

# 2025 Entry Kit



# Introduction

This document is designed to give you all the information you need to write and submit your entry. It includes all the practical information - like what work is eligible to enter, what categories are available, accepted creative assets & credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

Additional information can be found on <https://aaaa.com.hk/awards/effie/6>.

If you still have any questions, please ask and we'll be happy to help. We may also offer online tutorials that you can sign up. Simply email [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

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

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**How to enter**

# Eligibility

**ALL MARKETING ACTIVITY THAT RAN IN Hong Kong AT ANY POINT BETWEEN MAY 1, 2024 AND JULY 31, 2025\* IS ELIGIBLE TO ENTER.**

Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter. Data and creative work presented must be specific to Hong Kong. Test efforts are not eligible.

The written text of the judged entry must be the original work of the entering companies and authors.

One or any multiple combination of mediums may be submitted; any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.

Your work must have run during the eligibility period. Elements of the work may have been introduced earlier and continued after, but the information you submit for your entry must have taken place *during* the qualifying time period.

**Results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing activity you have entered.**

It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry.

A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. However, different organizations may take the lead on entering the work in different categories.

Effie Worldwide reserves the right to re-categorize entries, split/redefine categories, and/or refuse entry at any time. Review category definitions and re-entry requirements for additional guidelines.

\* Sustained Success campaigns have separate eligibility periods to that stated above. You’ll find more information in the [category definition](#).

# Eligibility

## RE-ENTERING PREVIOUSLY ENTERED WORK

- Entrants, finalists & winners of the previous year's competition period must update their entry to the current eligibility time period, including results.
- 2024 Gold Effie Winners can only re-enter a category in which they did not win Gold.

## ENTERING IN MULTIPLE CATEGORIES

- You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper categories. You will need to submit a separate entry and pay separate entry fees for each category submission.
- Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition.

Effie Hong Kong reserves the right to re-categorize entries, split/redefine categories, and/or refuse entry at any time. Review category definitions and re-entry requirements for additional guidelines.

# Deadlines & Fees

DEADLINE	DATE	FEE (HKD)	
		Member	Non-Member
Early Bird	July 3, 2025	\$3,000	\$4,000
Deadline	August 5, 2025	\$4,500	\$6,000
Late Entry	August 11, 2025	\$6,000	\$8,000

*Entry fees are locked based on the date of submission - all requirements must be met in order to submit your entry. Fees increase the day after each deadline at 12:00am (HKT). Entries are non-refundable after time of entry.*

## NON-PROFIT DISCOUNT

50% off Entry Fees.

Eligibility: This applies when the entering organization or brand is non-profit. Discounts are automatically applied in the entry portal. If you have any questions, please reach out to [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

## NEW ENTRANT DISCOUNT

\$1000 off Entry Fees.

Eligibility: Entrants (lead agency/entering company) that haven't submitted any entries in the 2021-2024 Effie HK competitions. Discounts cannot be applied until you have created an account in the entry portal and cannot be requested after August 10, 2025. Once your account is active, please request the discount by emailing [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk) with the subject line: EFFIE HK - NEW ENTRANT DISCOUNT.

## BUNDLE DISCOUNT

10% off Entry Fees.

Submit 3 entries or more to qualify for the bundle discount. Please request the discount by emailing [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

*\* New Entrant Discount and Bundle Discount are exclusive to each other.*

## HOW TO PAY

Payment is due August 22, 2025.

Payment is accepted by cheque or bank transfer. When submitting your entry, you have to generate an invoice to be used for payment.

If you are entitled to any discounts, you have to verify your total payment amount with HK4As before you process the payment. Discrepancies in payment amount will cause delay and HK4As reserves the right to charge an administrative fee.

### Payment Method:

#### 1) By check:

Payable to 'The Association of Accredited Advertising Agencies of Hong Kong' and hand-delivered or couriered to HK4As office: Suite 1906, Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong.

#### 2) Via bank transfer

Bank:	The HongKong and Shanghai Banking Corporation Limited (HSBC) 1 Queen's Road Central, Hong Kong
SWIFT Code:	HSBCHKHHHKH
Account Name:	The Association of Accredited Advertising Agencies of Hong Kong
Account Number:	025-2-059464

Whether payment is made by check or via bank transfer, please ensure the Invoice Number is marked on the back of the check or referenced in the wire notes respectively; a notification of payment has to be sent to HK4As by emailing [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk) attention May Chow. Alternatively, it can be sent to [may.chow@aaaa.com.hk](mailto:may.chow@aaaa.com.hk).

Entries not accompanied by full payment will not be judged.

*Fees are non-refundable for any reason including disqualification.*



# How to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-hk.acclaimworks.com/>.

Before submitting your entry, we recommend you use the relevant Entry Form Template to prepare it - the next section explains what's required for each part. You can access the **Entry Form templates** [here](#).

- The template includes all required fields that must be provided in order to submit your entry.
- Once drafted, copy/paste the answers to each question into the corresponding question in the entry portal.
- Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
- Ensure you have credited all of your main strategic and creative partners and collaborate with all partners on submitting your effective work.

**Note:** there are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories.

**Here's a checklist of the entry requirements:**

REVIEWED BY JUDGES	OTHER REQUIREMENTS
<input type="checkbox"/> Written entry form	<input type="checkbox"/> Case background
<input type="checkbox"/> Creative examples (reel, images)	<input type="checkbox"/> Company & individual credits
	<input type="checkbox"/> Publicity materials
	<input type="checkbox"/> Authorization & verification form

# Categories

## CATEGORY LIMIT

Cases can be entered into a **up to four categories (max)**. Of those four categories, **only one category submission can be an industry category, and you may only enter up to two Commerce & Shopper categories**. You're not required to enter an Industry category or a Commerce & Shopper category - you may enter four speciality categories instead.

Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated and express difficulty in effectively evaluating a case when an entry isn't tailored for the entered category and will down score accordingly.

The entry portal supports entering your work in multiple categories. When starting a new entry, you can view the list of categories and click "add to entry" button next to each one you would like to enter in. You can also add additional categories after you start an entry - scroll up to the top and click the "add to more categories" button. You will need to adapt the entry form based on the category definition and pay the entry fee for each category entered.

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.

## INDUSTRY CATEGORIES

There are 28 industry categories to choose from. Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list.

## SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 30 specialty categories, focusing on General Specialty, Business Challenges, Commerce & Shopper, Digital, Health & Wellness, Marketing Innovation Solutions, Media, Positive Change and Topical & Annual Events.

When entering into any of these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

# Category Overview

Category definitions can be [found in the appendix](#) at the back of this entry kit.

INDUSTRY	
<ul style="list-style-type: none"> <li>○ Automotive</li> <li>○ Banking and Finance: General</li> <li>○ Banking and Finance: Digital Wallet / Payment Solutions</li> <li>○ Beauty/Fragrance/ Personal Care</li> <li>○ Beverages: Alcohol/Non-Alcohol</li> <li>○ Culture &amp; The Arts</li> <li>○ Delivery Services</li> <li>○ Education &amp; Training</li> <li>○ Fashion &amp; Accessories</li> <li>○ Fast Moving Consumer Goods</li> <li>○ Food</li> <li>○ Gaming &amp; E-Sports</li> <li>○ Government Services / Non-Profit Organizations or Activities /Transportation/Utilities</li> <li>○ Health &amp; Wellness: Health, Fitness,&amp; Wellness</li> <li>○ Health &amp; Wellness: Healthcare Services</li> <li>○ Health &amp; Wellness: Over-the-counter (OTC)</li> <li>○ Health &amp; Wellness: Rx</li> <li>○ Home Furnishings &amp; Appliances</li> <li>○ Insurance</li> <li>○ Luxury Goods</li> <li>○ New Product &amp; Services Introduction</li> <li>○ Office/ Computer Equipment / Electrical Appliances</li> </ul>	<ul style="list-style-type: none"> <li>○ Pet Care</li> <li>○ Real Estate Agents / Real Estate Developments</li> <li>○ Restaurants/ Fast Food</li> <li>○ Supermarkets/ Shops &amp; Stores /Retail/Etail</li> <li>○ Telecom &amp; Internet Services / Media &amp; Entertainment /Electronics</li> <li>○ Travel/Tourism/Recreational/ Leisure Facilities</li> </ul>

\* Each effort can only be entered into ONE industry category.

## SPECIALTY

### General Specialty

- Business-to-Business
- Experiential Marketing: Live or Digital
- Experiential Marketing: Hybrid
- Use of Content

### Business Challenges

- Corporate Reputation
- David vs. Goliath
- Marketing Disruptors
- Small Budgets: Non-profit/Products/Services
- Sustained Success: Non-profit/Products/Services

### Commerce & Shopper

- Crisis Response / Critical Pivot<sup>\*updated</sup>
- Data-Driven
- Digital Commerce
- Experiential Shopper Marketing
- New Product / Service Introduction
- Omni-Channel Shopper Solution
- Retail Media<sup>\*updated</sup>

### Digital

- Artificial Intelligence (AI)<sup>\*updated</sup>
- Engaged Community: Products/Services
- Influencer Marketing: Micro to Macro Influencers
- Influencer Marketing: Mega-Influencers
- Performance Marketing<sup>\*updated</sup>
- Social Media Marketing

### Health & Wellness

- Disease Awareness & Education: Charitable/ Research Funding
- Disease Awareness & Education: Non-Profit
- Disease Awareness & Education: Pharma/Corporate

### Marketing Innovation Solutions

- Business/Product/ Service Innovation
- Customer Experience

### Media

- Data-Driven
- Media Content Partnerships<sup>\*updated</sup>
- Media Idea
- Media Innovation: Emerging & New Channels, Existing Channels

### Positive Change

- Environmental: Brands/Non-Profit
- Social Good: Brands/Non-Profit
- Social Good: Diversity/ Equity & Inclusion

### Topical & Annual Events

- Crisis Response / Critical Pivot<sup>\*updated</sup>
- Current Events
- Seasonal Marketing



# **How to complete the entry form**

# Entry Form Overview

The written Entry Form has three sections:

1. Entry details and Executive Summary to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. It is important to have a coherent storytelling through the entire entry.

Section 1: Challenge, Context & Objectives (23.3% of score)

Section 2: Insights & Strategy (23.3% of score)

Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)

Section 4: Results (30% of score)

3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.

# 1. Challenge, Context and Objectives

This section lays the foundation of your case and accounts for 23.3% of your score. If it's weak your whole entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. Judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. They will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Reminder: Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

## QUESTION 1A

The context to your brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

## QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

- **Business:** This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behavior change what did you want people to start doing / doing more / doing less / stop doing etc. You can have up to 3 of these objectives.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For e.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

## CATEGORY-SPECIFIC GUIDANCE

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Performance Marketing Cases:** You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the Objectives Guide for examples of Pre-Conversion and Conversion metrics along the customer journey. Present the performance marketing goals and explain how these goals relate back to the overall brand or organization's strategy and objectives.
- **Sustained Success Cases:** It's important to include change over time for both questions.

## 2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results. It counts for 23.3% of your total score.

### QUESTION 2A

Explain who the target audience is and why they were the right for your brand, bearing in mind your context, challenge and objectives. Outline if your target was existing, or new, or both. Describe them using demographics, culture, media behaviors, etc.

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

### QUESTION 2B

Outline your key insight(s) and how your audience's behaviors and attitudes, your research and/or business situation had informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

**Performance marketing cases:** Your answer should include the data and audience insights that led to your strategy and idea and can include one or more of the following:

- Any non-data insights (e.g. behavior observation, market research) that complemented your data insights.
- Any data analysis that provided the breakthrough in shaping your strategy.
- New ways of identifying your audience and their search and purchase behavior.
- Any marketing channel insights that was the foundation of your marketing spend channel mix.

### QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

- **Performance Marketing Cases:** In addition to the above, your answer should bring to life your initial strategy and idea on how to target and convert your audience.  
**Note:** In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimized or changed your strategy based on real-time performance.
- **Sustained Success Cases:** It's important to include change over time.



## 3. Bringing the Strategy & Idea to life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan relates back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images. Together they account for 23% of the total score.

### QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM program, search engine marketing, display advertising, affiliate marketing etc.

### QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

### QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. Explain how the integral elements worked together to drive results.

## 4. Results

Tie together the story of how your work drove the results. This section is key for a winning entry and accounts for 30% of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.

### QUESTION 4A

Results must relate to your objectives and KPIs as outlined in Section 1.

- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organization.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

### QUESTION 4B

It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.



# **How to craft your entry within guidelines**

# The Entry: Requirements

The following could result in disqualification and loss of entry fees:

**Failing to adhere to the eligibility rules.** Data presented must be isolated to Hong Kong & work must have run at some point between 5/1/24 and 7/31/25. Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period should be submitted. See the [Eligibility section](#) for further details & special exceptions.

**Entry does not meet category definition requirements.** Entries are judged based on their effectiveness within the entered category.

**Agency names/logos included in the entry form or in the creative materials.** Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.

**Note:** It is fine for agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

**Data not sourced.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The entry portal is set up to encourage sourcing via footnotes. Refer to the following “sourcing data” page for more information.

**Directing Judges to External Websites.** Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren’t permitted to direct judges to websites for further information or for further examples of work.

**Missing Translation.** All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab on the Entry Portal.

**Violating Creative Example (creative reel + images) Rules.** Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the [Creative Requirements](#) section of the entry kit.

# The Entry: Sourcing Data

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

On 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 without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations. **Suggested sourcing layout:** Source of Data/Research, Research/Data Type, Dates Covered.

**Judges cannot click on external websites when reviewing your entry, so if citing a website please also include key sourcing details (e.g. publication, article name, date).**

## ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility period, entrants are required to include the dates covered for all results data presented.
- All data must be included in your response to Sections 1-4 and Investment Overview. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections should only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (advertising, media or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies and is not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, e.g. "PR Agency Research", "Media Agency Data", etc. As with all other sourcing, include any relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name, and judges encourage third-party data when available.
- Effie Hong Kong reserves the right to check all sources provided for accuracy.

# The Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: *Bringing the Strategy & Idea to Life, along with your answers to the questions in Section 3 and in the Investment Overview sections of the written Entry Form.*

Judges read the written case immediately before reviewing the creative work and will expect to see complete examples of the creative work you stated was integral to reaching the audience in Section 3 and the Investment Overview sections of your written case. Review the [Effective Entry Guide](#) for judge recommendations regarding the creative reel and images.

The focus of the reel should be the creative work, as the audience would have experienced it. You don't need to feature all of the items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success that are explained in your written case. Any set-up (re: context, challenge) should not impede the judges' ability to have a clear understanding of the creative work as it ran.

Judges recommend that, at minimum, 70%+ of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"><li>• At least one complete example of each integral touchpoint, to ensure that the judges can see the breadth of the work you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.)</li><li>• Video clips over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible</li><li>• If showing multiple examples of a touchpoint (e.g. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time</li></ul>	<ul style="list-style-type: none"><li>• Results of any kind will lead to disqualification</li><li>• Agency names, logos, images*</li><li>• Competitor creative work or logos.*<ul style="list-style-type: none"><li>○ *Exceptions: permitted if agency or competitor names/logos/work were included in your publicly running creative work</li></ul></li><li>• Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)</li><li>• Any confidential information, as creative reels will become public for finalists &amp; winners.</li></ul>

SPECS	TALENT / LICENSING
<ul style="list-style-type: none"><li>• 1 creative reel per entry</li><li>• 3 minutes maximum (Sustained Success entries can be 4 minutes)</li><li>• 250 MB maximum file size</li><li>• mp4 format</li><li>• High Resolution: 16:9 at 1920x1080.</li><li>• Do not include any agency names/logos in the video or in the file name.</li><li>• Sustained Success: Creative examples from three or more years are required, with labeling of the year/time period on the creative reel / images.</li></ul>	<ul style="list-style-type: none"><li>• Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.</li><li>• Effie Worldwide is an educational organization that shows work for educational purposes, and for honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.</li></ul>

# The Entry: Creative Images

**Images of the Creative Work:** at least 2 images are required; a maximum of 6 images are allowed.

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based creative elements that ran in front of your audience. It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.) or you may wish to upload work that you'd like judges to have another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format.
- Draw further attention to key element you wish to highlight

## Technical Requirements:

- .jpg format
- High-res. 15 MB max
- Do not include agency names or logos on any creative materials (including file names) you submit

Creative images will be shown publicly if your case is a finalist or winner.



# Other Requirements: Publicity

Entrants are required to provide the publicity materials below at the time of entry.

☐ **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.

Specs: High res jpg, 15 MB max.

☐ **LEAD AGENCY & CLIENT LOGOS**

Please provide current company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the gala if you're one of our winners, so please make sure the logos are current and high res.

Specs: ai/eps preferred; jpg/png also accepted.

☐ **CREATIVE EXAMPLES FROM JUDGING**

The Creative Work provided for judging (reel + images) will also be used for publicity purposes.

☐ **PUBLIC CASE SUMMARY**

In 90 words, provide a summary of your case with no confidential information included.

☐ **STATEMENT OF EFFECTIVENESS**

In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential information is included.

☐ **(optional) TEAM PHOTO**

Team Photos may be featured online and at the Effie Awards Gala. Photos may be of the client/agency together or featured separately. You may upload a maximum of one photo per lead agency and client. If your entry has a second lead agency or client, additional photos may be uploaded. (4) images max per entry

Specs: High res jpg, 15 MB max.

## Other Requirements: 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 (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

**Effie's policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**

Client & Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the entry portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. Credit additions require a HK\$1,800 fee per request and will not be permitted after November 14, 2025. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

COMPANY CREDITS	INDIVIDUAL CREDITS
<p>Lead Agency (1 Required, 2 Maximum)            Client (1 Required, 2 Maximum)            Contributing Companies (0 Required, 4 Maximum)</p> <p>CO-LEAD AGENCIES: You may credit a second Lead Agency and they will be given equal recognition by Effie. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry, you may not add or remove second lead agencies after the entry period.</p> <p>IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they'll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.</p>	<p>Primary Individual Credits (0 Required, 10 Maximum)            Secondary Individual Credits (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>

# Confidentiality & Publication

Effie Worldwide is an organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

To help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry. By providing permission to publish your written case, you are:

**Bettering the industry.** By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

**Bettering the future leaders of our industry.** Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

**Showcasing your team's success in achieving one of the top marketing honors of the year.** Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants may select from the following options:

## PUBLISH AS THE CASE WAS SUBMITTED

If you're a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes.

## PUBLISH AN EDITED VERSION OF THE WRITTEN CASE

If you're a finalist or a winner, you agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. In this case, you may redact sensitive data, however, you may not redact any section in its entirety including results

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data.

If you would like to have a further discussion on confidentiality, please email [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

**The written case is the only portion of the entry that should contain confidential information.** For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

### JUDGING

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category.

### INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context so the judges understand the significance of the data. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.


### CREATIVE WORK & PUBLICITY MATERIALS

The creative material (reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured on the [Effie Worldwide's website](#), partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.



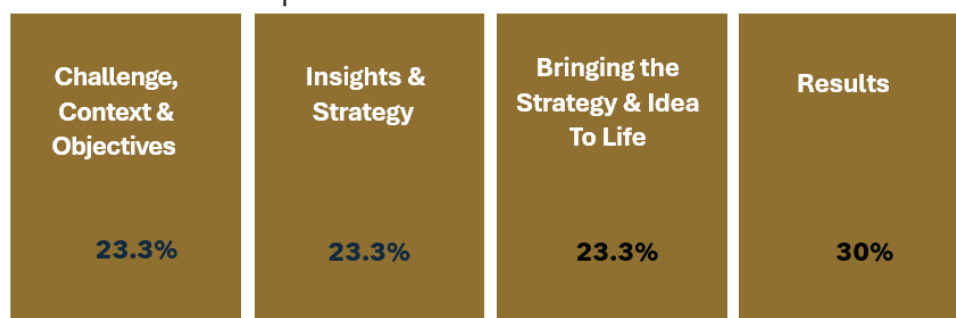
**What happens  
next?**

# Judging

Your entry will be judged by some of the brightest and most experienced business leaders in Hong Kong and the region. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall.

Entries are judged in two phases: in both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially.

Judges are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide market and category context in their entries to give judges a clear understanding of the category situation and explain what your KPIs mean in the context of the category. In all rounds of judging, judges provide scores across the four pillars of Effie's effectiveness framework:



The judges' scores determine which entries will be finalists and which finalists are awarded a Gold, Silver, Bronze Effie trophy or merit certificate. Each level has minimum scores required to be eligible for finalist status or for an award, therefore it is possible that a category may produce one or multiple winners of any level or perhaps no winners at all - no matter the number of finalists.

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award, the award for the single best case entered in a given year. As the Grand Jury is senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

## Interested in becoming a judge?

We welcome nominations for senior marketers across the industry for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and confidentiality rules firsthand. Previous judges have also said how much they've enjoyed the opportunity to review and evaluate great work with fellow marketers from different disciplines.

To nominate a judge, please send an email to Onie Chu at [onie.chu@aaaa.com.hk](mailto:onie.chu@aaaa.com.hk).

# If you win

## WINNING AN EFFIE

Winning an Effie Award means your work stands out as one of the most effective and impactful marketing efforts, combining insightful strategy, creative brilliance, and proven market results. As the competition continues to grow, winning has never been more challenging or rewarding.

Effie winners will be announced at a prize presentation to be held after Round Two Judging, tentatively in Mid-October.

## TROPHY

A complimentary trophy is provided to each winning lead agency and client company combined. The client and lead agency are the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy.

If your case is a finalist or winner, you can purchase additional personalized trophies and certificates with your choice of credited company(ies) or individuals showcased by emailing via [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).



## **EFFIE INDEX**

The Effie Index ([effieindex.com](http://effieindex.com)), identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Awards competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

If your case becomes a 2025 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.

We request that all entrants communicate with their own corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.

A single winner record receives index points only for the highest award won; for example, if a Gold winner moves on to win Grand, it only receives Grand index points (not both Gold and Grand).

## **AGENCY RANKINGS**

Agency office rankings are compiled using the Agency Name, city and state as listed on the Company & Individual Credits Tab in the entry portal. Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off the location of the office using the city/state fields. Effie encourages consistency year-to-year.

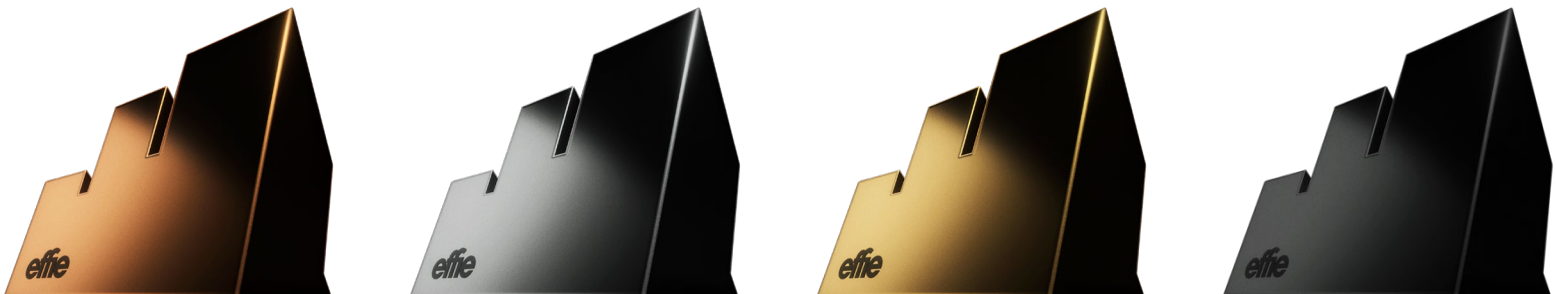
Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner - this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

Effie reserves the right to make changes (wording in some places).

## **AGENCY NETWORK & HOLDING COMPANY RANKINGS**

Agency networks and holding companies are selected in the entry portal.

The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.



# Appendix

The background of the page is a dark, moody composition. It features several overlapping, semi-transparent geometric shapes in shades of dark brown and black. A prominent diagonal line of bright yellow light cuts across the lower-left portion of the image, creating a strong contrast with the dark background. The overall effect is one of depth and modern design.

# Category Definitions

## INDUSTRY CATEGORY DEFINITIONS

**Automotive:** All vehicles including cars, trucks, motorcycles, vans, both brand and model advertising; automotive aftermarket products such as gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

**Banking & Finance: General :** Banking & Financial Services Products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including reward/loyalty cards, financial planning, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.

**Banking & Finance: Digital Wallet / Payment Solutions:** Specific products or services including credit, debit, prepaid cards, mobile payment services etc.

**Beauty/Fragrance/ Personal Care:** Includes cosmetics, fragrances, hair products, dental products, nail products, skincare treatments, salons, spas, etc.

**Beverages: Alcohol/Non-Alcohol:** 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.

**Culture & The Arts:** Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.

**Delivery Services:** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.

**Education & Training:** Includes all educational organizations and institutions, training programs, job/career sites, etc.

**Fashion & Accessories:** Includes all fashion, accessories, jewelry, eyewear, styling services, clothing rentals, etc.

**Fast Moving Consumer Goods:** All fast-moving consumer goods products, non-food items only, including cleaning products, household goods, toiletries etc.; refer to Food Category for food items and Beverages Category for drinks.

**Food:** Fresh, packaged, and frozen foods, including snacks & desserts.

**Gaming & E-Sports:** All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

**Government Services / Non-Profit Organizations or Activities /Transportation/Utilities:**

**Government Services:** Political/election campaigns, public information, armed forces marketing communications.

**Non-Profit Organizations or Activities:** Not-for-profit, charities, non-profit organizations and its activities.

**Transportation:** All transport related services, including public transport, ride sharing and hailing services, subway systems, bike shares, car rentals, etc.

**Utilities:** companies that supply the community with services on electricity, gas, water and broadband network.

**Health & Wellness: Health, Fitness & Wellness:** Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.

**Health & Wellness: Healthcare Services:** Efforts that were developed for hospitals, Health maintenance organizations (HMOs), health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

**Health & Wellness: OTC:** Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category - there are separate categories for Beauty/Fragrance/ Personal Care efforts.

**Health & Wellness: Rx:**

**Consumer/DTC:** Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.

**Devices:** Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase. Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort.

**Professional:** Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.

**Home Furnishings & Appliances:** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.

**Insurance:** Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, health, travel, business, etc.)

**Luxury Goods:** Includes products, services and experiences that target to upmarket consumers and customers.

**New Product & Services Introduction:**

Any effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible. Effie defines line extension as:

- Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.).
- A derivative product that adds or modifies features without significantly changing the price.
- Products that bear the same brand name and offer the consumer varied options (e.g. diet version of drink).

**Office/ Computer Equipment / Electrical Appliances:** Includes office furniture & fixtures, smartphones, tablets, computers, phones, smartwatches, consumer & office electronics, etc.

**Pet Care:** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.

**Real Estate Agents / Real Estate Developments:** Home/Office rentals, both residential and commercial project.

**Restaurants/ Fast Food:** Quick service, casual dining, cafés and restaurants. Any type of restaurant or fast food may enter.



Supermarkets/ Shops & Stores /Retail/Etail: Open to all retail companies (online and/or brick & mortar) with general or specific merchandise, including department stores; all scales of supermarkets, discount/bulk retailers; online retailers and other specialty stores, etc.

Telecom & Internet Services / Media & Entertainment /Electronics:

Telecom & Internet: Mobile network providers, high-speed internet access services, online services, bundled communications (internet, telephone, and TV).

Media & Entertainment: TV stations/networks, websites (entertainment, lifestyles, news, trade, etc.) magazines, newspapers, consumer or trade media, radio station, broadcasters, etc.

Electronics: Devices may be aimed at consumers or businesses. TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game console, drones, external or integrated VR/AR devices, sound systems, etc.

Travel/Tourism/Recreational/ Leisure Facilities: All forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

## SPECIALTY CATEGORY DEFINITIONS

### GENERAL SPECIALTY

Business-to-Business: This category is for marketing efforts from businesses targeting other businesses.

Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

Experiential Marketing: Live or Digital: This category is to showcase brand experiences beyond traditional advertising - work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a "brick and mortar" retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the 'participation' in the experience as a core factor.

Enter this category if only live experiences or digital experiences were involved.

Experiential Marketing: Hybrid: This category is to showcase brand experiences beyond traditional advertising - work that truly brought a brand or product to life and interacted with a specific audience

to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a "brick and mortar" retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the 'participation' in the experience as a core factor.

Enter this category if live, in-person experiences were blended with digital elements to create integrated, multi-channel experiences that maximize consumer engagement.

**Use of Content:** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honors branded content led ideas that are the heart of the communications program.

## BUSINESS CHALLENGES

**Corporate Reputation:** This category is for marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

**David vs. Goliath:**

This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on "sleeping giants"
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

**Marketing Disruptors:** This award is for efforts that grew their business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand/category.



#### Small Budgets: Non-Profit/Products/Services

To acknowledge local efforts working with a budget of HK\$ 0.5 million or less, including sponsorships and non-traditional media expenses. It must represent the only communications for this brand during the qualifying time period. The entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it.

#### Sustained Success: Non-Profits/Products/Services

Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition years' results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Enter in one of three sub-categories:

- Sustained Success – Non-Profits
- Sustained Success – Products
- Sustained Success – Services

Note: There is a special entry form and different creative requirements for the Sustained Success Award. Entrants must use the Sustained Success Entry Form when submitting under this category.

## COMMERCE & SHOPPER

Honoring the most effective integrated campaigns based on a specific shopper insight and designed to engage the shopper and guide the purchase process to achieve conversion. An effort may be entered into a maximum of two Commerce & Shopper categories.

Crisis Response / Critical Pivot <sup>updated</sup>: This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.

Data-Driven: Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Award submissions should explain how entrants utilized data (i.e., category data, retail channel data, shopper data) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives and impact the purchase decision. Highlight any advanced analytic capabilities that



contributed to the success of the program, such as market mix modelling, price elasticity, and Return On Investment (ROI) measurement & analysis.

**Digital Commerce:** This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.

**Experiential Shopper Marketing:** This award features work that truly brought a brand, product, or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product/brand personality. As long as it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to audiences to establish meaningful relationships, engaging experiences, and unique connections. Entrants in this category must address how the experience related back to the overall brand strategy.

**New Product / Service Introduction:** To enter this category, your case must address the commerce/shopper effort surrounding the launch of your new product/service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time.

If you are submitting an effort that was part of or inspired by a national campaign, explain how you adapted it for the shopper and the retailer.

**Omni-Channel Shopper Solution:** Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs. Enter brands that have ensured an effective, connected shopper journey and showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers’ path to purchase. In-store, online, customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption – it could entail anything – as long as the case illustrates how it was all connected to provide a fully integrated “shopper journey” from beginning to end.

**Retail Media <sup>updated</sup>:** This category highlights the success achieved through strategic collaborations between retail media networks and brands, driving measurable business growth for both parties. Whether digital or in-store, or omnichannel, demonstrate how your efforts were tailored to specific customer segments using

data-driven insights. Showcase the use of multiple channels, both online and offline, to deliver a cohesive and effective campaign that resonates with your target audience and drives tangible results for both retailer and brand.

Enter one of (3) sub-categories:

- Digital Commerce - use a retail media digital ecosystem (e.g., digital advertising, marketplace) to drive an online purchase
- In-Store Retail - use of retail media in-store to drive a sale
- Omnichannel - follow through from digital to in-store to drive to purchase

## DIGITAL

Honoring the most effective convergence of data, technology and all forms of creative that maximize end user engagement and conversion.

Artificial Intelligence (AI) **updated**: For the AI Category, entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimizing operations, increasing sales, or any other measurable objective.

Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

### Engaged Community: Products/Services

This category is about managing effective, engaged communities. Entrants are brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act, or amplify messaging in a way that directly relates to the brand's goals. State clearly how the brand managed the community, defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

Enter in one of two sub-categories:

Engaged Community - Products

Engaged Community - Services

#### Influencer Marketing: Micro to Macro influencers

For brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Influencers/opinion leaders may be social media/vertical platform leaders, brand ambassadors, bloggers, etc. – from micro to macro. Clearly identify the strategy, the desired audience, and why the influencer was important to that audience. Explain why the brand selected that influencer, what the influencer did for the audience, how they were used to carry out marketing activities, and what consumer behaviors were impacted, and a result, how the business was impacted.

Note: Celebrities and top idols will be classified as mega-influencers

#### Influencer Marketing: Mega-influencers

For brands that effectively worked with mega-influencers to reach their target audience to achieve short or long-term marketing goals. Mega influencers including celebrities, top idols etc. Clearly identify the strategy, the desired audience, and why the influencer was important to that audience. Explain why the brand selected that influencer, what the influencer did for the audience, how they were used to carry out marketing activities, and what consumer behaviors were impacted, and a result, how the business was impacted.

Performance Marketing **updated**: This category celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimization. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalization at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

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

## HEALTH & WELLNESS

Honoring effective marketing within the healthcare industry. Please note these categories feature both Industry categories (max. 1 per effort) and Specialty categories. Note: Disease Awareness & Education efforts must enter one of these categories – they may not enter Positive Change categories.

Disease Awareness & Education: Charitable/Research Funding: Efforts dedicated to generating funding/donations/support for research, treatment, and care of specific health conditions.

Disease Awareness & Education: Non-Profit: Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.

Disease Awareness & Education: Pharma/Corporate: Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

## MARKETING INNOVATION SOLUTIONS

This category awards innovative single marketing and business activities or entire marketing programs. If communication was a significant element of marketing mix, work should be submitted in another category.

Business/Product/Service Innovation: In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea regarding innovation for the product, service or business that has had an exceptionally positive impact on the market position of a business, brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc.

Customer Experience: In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea regarding customer experience innovation that has had an exceptionally positive impact on the market position of a business, brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: design, technology or UX innovation for the customer experience; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

## MEDIA

These categories reflect the importance of the use of media in driving effectiveness and will be judged by experts within the media industry across brands, agencies, and media owners. Submissions must speak to the media channel choices and measurement methodologies.

**Data-Driven :** Data-driven is the application of data and/or technology to connect people to the brand at the right moment/s. These efforts should prove how they specifically utilized data to drive creativity or to optimize media to improve business outcomes (brand kpis, ROI, performance marketing measures, etc.).

The best examples will recognize the interplay and application of data, inclusive of automation and AI, to engage with and/or deliver to a precise audience and achieve the best results. To enter, your case must detail the role that data had within the creative and/or media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilize personalized/custom-tailored creative messages.
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

**Media Content Partnerships** <sup>updated</sup>: This category recognizes brand-media partnerships that created and activated original content beyond traditional advertising. These partnerships should showcase innovative consumer connections through integrated communication channels centered on creative and strategic content. Each activation channel should demonstrate how the media company contributed to the campaign's effectiveness and impact. Submissions must detail the strategic rationale for the partnership, the selection process, and how the partnership led to results that achieved the brand's objectives.

**Media Idea:** This category is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring and there are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking - where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

### Media Innovation: Emerging & New Channels / Existing Channels

This award showcases those who had the insight and creativity to change the way a particular media channel is consumed, or to create a new channel. The award will go to brands who reached out of the conventional approach to grab their audience and effectively engage with them. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple - the work must represent new and creative usage of the media channels we know and love, or have not yet met.

Note: All entries must specifically address what was innovative and the results achieved. Address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimized the results.

Enter in one of two sub-categories:

Media Innovation - Emerging & New Channels

Media Innovation - Existing Channel

### POSITIVE CHANGE

In collaboration with the World Economic Forum

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing. The program has two tracks - Environmental and Social Good.

#### Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

Winners of this award showcase how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.



Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

Awareness - Making the audience aware of a sustainable product, service or action.

Trial - Trying the sustainable product, service or action for the first time.

Product/Service Substitution - Switching to a more sustainable product, service or action.

Change in Use - Using a product/service more sustainably than before or taking a more sustainable action.

Positive Change: Environmental - Brands/Non-Profit

Environmental – Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing.

Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Social Good – Brands

Recognizing brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc.) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

Social Good – Non-Profit

Recognizing non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose

Social Good – Diversity/Equity/Inclusion

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic or underrepresented groups or communities

(example: LGBT, differently abled, indigenous peoples, etc.). Efforts may include equal rights messages, stereotype elimination, anti-prejudice or other than work to positively impact said groups or communities.

If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

#### Crisis Response / Critical Pivot **updated**

This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.

#### Current Events

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current news & events (e.g. World Cup, Olympics, economic situations, social issues, etc.).

Note: Annual events should enter the Seasonal Marketing category.

#### Seasonal Marketing – Products/Services

Seasons, holidays and annual events allow marketers the opportunity to build strategic efforts based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday or annual cultural event to drive results for their business.



# Contact us

## QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., don't hesitate to contact our team at [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk)

## CASE LIBRARY & SUBSCRIPTIONS

The purpose of the Case Library is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie Case Library has to offer [here](#). For more information email our dedicated team on [subscriptions@effie.org](mailto:subscriptions@effie.org).

## JUDGING

We welcome nominations for senior marketers across the industry for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and confidentiality rules firsthand. Previous judges have also said how much they've enjoyed the opportunity to review and evaluate great work with fellow marketers from different disciplines.

To nominate a judge, please send an email to Onie Chu at [onie.chu@aaaa.com.hk](mailto:onie.chu@aaaa.com.hk).

## EFFIE INDEX

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

For more information email us at [index@effie.org](mailto:index@effie.org)

## ACADEMY

Effie Academy provides marketers with the tools and support they need to adapt, grow and stay relevant. The rigor and proven effectiveness of our Effie Framework is the foundation for all training programs, providing the most progressive training for individuals and businesses. Our programs mix theoretical and hands-on learning by combining data from more than 10,000 cases with our network of top industry leaders to deliver peerless training programs for marketers at every stage of their career.

From self-directed to team training, Effie offers flexible options to build your culture of effectiveness. Visit [effie.org/education](http://effie.org/education) to learn more.

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## USEFUL REOURCES: (Links)

[Effie Awards Hong Kong Program Website](#)

[Effie Awards Hong Kong Entry Portal](#)

[Effie Index](#)

[Effie Academy \(Education & Training\)](#)



**Best of luck in  
the competition!**