measure it?** Add  
*Up to 30 words allowed*  
(Maximum: 30 words)

**Tagging - What keywords best describe your objective type?** Add  
*Must have a minimum of 1 choices. Please correct.*  
(1 Required, No Maximum)

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1

**effie Awards Malaysia** **New Entry** Cancel Save Help

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

**DATA SOURCES: Section 1** Add

*Up to 300 words allowed*

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.

0-2289-398 06P-1899-712

**PUBLIC VERSION: 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

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2

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**effie Awards Malaysia** **New Entry** Cancel Save Help

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

1

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | **SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA**

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND

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### SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

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.

#### SECTION 2: STRATEGY: INSIGHTS & STRATEGIC IDEA - 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. Add

Up to 300 words allowed

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

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

(Maximum: 300 words; 3 charts/visuals)

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**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

2

### SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

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. Add

Up to 300 words allowed

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?

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

(Maximum: 300 words; 3 charts/visuals)

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here. Add

Up to 300 words allowed

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 strategic idea.

(Maximum: 300 words; 3 charts/visuals)

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The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

3

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here. Add

Up to 300 words allowed

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 strategic idea.

(Maximum: 300 words; 3 charts/visuals)

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? Add

Up to 200 words allowed

(Maximum: 20 words)

DATA SOURCES: Section 2 Add

Up to 300 words allowed

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.

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1

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | **SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE** | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND

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### SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

This section relates to how you translated your core strategic idea into a compelling creative platform 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.

### SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you translated your core strategic idea into a compelling creative platform 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.

3A. Describe the key elements of your plan that activated your strategy. Add

Up to 300 words allowed

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**effie Awards Malaysia** **New Entry** Cancel Save

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2

### SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

This section relates to how you translated your core strategic idea into a compelling creative platform 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.

3A. Describe the key elements of your plan that activated your strategy. Add

Up to 300 words allowed

Outline any components that were active in the effort e.g. CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 100 words; 3 charts/visuals)

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g. endline, call-to-actions and format choices. Add

Up to 300 words allowed

If relevant, include any important changes that optimized the creative while the activity was running.

(Maximum: 100 words; 3 charts/visuals)

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**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

3

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization. Add

Up to 400 words allowed

(Maximum: 400 words; 3 charts/visuals)

#### Key Visual

No more than 1 of these

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.

Add

#### DATA SOURCES: Section 3

Up to 300 words allowed

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

Add

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The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | **SCORING SECTION 4: RESULTS** | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND | PUBLICITY MATERIALS | COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORIZATION | DOWNLOAD ENTRY

### SCORING SECTION 4: RESULTS

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.

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

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

1

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### 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.

#### Response Format

**Up to 350 words allowed**

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

- Provide a clear time frame for all data shown - either within your response or via the sources box.
- All results must be isolated to Malaysia.
- Work must have run in the eligibility window of June 2022 - May 2023. Results after May 2023 that are directly related to work that ran in the eligibility window can be included.

All results must correspond to a data source.

#### Business Objective Results

2

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### Business Objective Results

*(Required - Corresponds to your Business Objective listed in 1B)*

1

**List Result** Add  
Up to 30 words allowed  
(Maximum: 30 Words)

**Context** Add  
Up to 75 words allowed  
(Maximum: 75 words; 3 charts/visuals)

### Marketing Objectives Results

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

1

**List Result** Add  
Up to 30 words allowed  
(Maximum: 30 words)

3

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Malaysia

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**Marketing Objectives Results**  
*(Required - Corresponds to Marketing Objective #1 listed in 1B)*

1

**List Result** Add  
 Up to 30 words allowed  
 (Maximum: 30 words)

**Context** Add  
 Up to 75 words allowed  
 (Maximum: 75 words; 3 charts/visuals)

**Activity Objective Results**  
*(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)*

1

**List Result** Add  
 Up to 30 words allowed  
 (Maximum: 30 words)

1

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**Context** Add  
 Up to 75 words allowed  
 (Maximum: 75 words; 3 charts/visuals)

**Activity Objective Results**  
*(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)*

1

**List Result** Add  
 Up to 30 words allowed  
 (Maximum: 30 words)

**Context** Add  
 Up to 75 words allowed  
 (Maximum: 75 words; 3 charts/visuals)

2

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The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

**Additional Results** Add  
 Up to 150 words allowed

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)

**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?** Add

**Must have a minimum of 1 choices. Please correct.**

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.  
 (Maximum: 200 words; 3 charts/visuals)

**Explain the influence (or lack of influence) of the factors you selected above.** Add

3

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Malaysia

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**Must have a minimum of 1 choices. Please correct.**

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.  
 (Maximum: 200 words; 3 charts/visuals)

**Explain the influence (or lack of influence) of the factors you selected above.** Add

**Up to 200 words allowed**

After selecting from the list above, provide an explanation of the impacts on the case.  
 (Maximum: 200 words; 3 charts/visuals)

**DATA SOURCES: Section 4** Add

**Up to 300 words allowed**

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.

4

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The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

1

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | **INVESTMENT OVERVIEW** | CREATIVE EXAMPLES | CASE BACKGROUND | PUBLICITY MATERIALS

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### INVESTMENT OVERVIEW

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

### PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under RM 250,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

**Paid Media Expenditure (Current Competition Time Period)** Add

Must have a minimum of 1 choices. Please correct.

June 2023 – May 2024

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**Paid Media Expenditure (Current Competition Time Period)**

June 2023 – May 2024

Brand Name	Question
Test	Paid Media Expenditure (Current Competition Time Period)

2

✓ Select ...

- Under RM250,000
- RM250,000 to RM500,000
- RM500,000 to RM1 million
- RM1 million to under RM5 million
- RM5 million to under RM10 million
- RM10 million to under RM20 million
- RM20 million & above
- \$40-60 Million
- \$80-80 Million
- \$80 Million and over

**Select on the selection panel & Click Save**

Cancel Save

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**Paid Media Expenditures (Previous Comparable Time Period)** Add

Must have a minimum of 1 choices. Please correct.

**Compared to other competitors in this category, this budget is:** Add

Must have a minimum of 1 choices. Please correct.

**Compared to prior year spend on the brand overall, the brand's overall budget this year is:** Add

Must have a minimum of 1 choices. Please correct.

**Media Budget Elaboration** Add

Up to 100 words allowed

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? 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.

3

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**effieAwards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

### 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.

**Production & Other Non-Media Expenditures** Add

Must have a minimum of 1 choices. Please correct.

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.

**Production & Other Non-Media Expenditures Elaboration** Add

Up to 100 words allowed

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)

4

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### OWNED MEDIA

**Owned Media** Add

**Required**

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. **(Maximum: 100 words)**

### SPONSORSHIPS AND MEDIA PARTNERSHIPS

**Sponsorships and Media Partnerships** Add

**Must have a minimum of 1 choices. Please correct.**

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)**

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**effie Awards Malaysia** **New Entry** Cancel Save

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### Elaboration on Sponsorships and Media Partnerships

**Up to 100 words allowed** Add

Provide additional context regarding your sponsorships and media partnerships, including timing. **(Maximum: 100 words)**

### DATA SOURCES: INVESTMENT OVERVIEW

**DATA SOURCES: INVESTMENT OVERVIEW** Add

**Up to 300 words allowed**

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.

### ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the [help chart](#). Within your response to Question 3, explain which touchpoints

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**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline. **3**

### 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.

### All Touchpoints

**Must have a minimum of 1 choices. Please correct.**

Select all that apply. Add

### 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)

**Must have a minimum of 1 choices. Please correct.** Add

Most integral touchpoint.

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**effie Awards Malaysia** **New Entry** Cancel Save

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### MAIN TOUCHPOINT #1 (Select one of the touchpoints from the chart)

**Must have a minimum of 1 choices. Please correct.** Add

Most integral touchpoint.

### MAIN TOUCHPOINT #2 (Select one of the touchpoints from the chart or Not Applicable.)

**Must have a minimum of 1 choices. Please correct.** Add

#2 Most Integral Touchpoint

### MAIN TOUCHPOINT #3 (Select one of the touchpoints from the chart or Not Applicable.)

**Must have a minimum of 1 choices. Please correct.** Add

#3 Most Integral Touchpoint

### SOCIAL MEDIA PLATFORMS

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

### Social Media Platforms

**Must have a minimum of 1 choices. Please correct.** Add

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

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ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | **CREATIVE EXAMPLES** | CASE BACKGROUND

PUBLICITY MATERIALS | COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | DOWNLOAD ENTRY

## CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Strategy & Idea to Life, along with the entrant's responses to the Investment Overview. These elements together account for 23.3% of the total score.

### CREATIVE REEL

Judges typically recommend 70% of the reel focus on examples of integral creative work that your audience experienced, or other materials created to bring the idea to life internally or externally. At least one complete example of each integral touchpoint must be shown on the reel. No results or competitor logos/creative work may be included. It is acceptable to include some set-up/explanation, as long as the explanation does not impede with the judges' ability to access the creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

**The Creative Work is viewed once the case has been read.**

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### Creative Reel

**Must have 1 of these**

3 min maximum. 250 MB max., mp4 format.  
High Resolution: 16:9 at 1920x1080. [Sustained Success 4 min maximum]

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.

**Click Add to include Creative Reels**

Creative Examples Presented in the Creative Reel - Select All that apply Add

**Must have a minimum of 1 choices. Please correct.**

### IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Images should complement your creative reel and help the judges better evaluate creative elements that ran in front of your audience.

**Note: Image 1 will be used for publicity purposes.**

**Images for Judging are an opportunity to:**

- Showcase work that is better seen as a still image vs. video format
- Draw further attention to key creative elements

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revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

Do not include any agency names in the file name or anywhere in the video. may not be included anywhere in the video.

**The Creative Work is viewed once the case has been read.**

### Creative Reel

**Must have 1 of these**

3 min maximum. 250 MB max., mp4 format.  
High Resolution: 16:9 at 1920x1080. [Sustained Success 4 min maximum]

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.

### CREATIVE REEL

Brand Name	Question
Test	Creative Reel

**Name**

BRANDNAME\_ENTRYTITLE

Unique name

**Input Video Name (BRANDNAME\_ENTRYTITLE) & Click Save**

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**effie Awards Malaysia** **New Entry** Cancel Save

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**The Creative Work is viewed once the case has been read.**

### Creative Reel

**Upload Required**

3 min maximum. 250 MB max., mp4 format.  
High Resolution: 16:9 at 1920x1080. [Sustained Success 4 min maximum]

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.

**Click to upload Creative Reels**

Creative Examples Presented in the Creative Reel - Select All that apply Add

**Must have a minimum of 1 choices. Please correct.**

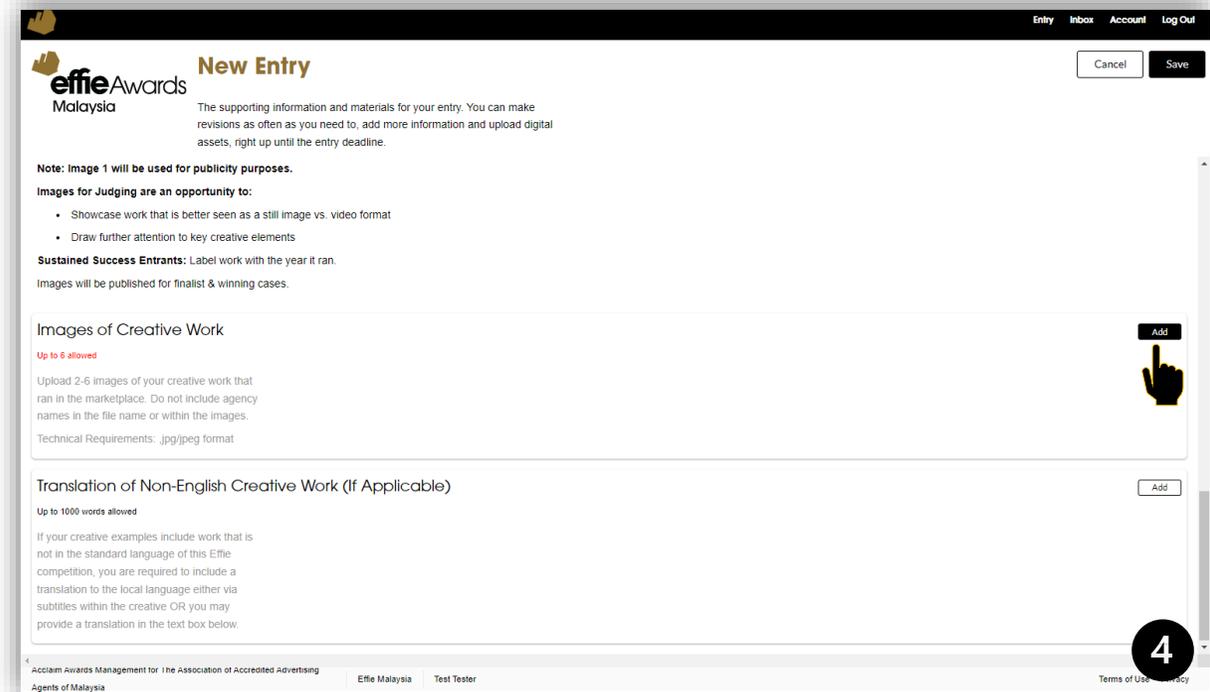
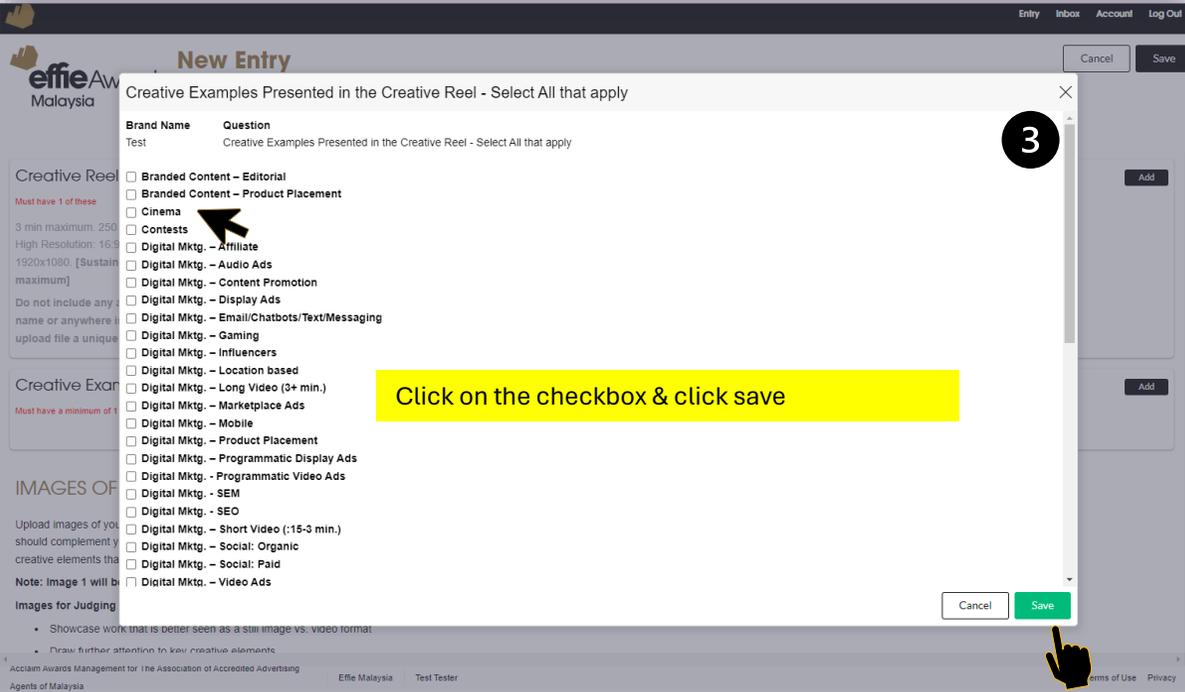
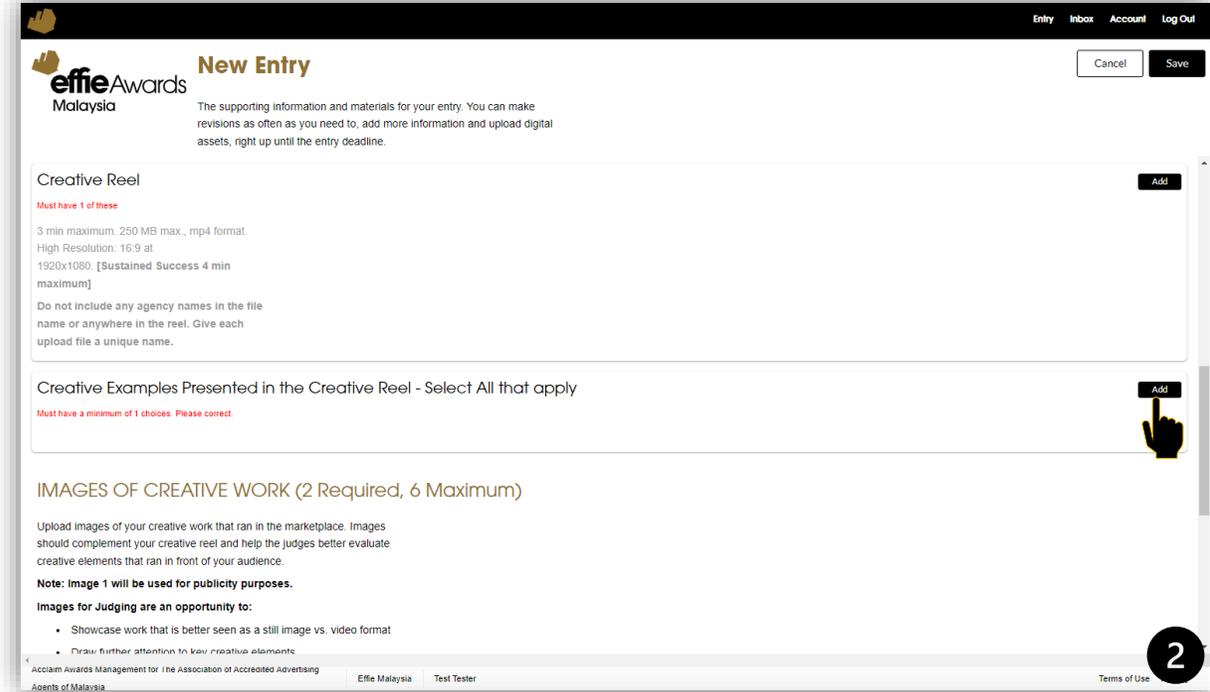
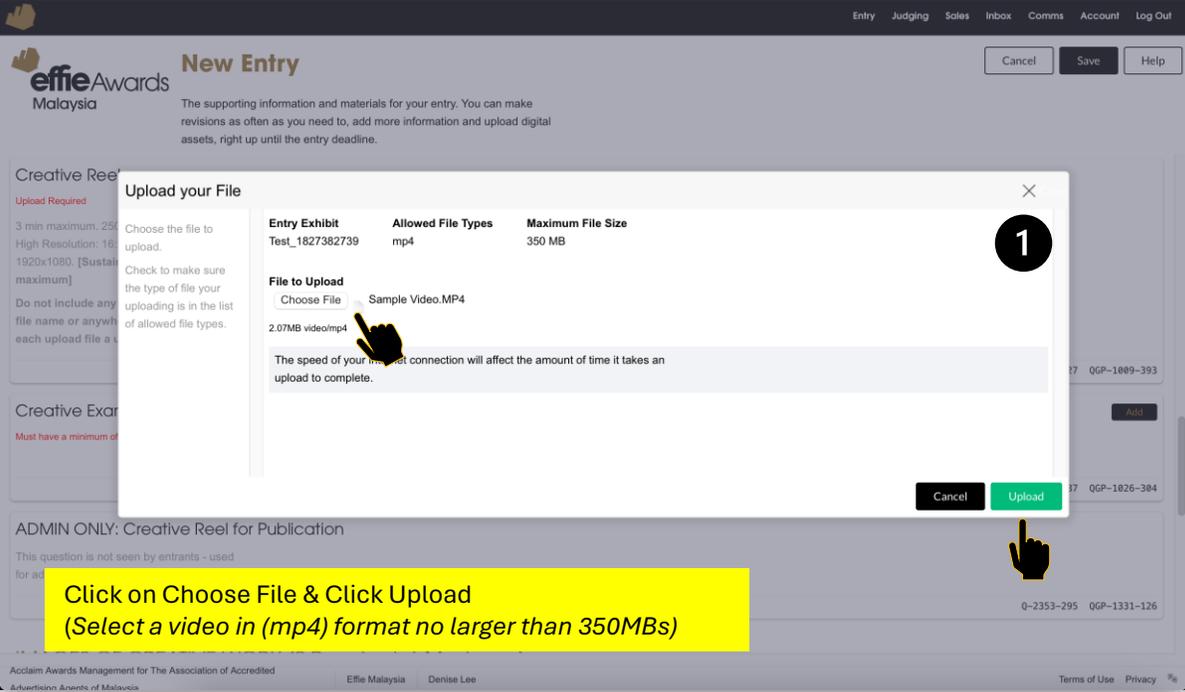
### IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Images should complement your creative reel and help the judges better evaluate creative elements that ran in front of your audience.

**Note: Image 1 will be used for publicity purposes.**

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## New Entry

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

Cancel Save Help

### IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work. Images should complement the creative elements that you are submitting.

**Note: Image 1 will be used as the main image for your entry.**

**Images for Judging**

- Showcase your creative work
- Draw further attention to your agency

#### Sustained Success

Images will be published on the Effie Awards website.

#### Images of Creative Work

Up to 6 allowed

Upload 2-6 images of your creative work. Images should be clear and high quality. Do not include agency names in the file name or within the image.

Technical Requirements: .jpg/jpeg format

Click on Choose File & Click Upload  
(Select a picture in (jpg/jpeg) format no larger than 20MBs)

#### Upload your File

Choose the file to upload.

Check to make sure the type of file your uploading is in the list of allowed file types.

Entry Exhibit	Allowed File Types	Maximum File Size
Test	jpg jpeg	20 MB

#### File to Upload

Choose File Sample 3.jpeg

21.5KB image/jpeg

The speed of your internet connection will affect the amount of time it takes an upload to complete.

Cancel Upload

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Malaysia The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | **CASE BACKGROUND** | PUBLICITY MATERIALS

COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | DOWNLOAD ENTRY

### CASE BACKGROUND

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

#### CASE BACKGROUND

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

**Product/Service Type** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

**Parent Brand Status** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

**Sub-Brand Status** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

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Malaysia The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

**Sub-Brand Status** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

**New/ Existing Product/Service** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

**Category Status** Add

*Must have a minimum of 1 choices. Please correct.*

Does the product/service create a new category or is it joining an existing category?

Select one.

**Primary End User** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

**Classification** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

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**Point of Purchase** Add

*Must have a minimum of 1 choices. Please correct.*

Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.

**Competitor Situation** Add

*Must have a minimum of 1 choices. Please correct.*

Select the option that best describes the competitor situation.

### 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.

(1 Required, 6 Maximum)

**Competitor Brands (1 Required, 6 Maximum)** Add

*Must have 1 of these*

If you have no competitors, list "No"

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**effieAwards** **New Entry** Cancel Save **4**

Malaysia The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

### AUDIENCE

Please share insights into your primary audience below.

**Audience Gender** Add

*Must have a minimum of 1 choices. Please correct.*

Select one.

**Audience Age** Add

*Must have a minimum of 1 choices. Please correct.*

Select all that apply.

**Audience Type** Add

*Must have a minimum of 1 choices. Please correct.*

Select all that apply.

### MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether 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.

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Entry Inbox Account Log Out

**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

**1**

**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 Companies (0 Required, 5 Maximum) Add

Please limit your list to the top 5 integral media owners/platforms.

**RESEARCH PARTNERS**

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

Research Partner 1 Add  
Minimum of 1 words required  
 Required

Research Partner 2 Add  
 Optional

Research Partner 3 Add  
 Optional

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Entry Inbox Account Log Out

**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

**2**

Research Partner 3 Add  
 Optional

**RESEARCH**

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

Primary Research Add  
Must have a minimum of 1 choices. Please correct.  
 Select one.

All Research Add  
 Select all.

**ARTIFICIAL INTELLIGENCE (AI)**

Did this campaign use artificial intelligence? Add  
Required

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[https://effie-malaysia.acclaimworks.com/entry\\_content/page/11966](https://effie-malaysia.acclaimworks.com/entry_content/page/11966)

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**3**

Select all.

**ARTIFICIAL INTELLIGENCE (AI)**

Did this campaign use artificial intelligence? Add  
Required

Elaborate on how AI was used in the work. This data is for learning purposes and will not be seen by judges.  
Up to 100 words allowed

**SUSTAINABLE DEVELOPMENT GOALS**

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**4**

**SUSTAINABLE DEVELOPMENT GOALS**

Effie has partnered with the PVBUBLIC 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.

Select all Sustainable Development Goals aligned with your effort. Add

Select all that apply

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1

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND | **PUBLICITY MATERIALS**

COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | DOWNLOAD ENTRY

## 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.

### PUBLIC CASE SUMMARY

Provide a snapshot of the effectiveness of your case. The case summary will be published in the Effie Awards Winners Journal and Effie Case Study Database. It may also be used for promotional purposes.

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.

Visit the Effie Case Study Database to view past examples.

Public Case Summary Add

Up to 90 words allowed

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[https://effie-malaysia.acclaimworks.com/entry\\_content/page/11967](https://effie-malaysia.acclaimworks.com/entry_content/page/11967)

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2

### Public Case Summary

Up to 90 words allowed Add

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 summary in 90 words or less.  
Summary should not contain any confidential information.

### STATEMENT OF EFFECTIVENESS

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3

### 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)

Please provide a short statement (15 words maximum) on the effectiveness of your case. 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.

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

Public Case Summary Add

Up to 15 words allowed

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4

about the work.

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.

### Statement of Effectiveness

Up to 15 words allowed Add

Provide statement in 15 words or less.  
Do not include any confidential information.

### PRIMARY PUBLICITY IMAGE

This should be an image of the creative work that best represents your case. This image will be the primary image of the work for promotional, celebratory, and educational purposes if the case is a finalist or winner. This image will also be used in the Case Study Database.

Because the case image may be printed, please upload high-res images.

### Primary Publicity Image

Must have 1 of these Add

Upload high-res image in jpg or jpeg format,  
CMYK format, 100% of size.

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### New Entry

Cancel Save

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#### LEAD AGENCY & CLIENT COMPANY LOGOS (2 MINIMUM, 4 MAXIMUM)

Upload **one logo** for **EACH** of the credited **lead agencies** (2 max) and the **client company** (2 max).

If you are uploading .ai/.eps versions, only use the top "ADD" upload tool.

You are **not required** to provide low-res versions of your logo. The second "ADD" upload tool is only for .jpg/.jpeg uploads - this should only be used if you do not have an .ai/.eps version of one of the lead agency/client companies.

No logos are needed for Contributing Companies.

##### Company Logos - High Res Logos (Preferred)

Add

No more than 4 of these

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.

##### OPTIONAL - Low Res Company Logos (.jpg/.jpeg) - Only use this upload box if you do not have .ai/.eps logos available

Add

No more than 4 of these

##### Low Res Logos (Optional)

If you are unable to provide a high-res .ai/.eps company logo via the upload area above, you



### New Entry

Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

above.

#### TEAM PHOTOS (OPTIONAL)

Upload team photos of the lead agency and client team(s). You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client.

Team photos are featured online and at the Effie Awards Gala. Team photos may be the client/agency together or separate photos for agency and client teams.

It is preferred to upload your team photo at time of entry, but if you do not have a team photo available at time of entry, you may leave this field empty.

If your entry becomes a winner in the competition and you do not submit a team photo at time of entry, you will be asked to submit the team photo by **(INSERT DATE SUBMISSION DATE FOR LOCAL EFFIE PROGRAM)**

Team photos are not required but strongly encouraged.

##### Team Photos

Add

No more than 4 of these

Upload high-res team photo(s).

Technical requirement: 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall, 15 MB maximum



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1

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND | PUBLICITY MATERIALS

COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | DOWNLOAD ENTRY

## COMPANY & INDIVIDUAL CREDITS

### 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. See the entry kit for full credit information.

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.

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[https://effie-malaysia.acclaimworks.com/entry\\_content/page/11968](https://effie-malaysia.acclaimworks.com/entry_content/page/11968)

Entry Inbox Account Log Out

**effie Awards Malaysia** **New Entry** Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

2

## 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(s)**

**Must have at least 1 Credits**

Company contacts (main contact, PR contact, CEO) will not be made public.

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

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.

Add

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The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

3

## 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 recognised. If your brand has an overarching parent company, please input the client company here (vs. the brand).

**Client(s)**

**Must have at least 1 Credits**

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.

Add

## 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.

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4

## 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 Agency(s)**

Integral partners on the effort are required to be credited. You may credit up to four contributing companies.

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.

Add

## 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.

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## New Entry

Cancel Save

The supporting information and materials for your entry. You can make revisions as often as you need to, add more information and upload digital assets, right up until the entry deadline.

### 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

Add

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.

#### Secondary Individual Credits

Add

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.

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ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND | PUBLICITY MATERIALS | COMPANY & INDIVIDUAL CREDITS | **PERMISSION & AUTHORISATION** | DOWNLOAD ENTRY

## PERMISSION & AUTHORISATION

### PERMISSIONS & AUTHORISATION

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

*Must have a minimum of 1 choices. Please correct.* Add

To support Effie Worldwide's mission as a 501(c)3 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.

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### AUTHORISATION & VERIFICATION FORM

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

Download & Sign the Authorisation & Verification Form, confirming the accuracy of entry information and authorisation 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 Authorisation & 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.**

#### Generate & Upload Authorisation & Verification Form

*Entry must be Signed before it can be submitted.* Sign

Form may only be generated once all company and individual credits are completed.

### COMPETITION TERMS & RULES

#### Competition Terms & Rules

*Required*  Add Agreement

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### AUTHORISATION & VERIFICATION FORM

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# Download Entry

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## New Entry

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Cancel Save

ENTRY FORM ESSENTIALS | ENTRY DETAILS & EXECUTIVE SUMMARY | SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES | SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA | SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE | SCORING SECTION 4: RESULTS | INVESTMENT OVERVIEW | CREATIVE EXAMPLES | CASE BACKGROUND | PUBLICITY MATERIALS | COMPANY & INDIVIDUAL CREDITS | PERMISSION & AUTHORISATION | **DOWNLOAD ENTRY**

### DOWNLOAD ENTRY

#### DOWNLOAD YOUR ENTRY FOR YOUR RECORDS

For your records, please download a copy of the information judges will review for your submission. This includes the information on the Entry Details & Executive Summary tab, Sections 1-4, the Investment Overview, and thumbnails of the materials uploaded on the Creative Work tab.

Please note that judges typically review your case in the tab-view format. As long as your charts/graphs appear correctly in this tab-view, your charts/graphs will appear correctly.

The PDF available for download below is ONLY for your records and is not the version that would be seen by judges.

To download ALL submitted information, choose PRINT ENTRY from the Menu in the upper-right corner of this page.

#### PDF DOWNLOAD: ENTRY FORM

Download the judge's view of the entry form.

Download the Judge's View of Your Entry

Judges will not be seeing your entry in this exact format - this download is exclusively for your records.

Download

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[https://effie-malaysia-acclaimworks.com/entry\\_content/page/11970](https://effie-malaysia-acclaimworks.com/entry_content/page/11970)

1

Entry Inbox Account Log Out

**effie Awards** Malaysia

## New Entry

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Cancel Save

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To download ALL submitted information, choose PRINT ENTRY from the Menu in the upper-right corner of this page.

#### PDF DOWNLOAD: ENTRY FORM

Download the judge's view of the entry form.

Download the Judge's View of Your Entry

Judges will not be seeing your entry in this exact format - this download is exclusively for your records.

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2