

THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

Effie Awards Hong Kong 2021

Entry Webinar

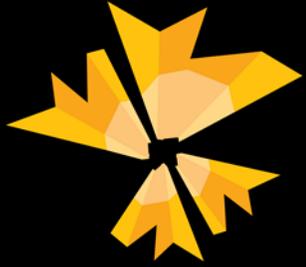
Monday 29th March, 2021

Time: 4:30pm – 5:45pm



Excellence in Marketing Effectiveness
internationally recognised for the local pride





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Entry Webinar

PART I – Introduction



session overview

Intro to the Effies



Competition Process



Crafting an Entry

about effie worldwide

A stylized world map in shades of brown and tan, centered on the Atlantic Ocean. The map is semi-transparent, allowing the text to be clearly visible over it.

**LEAD, INSPIRE AND CHAMPION THE
PRACTICE AND PRACTITIONERS OF
MARKETING EFFECTIVENESS.**



defining effectiveness

50 programmes. local and global.

National:

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Chile
- Greater China
- Colombia
- Costa Rica
- Croatia
- Czech Republic
- Dominican Republic
- Ecuador
- Finland
- France
- Germany
- Guatemala
- Greece
- Hong Kong
- Hungary
- India
- Ireland
- Israel
- Korea
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Panama
- Peru

Regional / Global:

- Asia Pacific Effie
- Euro Effie
- Global Effie
- North America Effie
- MENA Effie
- LATAM Effie



- ✦ Ranking of the most effective agencies, marketers, brands, networks, and holding companies by analysing finalist and winner data from Effie Award competitions around the world.
- ✦ Points are allocated for winning a grand, gold, silver, bronze awards as well as being a finalist.
- ✦ Visit www.effieindex.com.

2020 Most Effective Marketer - Global



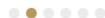
2020 Most Effective Holding Group - Global



2020 Most Effective Independent Agency - Global



2020 Most Effective Brand - Global



2020 Most Effective Agency Network - Global



2020 Most Effective Individual Agency - Global



THE EFFIE INDEX®

2020 Regional Rankings

The Index can also be analyzed by region and the companies that ranked highest in each region in 2020 are:

Asia Pacific

Unilever (marketer), KFC (brand), WPP (agency holding group) Ogilvy (agency network), Ogilvy Mumbai, (agency) and The Womb Communications in Mumbai (independent agency).

Europe

PepsiCo (marketer), Vodafone (brand), WPP (agency holding group), McCann Worldgroup (agency network), banda, Kyiv, Ukraine (agency & independent agency).

Latin America

AB InBev (marketer), Coca-Cola (brand), Omnicom (agency holding group), BBDO Worldwide (agency network), Sancho BBDO - Bogotá (agency) and DON Buenos Aires (independent agency).

Middle East & Africa

Unilever (marketer), Saudi Telecom Company (brand), Interpublic (agency holding group), McCann Worldgroup (agency network), FP7 McCann - Dubai (agency) and déjà vu - Dubai (independent agency).

North America

Procter & Gamble (marketer), McDonald's (brand), WPP (agency holding group), Ogilvy (agency network), Droga5 New York (agency) and a tie between Rethink (Vancouver) and Terri & Sandy (New York) (independent agency).

effie is more than an awards show...



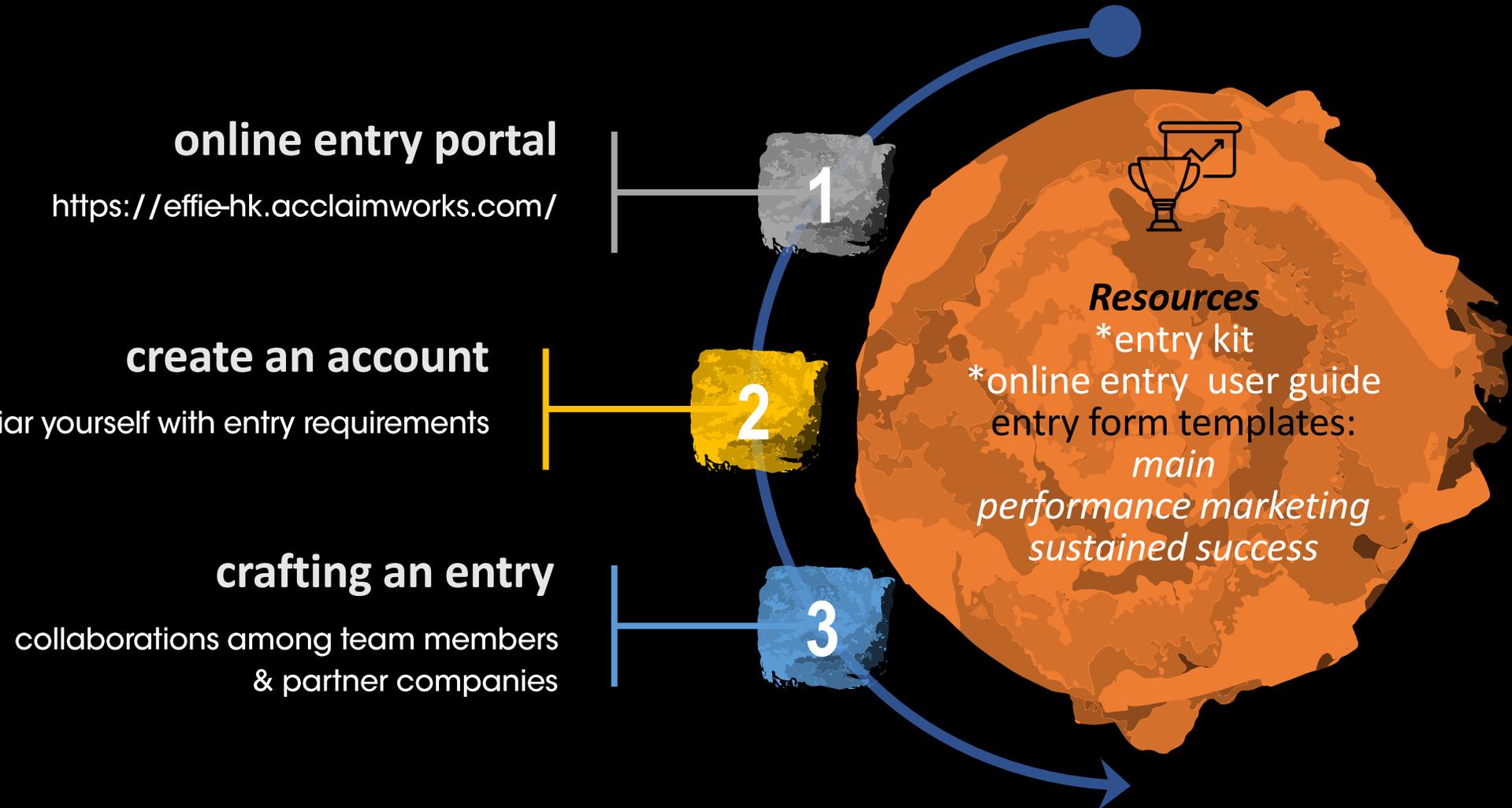
...effie is a

FORUM

for the industry

How to enter?

www.aaaa.com.hk/awards/effie-awards-2021/



Effie Resources

Effie Objective Guidance

Effie Case Database

7 Tips for an Effective Awards Entry

For each objective in your Effie entry, please select an objective type



Objective Type	Definition for Product or Service Marketing	Definition for Non-Profit and Purpose Driven Marketing	Related Digital Marketing Terminology	Creative Tendency
AWARENESS	Knowledge and familiarity of brand, product or service.	Knowledge and familiarity of non-profit or institutional mission or cause.	Upper funnel	Tends to focus on emotional or aspirational storytelling.
CONSIDERATION	Researching, receiving or obtaining additional details and evaluating a product or service.	Researching, receiving or obtaining additional educational information about the cause.	Middle funnel	Tends to focus on functional benefits, product design, ingredients, features or user experience.
PURCHASE / COMMITMENT	Purchase, buying a product, service or subscription.	Commitment, donating or taking meaningful action in support of a cause.	Lower funnel / conversion	Tends to focus on commercial tactics.
LOYALTY	Repurchasing a product, subscription or service or buying another product within the brand's ecosystem.	Repeat of donation or other meaningful action to support the cause.	Replenishment or renewal	Tends to focus on commercial tactics.
ADVOCACY	Customers relay their own stories and experiences.	Supporters relay their support for the cause and/or their own values and experiences related to the cause.	User generated recommendations, reviews, testimonials, comments.	Tends to inspire, collaborate and acknowledge customers.

The Effie Awards honor ideas that work. Any type of marketing touchpoint can play a role along each step of the way (e.g., product innovation, customer experience, in digital or print, sampling, trial, pricing, packaging, radio, word of mouth, etc.)



creative reel

GUIDELINES

- Do not include any agency names in the file name.
- Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.

TECHNICAL SPECS

- 1 creative reel file per entry
- 3-minute maximum
- Note: Sustained Success cases may be up to 4 minutes in length.
- 250 MB maximum file size
- mp4 format
- Resolution

publicity materials

IMAGES FOR PUBLICITY

- Primary Publicity Image.** This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image will also be used in the Case Database.
- Technical Requirements:** .jpg, high-res, CMYK format, 100% of size, 15 MB max.

credits

Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners - clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; etc.

sourcing the data

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified.

In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

- When submitting your responses to sections 1 - 4, you must provide a source of all data and facts. At the end of a sentence that requires a source, use the SUPERSCRIP feature to number your sources.
- In the Sourcing box, numerically list your citations.

SUGGESTED SOURCING LAYOUT

- Source of data / Research, Research / Data Type, Dates Covered.

COMPANY CREDITS

Space has been provided in the Entry Portal to credit:

- Lead agency/s: 2 lead agencies, 1 is required
- Client company/s: 2 client companies, 1 is required
- Contributing companies: up to 4 contributing companies, if any, therefore optional

Email to effiehk@aaa.com.hk for enquiries

Effie Awards Hong Kong 2021

Competition Process



2H 2021	Awards Ceremony TBC
Jul	Finalist Announced July 2021
May-Jun	Judging Round One Judging: 21 st May – 14 th June, 2021 Round Two Judging: 25 th June, 2021
Apr	Deadline Early Bird: 16 th April, 2021 Deadline: 30 th April, 2021 Final Deadline: 10 th May, 2021



Effie Awards Hong Kong 2021

Entry Deadlines & Fees

Entry Deadline	Date	Entry Fee	
		Member	Non-Member
Early Bird	16 th April, 2021	HK\$2,800	HK\$4,800
Entry Deadline	30 th April, 2021	HK\$3,800	HK\$5,800
Late Entry Deadline	10 th May, 2021	HK\$5,800	HK\$7,800

Excellence in Marketing Effectiveness - internationally recognised for the local pride



Effie Awards Hong Kong 2021 Competition

- 🏗️ Any company can enter – full service agency, media agency, marketers, etc
- 🏗️ Collaboration is key. HK4As encourages agency and client to share the entry cost.
- 🏗️ Eligibility: 1st May 2019 and 30th April 2021 – run in Hong Kong
Sustained Success eligibility: any two-year efforts run consecutively between 1st June 2017 and 30th April 2021 (that means the efforts could start from as early as 1st June 2017 and ran until 30th May 2019)
Special circumstances: wok launched in April 2019 or ended May 2021
- 🏗️ Categories: 2 types of categories are offered –
25 Industry categories and 29 Specialty categories

Industry Categories

1. Automotive
2. Banking & Financial Services
3. Beauty / Fragrance / Personal Care
4. Beverages – Alcohol / Non-Alcohol
5. Culture & The Arts
6. Delivery Services *New*
7. Education & Training *New*
8. Fashion & Accessories
9. Fast Moving Consumer Goods
10. Furniture
11. Gaming & E-Sports *New*
12. Government Services /
Non-Profit Organisations or Activities /
Transportation / Utilities
13. Insurance
14. Luxury Goods *New*
15. New Product & Services Introduction *New*
16. Office / Computer Equipment / Electrical
Appliances
17. Pet Care
18. Real Estate Agents / Real Estate Developments
19. Restaurants / Fast Food
20. Supermarkets / Shops & Stores / Retail / Etail
21. Telecom & Internet Services / Media & Home
Entertainment / Electronics
22. Travel / Tourism / Recreational / Leisure
Facilities
23. Health & Wellness – Health, Fitness & Wellness *New*
24. Health & Wellness – Healthcare Services *New*
25. Health & Wellness – Over-the-counter (OTC) *New*

Specialty Categories

General Specialties

- 26. Brand Experience – Live, Digital, Live & Digital
- 27. Business to Business
- 28. Use of Content

Business Challenges

- 29. Corporate Reputation
- 30. David vs. Goliath
- 31. Marketing Disruptors **New**
- 32. Small Budgets: Non-Profit / Products, Services
- 33. Sustained Success: Non-Profits / Products / Services

Commerce & Shopper **New**

- 34. Brand Experience
- 35. Crisis Response / Critical Pivot **New**
- 36. Data-Driven
- 37. E-Commerce **New**
- 38. New Product / Service Introduction **New**

Digital

- 39. Influencer Marketing **New**
- 40. Performance Marketing **New**
- 41. Social Media Marketing

Health & Wellness: Disease Awareness & Education **New**

- 42. Charitable / Research Funding
- 43. Non-Profit
- 44. Pharma / Corporate

Media Planning & Innovation

- 45. Data-Driven
- 46. Media Idea
- 47. Media Innovation: Emerging & New Channels, Existing Channels

Marketing Innovation Solutions **New**

- 48. Business / Product / Service Innovation
- 49. Customer Experience

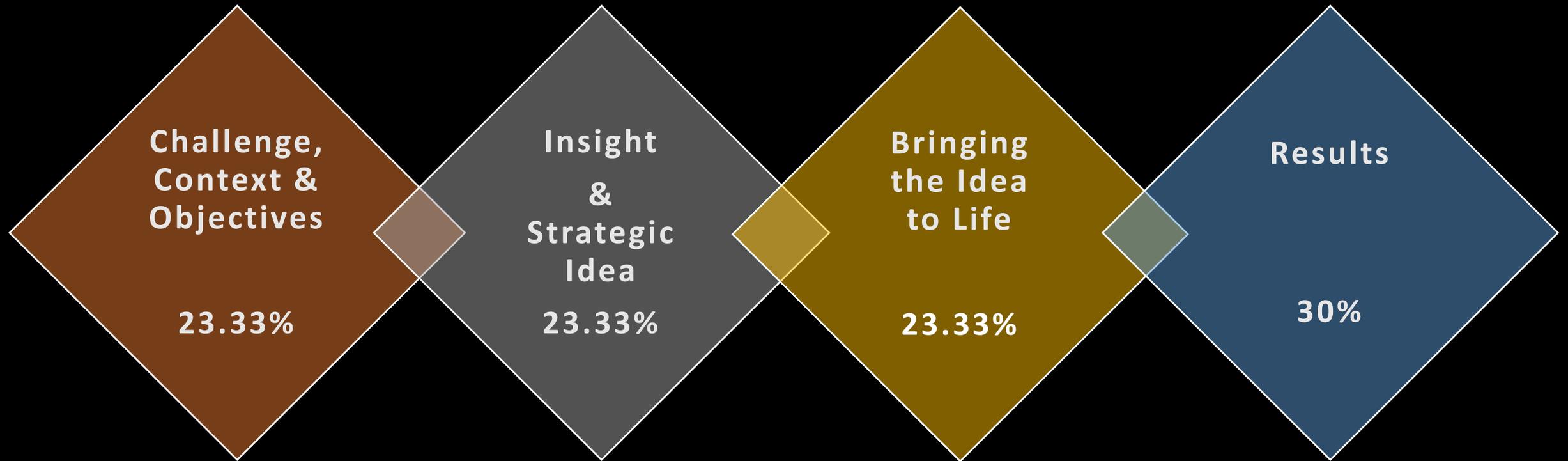
Positive Change **New**

- 50. Environmental: Brands / Non-Profit
- 51. Social Good: Brands / Non-Profit

Topical & Annual Events

- 52. Crisis Response / Critical Pivot **New**
- 53. Current Events **New**
- 54. Seasonal Marketing

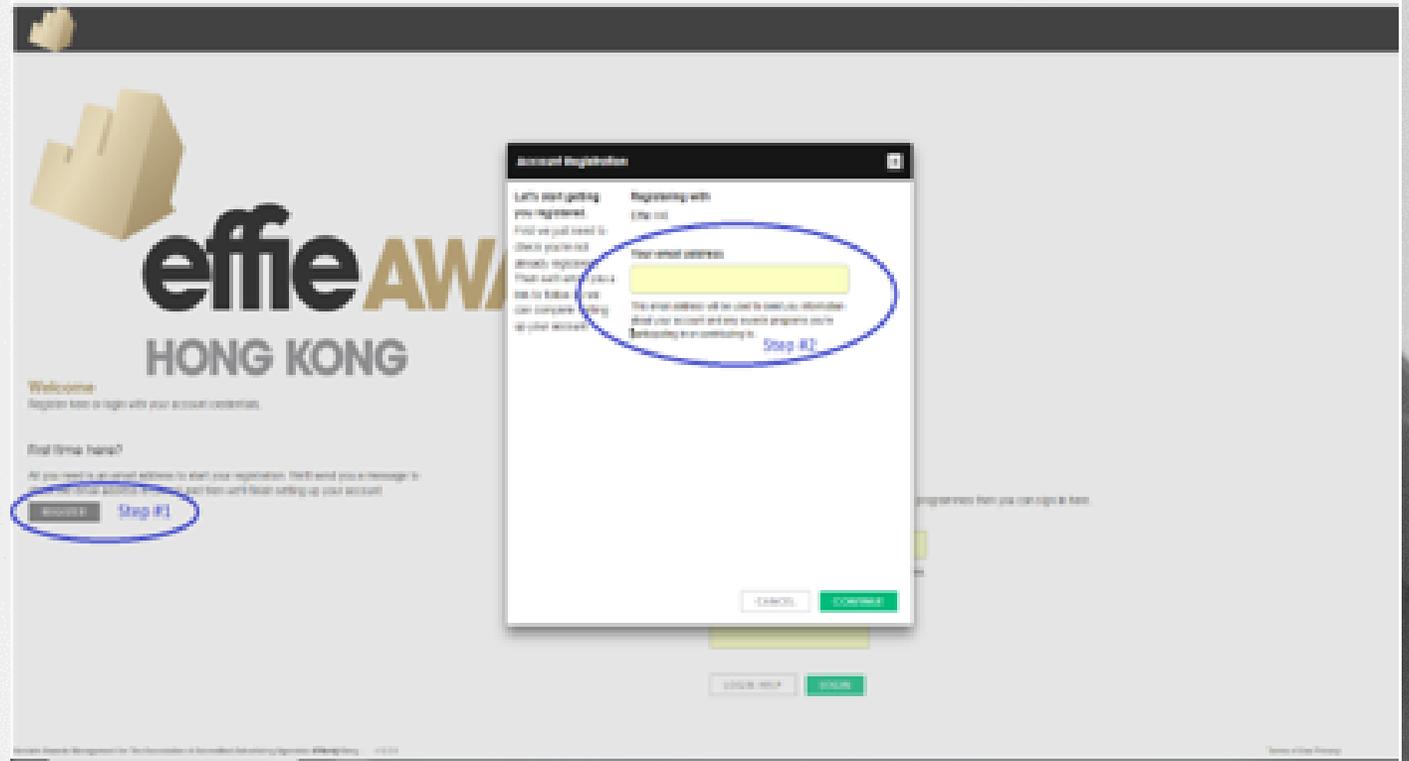
effie's method of assessment



Entering the Portal

<https://effie-hk.acclaimworks.com/>

1. Register
2. Enter your company email



- 👉 Product – the product name for the entry you are making
- 👉 Entry Name – the name of your entry as you would like it to appear on your award
- 👉 Organisation – the company entering and who will also be making payment your entries

Entry Portal

→ ↻ 🏠 🔒 https://effie-hk.acclaimworks.com/user/category_selector ⭐ ⚙️ 🗑️ 👤 ⋮

ENTRY INBOX YOUR ACCOUNT LOGOUT

Category

Select a category for your entry

Category Selection

Choose the categories you're entering.

Industry

1 Automotive	ADD TO ENTRY
All vehicles including cars, trucks, motorcycles, vans, both brand and model advertising; automotive aftermarket products such as gasoline, motor oil, tyres, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.	
2 Banking and Financial Services	ADD TO ENTRY
Products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.	
3 Beauty / Fragrance / Personal Care	ADD TO ENTRY
Includes cosmetics, fragrances, hair products, dental products, nail products, skincare treatments, salons, spas, etc.	
4 Beverages - Alcohol / Non-Alcohol	ADD TO ENTRY
Beer, champagne, liquor, wine, hard seltzers, wine coolers; non-alcoholic beverages include diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water and energy drinks, etc.	

Review eligibility, deadline & fee info **ENTRY DETAILS LINK**.

If you have any questions, please email effiehk@aaaa.com.hk

ENTRY RESOURCES

Entrants are included to review entrant resources for more information on submitting a strong case. Resources include the **Effie Objective Guidance**, **Video Support**, and **Case study samples LINK**.

ENTRY PORTAL INSTRUCTIONS

Adding/Editing Responses for Multi-Category Submission Instructions

Step-by-Step Entry Portal Submission Instructions

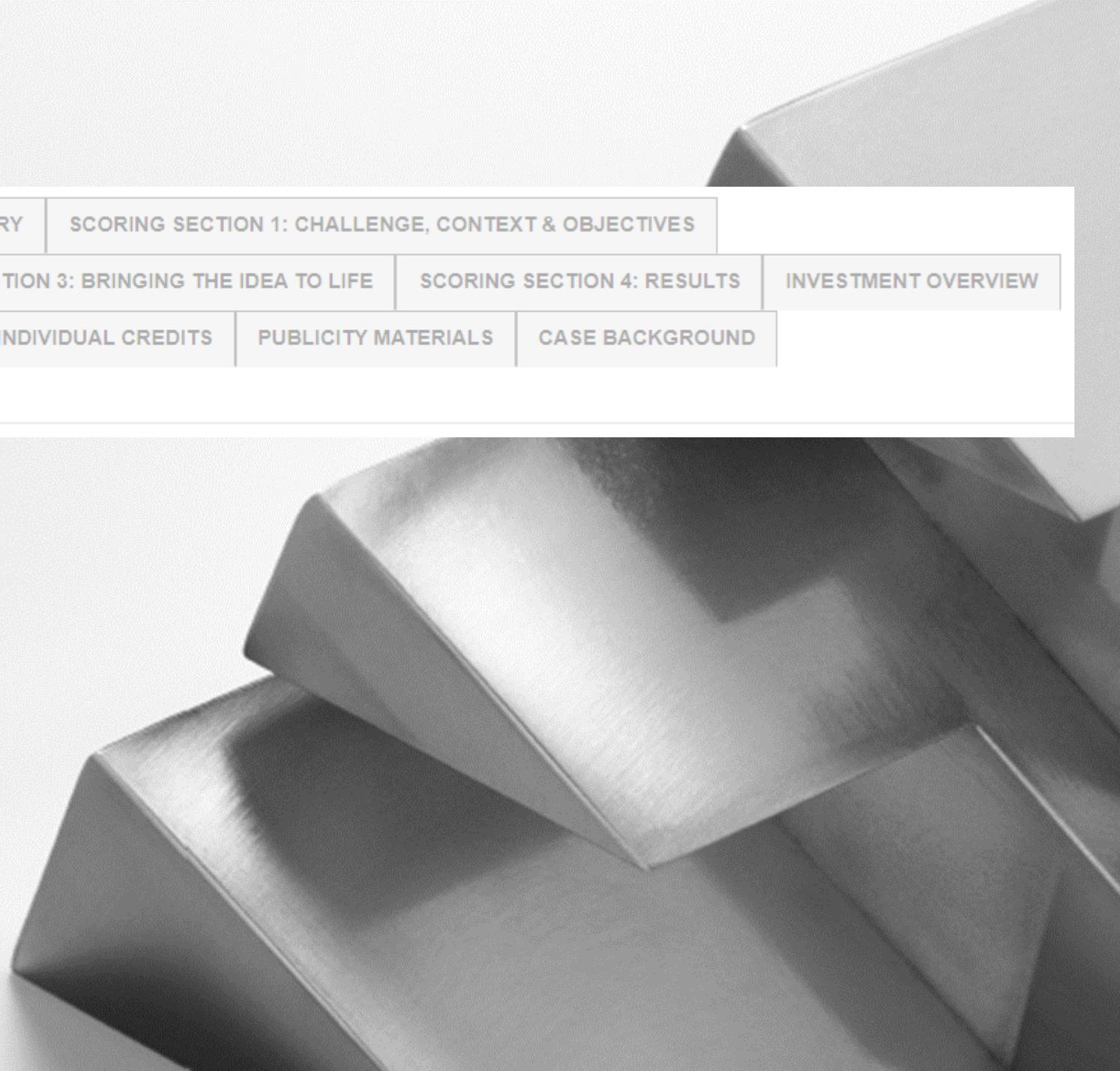
Please do not open multiple tabs of the Entry Portal within the same browser, as this may lead to technical issues.

Technical Issues: If you experience any glitches or are having trouble with the system, please do not hesitate to email effiehk@aaaa.com.hk. Please include your Entry ID#, a screenshot of the issue you are experiencing, the browser you are using, and a brief description of the problem. Entrants will not be penalized with a late fee due to technical issues.

Entry Form Essentials

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

- 👉 Top tips from the jury
- 👉 Requirements on eligibility
- 👉 Creative requirements
- 👉 Resources & contacts
- 👉 Additional requirements



Entry Details & Executive Summary

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

- 👉 Effort start date & end date
- 👉 Regional classification
- 👉 Industry sector
- 👉 Industry / category situation

- 👉 The Challenge
- 👉 The Insight
- 👉 The Strategy (*Performance Marketing*)
- 👉 The Idea
- 👉 Bringing the Idea to Life
- 👉 The Results
- 👉 Why is this case worthy of an award

Section 1: Challenge, Context & Objectives

ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY	SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES			
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CREATIVE EXAMPLES	DOWNLOAD YOUR ENTRY	COMPANY & INDIVIDUAL CREDITS	PUBLICITY MATERIALS	CASE BACKGROUND	
PERMISSION, AUTHORIZATION & VERIFICATION					

This scoring section is the glue that shapes the other elements of the case. Elements are assessed for both suitability and ambitiousness within the framework of the strategic communications challenge.



Section 2: Insights & Strategic Idea

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

How inventive and effective the Idea & Strategy were in meeting the communications challenge and how closely the Idea, Strategy and Results address the Challenge.

Insights &
how it
originated

Big Idea
addressed
the
challenge

Research

Breakthrough
results

Section 3: Bringing the Idea to Life

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

Entrants should articulate the communications strategies and how the idea was brought to life. Ensure your response details the 'why' behind your choices.

Media
addendum

Communications
strategy

Evolution of your
communications
over time

Key visual

Investment Overview

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

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for judging.

Expenditure:

Paid media
Production
Non-media

Media
addendum

Touchpoints

Budget
elaboration

Creative Examples

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

The creative video is your place to show examples of your work – NOT repeat the written case.

NO agency
names, logos

NO results

NO competitor
logo, work

video: 3 mins
• Sustained Success:
4 mins

Section 4: Results

Summary	ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY	SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES		
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INVESTMENT OVERVIEW	CREATIVE EXAMPLES	DOWNLOAD YOUR ENTRY	COMPANY & INDIVIDUAL CREDITS	PUBLICITY MATERIALS	
CASE BACKGROUND	PERMISSION, AUTHORIZATION & VERIFICATION				

Entrants to show direct correlations between real objects and results of a case

Results impacted brand & its business

Context with historical data, industry benchmarks

Additional results & key metrics

Use charts & graphs

Download Your Entry

Summary	ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY	SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES	
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INVESTMENT OVERVIEW	CREATIVE EXAMPLES	DOWNLOAD YOUR ENTRY	COMPANY & INDIVIDUAL CREDITS	PUBLICITY MATERIALS
CASE BACKGROUND	PERMISSION, AUTHORIZATION & VERIFICATION			

Entrants can download the Judge's View of Your Entry for record or download ALL submitted information in the online entry portal (includes background details like credits that are not seen by judges), choose PRINT ENTRY from the ACTIONS button in the upper-right corner in the entry portal.

Entry details

Executive summary

Sections 1-4
Investment overview

Thumbnails of the materials on the creative work tab

Company & Individual Credits

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

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

Lead
agency(s)

Client(s)

Contributing
companies

Individuals

Publicity Materials

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

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

Statement of
Effectiveness

Publicity
image, logo

Team photos

Case Background

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

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

Product

Competitor

Research

Sustainable
development
goal

Permission, Authorisation & Verification

Summary	ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY	SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES		
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CASE BACKGROUND	PERMISSION, AUTHORIZATION & VERIFICATION				

Entrants' willingness to share their finalist and winning case studies with the industry.

Publishing
written case

Accuracy
of entry info

Lead agency
clients

Credit
amendment
policy

Summary

Summary	ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY		
SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES		SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA		
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CREATIVE EXAMPLES	DOWNLOAD YOUR ENTRY	COMPANY & INDIVIDUAL CREDITS	PUBLICITY MATERIALS	
CASE BACKGROUND	PERMISSION, AUTHORIZATION & VERIFICATION			

This is a check list that reminds entrants to any missing information before checking out.

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

Writing an Effective Entry

**Challenge,
Context &
Objectives**

23.33%

**Insights &
Strategic
Idea**

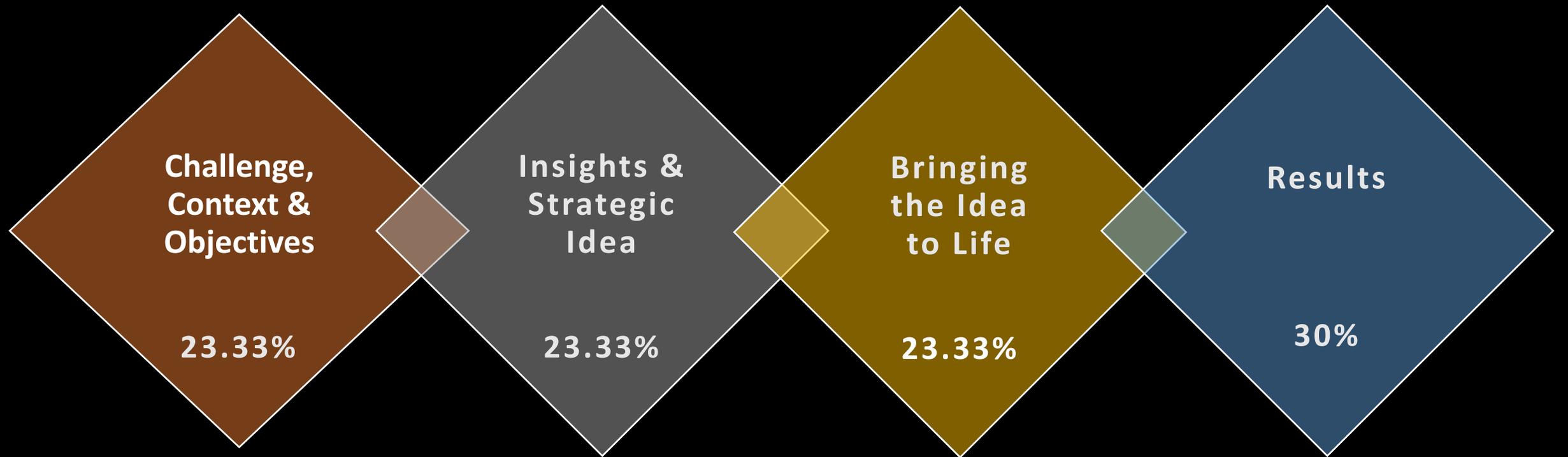
23.33%

**Bringing
the Idea
to Life**

23.33%

Results

30%



Writing an Effective Entry



Challenge,
Context &
Objectives

23.33%

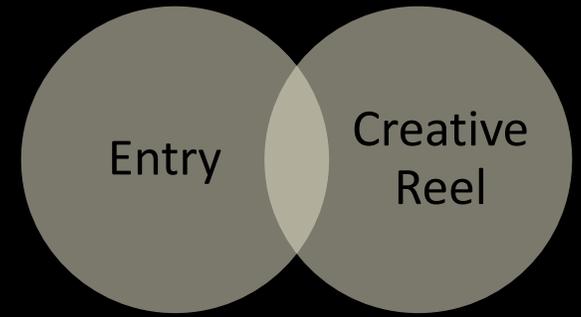
- Do not retrofit your objectives to match your results.
- Elements are assessed for both suitability and ambitiousness within the framework of the challenge.
- If you did not have specific objective upfront, explain this.
- Objectives & KPIs should relate to your business challenge.

Writing an Effective Entry



- **Insights**
 - *"A restatement of what you needed to achieve is not an insight."*
 - *"The stronger the business and consumer insight, the better the communication plan."*
- **The Big Idea**
 - *"Many of the idea articulations were not ideas. They were descriptions of what the program was, not the idea behind it."*
 - *"The idea is the pivot which turns the smart analysis of the problem into a unique solution that none of our competitors could emulate."*

Writing an Effective Entry

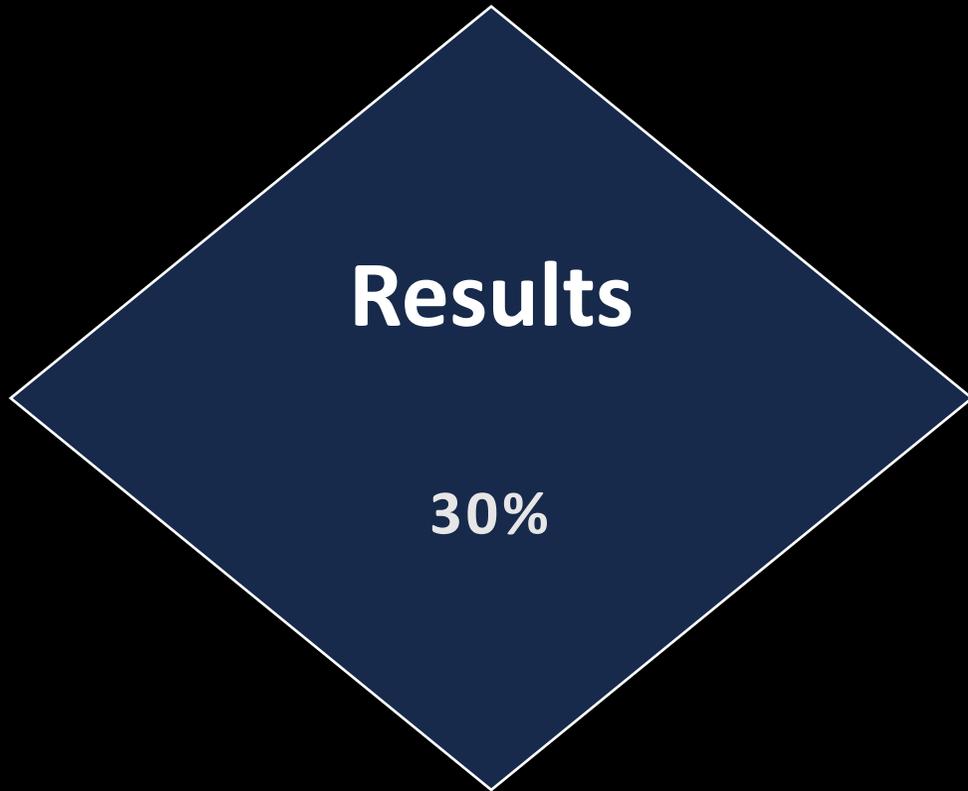


**Bringing
the Idea
to Life**

23.33%

- **Entry**
 - Common judge critique: Entrants need to better address the media strategy.
 - *“Show the connection between communication strategy and media.”*
 - *“Tie the communication strategy directly back to objectives and insights without that, it’s just a media plan, not a communications strategy.”*
- **The Big Idea**
 - *“The best reels told a cohesive story, but did not spend a lot of time on the set up, given that we had already reviewed the written materials.”*

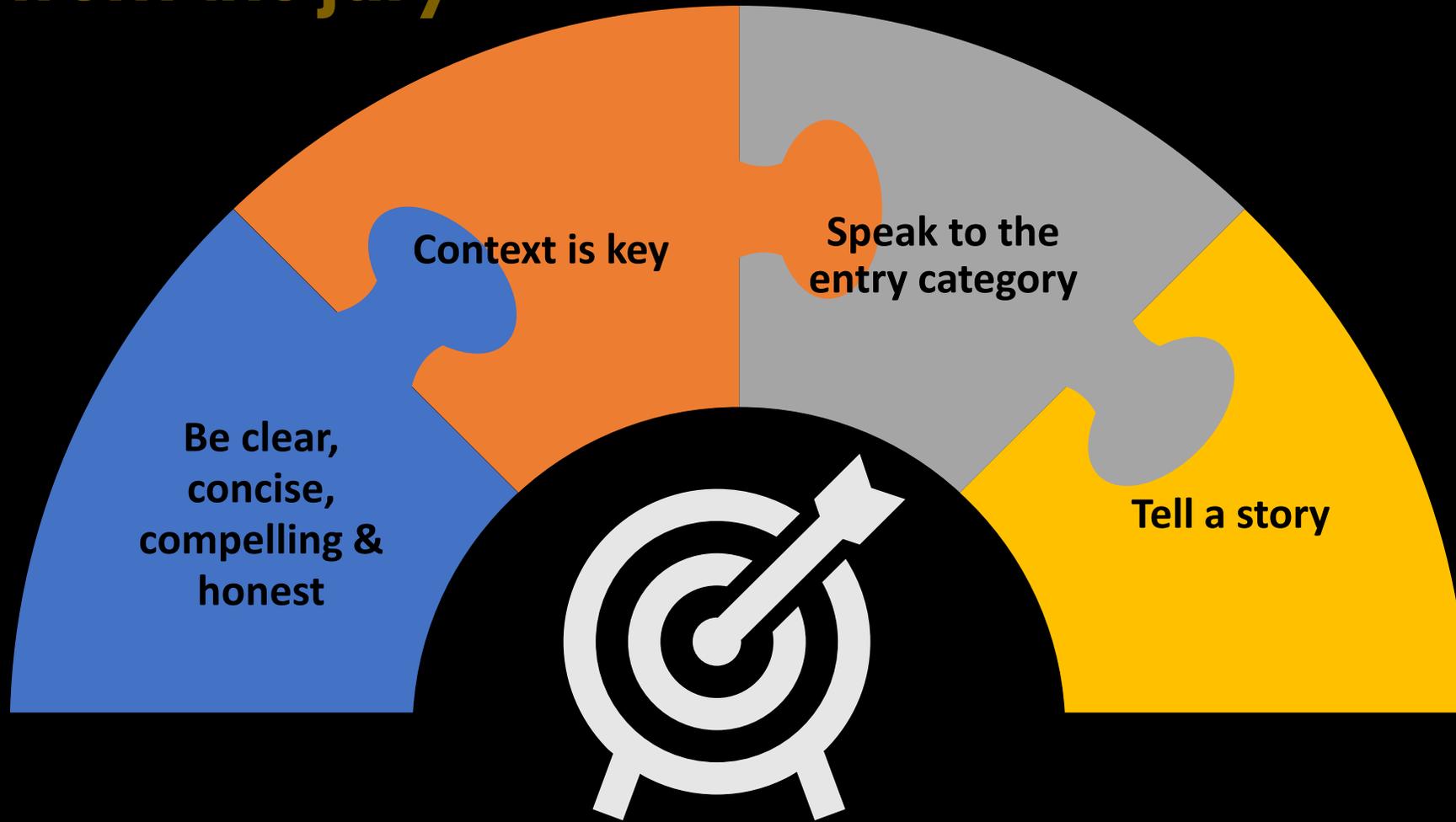
Writing an Effective Entry



- Most common judge comment: Tie results back to objectives.
- Provide context – what is the industry norm? What were pre and post measures? Include category context, as judges may not be aware of your particular category.
- **PROVE your case.** Eliminate any other factors that judges may think contributed to your success.

“The strongest cases immediately and overtly tied back to objectives.”

Advice from the jury



Clearly link each part of your story



Reasons for disqualification

- Falling to adhere to the Effie eligibility rules
- Entry does not meet category definition requirements
- Agency names/logos published in the entry form or in the creative materials
- Data not sourced
- Including screen grabs or other images of creative elements in your written form
- Directing judges to external websites
- Missing translation
- Violating creative example rules

Writing An Effective Entry

Judge Feedback

- 👉 “Consider the fact that the person reading it may be a creative mind, a media mind, or an analytical mind. Try to appeal to all by making it a very easy, enjoyable and entertaining read.”
- 👉 “The Effie judges work in this field. They know exactly how to reverse engineer goals, revise metrics, adjust goals...simple, honest statements work much better than things written for a cold, distant jury.”
- 👉 “Every part of the story should logically tie back to the points being made. Simpler is better.”

Writing An Effective Entry

Judge Feedback

- ✎ Putting everything, including the kitchen sink, into your case only serves to confuse and tire the judges. Less is more.”
- ✎ “Have a senior person and a proofreader read your cases before submitting them. Typos and logic flow errors create a bad impression.”
- ✎ “Story telling is important. The person with the most heart for the campaign needs to be involved in the writing of the case study. Too dry case studies kill great results.”



Effie Awards Hong Kong 2021

Organised & Presented by:

香港廣告商會

THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



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Effie Awards Hong Kong 2021

Entry Deadlines

16th April, 2021

Early Bird Closes

30th April, 2021

Deadline for Entries

10th May, 2021

Deadline for Late Entries

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Thank you!



2021

effieAWARDS

HONG KONG

Effie Awards Hong Kong 2021 Competition

1

Challenge, Context, Objectives

Campaigns are typically more effective when the objectives are focused and connected.

There is no inherent benefit to effectiveness from targeted or mass market strategies.

2

Insight and Strategic Idea

Diagnosing the challenge and truly understanding the audience through the right research at the right time leads to more effective ideas and campaigns.

3

Bringing the Idea to Life

More channels are used by Winners and these also tend to be the channels with the greatest reach.

Highly effective campaigns do not always need to outspend the competition to succeed, rather they succeed by taking a different path to the rest of the category.

Non Conformity was a key creative theme for effective campaigns.

4

Results

Effie Winners are more likely to demonstrate Market Share gain as the primary result.