Effie Awards Entry Submission Guide

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



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For more entry	information, pleas	e visit the Effie Award	is Malaysia	

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8 August 2023

by 3.00pm 15 August 2023

by 3.00pm 22 August 2023

by 3.00pm 5 September 2023

First

Second

Final

Last Chance

Deadlines & Pricing for entry

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Acclaim Awards Management for The Association of Accredited Advertising Acents of Malavsia Effe Malaysia Test Tester





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Information about Effie Awards



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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 business challenge was the right opportunity to grow and the degree of ambition represented by your objectives. Acclaim Avants Management for The Association of Accredited Advertision Avents of Malavsia Denise Lee Terms of Use Privacy





Scoring section 1: Challenge, Context & Objectives

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Select paid media expenditures agency fees or production costs, were no paid media expenditure elaborate below. If the case did i provide context in the elaboratio	(purchased and donated), not including , for the effort described in this entry. If there s, please select Under RM 250,000 and not run the year prior, select not applicable and n area below.			
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Creative Work is reviewed as part of Scorin	na Section 3: Bringing the Strategy		maximum]	
& Idea to Life, along with the entrant's respo	ponses to the Investment Overview.		Do not include any agency names in the file	Click Add to include Creative Reels
These elements together account for 23.3%	% of the total score.		upload file a unique name.	
CREATIVE REEL				
			Creative Examples Presented in the Creative Reel -	- Select All that apply
Judges typically recommend 70% of the ree	el focus on examples of integral		Must have a minimum of 1 choices. Please correct.	
creative work that your audience experience	ced, or other materials created to			
each integral touchpoint must be shown on	n the reel. No results or competitor			
logos/creative work may be included. It is a	acceptable to include some set-			
up/explanation, as long as the explanation of	does not impede with the judges'		IMAGES OF CREATIVE WORK (2 Required, 6	Maximum)
ability to access the creative work.			Unload images of your creative work that ran in the marketniace. Images	
The creative reel is not judged for the pro-	roduction quality of the reel;		should complement your creative reel and help the judges better evaluate	
as it relates to the challenge, insights, au	work that ran in the marketplace		creative elements that ran in front of your audience.	
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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.

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COMPANY & DIVIDUAL CREDITS

COMPANY CREDITS

This information is not seen by judges. Effle 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 accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accuracy.

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 Effe Worldwide in both publicity materials and the **Effe 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. If the Association of Accredited Advention to the Assoc



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CONTRIBUTING COMPANIES

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Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies Acciam Awards Management for the Association of Accredited Advertising 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.

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Lead Agency(s)

Use have at least 1 Credis 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 & Clent. If you are submitting work for a company that pre-filis 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.

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Effie Malaysia Test Tester

CONTRIBUTING COMPANIES

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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.

INDIVIDUAL CREDITS

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

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