



2021 ENTRY FORM TEMPLATE Performance Marketing

**Excellence in Marketing Effectiveness -
internationally recognised for the local pride**

As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of effective marketing as the fuel for meaningful business & organisational growth.

When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness considers the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant's role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business.

All responses are input individually in the [Entry Portal](#). Teams may use this document to facilitate collaboration among team members & partner companies.

TOP TIPS FROM THE JURY

BE CLEAR, CONCISE, COMPELLING & HONEST.

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

CONTEXT IS KEY

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

SPEAK TO THE ENTRY CATEGORY

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

TELL A STORY

Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye - address questions you suspect they will have.

REVIEW

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

REQUIREMENTS

ELIGIBILITY

Your case must have run in Hong Kong at some point between **1st May, 2019** and **30th April, 2021**. DO not include results after April 30, 2021. **Special Circumstances:** If work launched in April 2019 or ended in May 2021, you may include work/results from that period for review by the judges.

AGENCY BLIND

Do not include agency names in the written case, creative examples, or sources.

CHARTS & GRAPHS

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

PICTURES / SCREENGRABS

Do not include any images, including creative work, screen grabs, or social media engagement, in your written responses. **Exception:** Scoring Section 3 provides an upload field for one supplemental image to depict how you brought your idea to life.

EXTERNAL WEBSITES

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

SOURCES

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

CREATIVE REQUIREMENTS

Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes Question 3 and the Investment Overview. Because judges are required to read the written case before reviewing the creative work, the reel should focus on creative examples or other materials created to bring the idea to life internally or externally. The reel is not meant to be a video version of the written case. Review and reference detailed guidance & specs in the Creative Requirements Guide.

CREATIVE REEL

At minimum, 70% of the reel must be examples of the integral creative work that your audience experienced, or other materials created to bring the idea to life internally or externally. At least one complete example of each integral touchpoint must be shown on the reel. No results or competitor logos/creative work may be included.

**** Max: 3-mins video**

CREATIVE IMAGES

Creative images are an opportunity to highlight your creative work via still images.

RESOURCES & QUESTIONS

ENTRY KIT

Review all rules, regulations, and category definitions. **Download [here](#).**

[Creative Requirements Guide](#)

[Sourcing the Data](#)

[Reasons for Disqualification](#)

CASE STUDY SAMPLES

A selection of past winning entries are made complimentary for entrants. While there is no one formula for presenting a winning case, entrants are encouraged to review these cases for inspiration. **Access [here](#).**

QUESTIONS?

Send your questions to effiehk@aaaa.com.hk

ADDITIONAL REQUIREMENTS

All questions are required, and responses will be seen by judges. Responses must be uploaded to the **Entry Portal**.

In addition to the materials reviewed by judges, entrants are required to provide additional information in the **Entry Portal** before they can submit. These items include credits, publicity materials, permissions, and background data for research/database purposes. These materials help Effie fulfil our non-profit educational mission and promote our finalists/winners. Thank you for your support.

Please ensure you give yourself plenty of time to fulfil these requirements in advance of your intended Entry Deadline. These materials are outlined at the end of this document for easy reference.

ENTRY DETAILS

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

EFFIE ENTRY CATEGORY

Review category definitions. Entrants may enter an effort only into one industry category but multiple Specialty categories. Each entry should be customised to speak to the specifics of each entered category.

Specialty Category - Digital

40. Performance Marketing

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.

EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

If your effort is ongoing, please leave the end date blank.

YYYY-MMM-DD

REGIONAL CLASSIFICATION

Classification: Geographical Scope

Local / Regional/ National / Multinational / Non-English

INDUSTRY SECTOR

Classify your brand/product by one of the available industry sectors suggested by Effie Worldwide, or choose Other.

EFFIE CATEGORIES

Specialty Category - Digital

40. Performance Marketing

INDUSTRY/CATEGORY SITUATION

Select one.

Growing / Flat / In Decline

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a summary – one sentence for each of the four scoring sections.

(Maximum per line: 20 words)

The Challenge:

The Insight:

The Strategy:

The Idea:

Bringing the Idea to Life:

The Results:

Specific to the Effie category you are entering, why is this case worthy of an award for marketing effectiveness?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organisation.

If you are entering this effort into multiple categories, your response to this question is required to be different for each category entered.

(Maximum: 100 words)

Provide answer.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

23.3% OF TOTAL SCORE


This section provides the judges with the background to your challenge & objectives. In this section, 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. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

1A. Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes? (Resources: [Advice From The Jury](#))

What was the strategic challenge that stemmed from this business situation?

Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.) Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

 **Reminder:** Judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 275 words; 3 charts/graphs)

Provide answer.

1B. Define the target audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand's business?

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

What information influenced your strategic, creative and performance marketing choices? Note: If the target group changed during the campaign, describe in Section 3 (Bringing Idea to Life)

(Maximum: 200 words; 3 charts/graphs)

Provide answer.

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

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

Effie is open to all types of objectives: Business, Behavioural, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business/organisation and challenging to achieve. Judges will expect to see context, including prior year benchmarks where possible, around the goal set - why are these goals challenging? If relevant to your case, explain how these goals relate back to the overall brand or organisation's strategy and objectives.

RESPONSE FORMAT

You will be provided space to set-up your objectives and share any overarching explanation of your objectives & KPIs.

Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
- You may have more than one objective of the same type.
- Unsure which Objective Type to select? [View Objective Guidance here](#).

(Maximum: 100 words; 3 charts/graphs)

Provide your objectives overview here.

OBJECTIVE #1 - PRIMARY OBJECTIVE (Required)

Set up your objectives & share any overarching explanation of your objectives & KPIs.

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

State Objective

(Maximum: 25 words)

Context

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Required. Maximum: 50 words; 3 charts/graphs)

OBJECTIVE #2 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

List Objective

(Maximum: 25 words)

Context

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Optional. Maximum: 50 words; 3 charts/graphs)

OBJECTIVE #3 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

List Objective

(Maximum: 25 words)

Context

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were

important for the brand and the growth of the business.

(Optional. Maximum: 50 words; 3 charts/graphs)

OBJECTIVE #4 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

List Objective

(Maximum: 25 words)

Context

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Optional. Maximum: 50 words; 3 charts/graphs)

DATA SOURCES: SECTION 1

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

Use superscript in your responses above to link data points and sources.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [**View Sourcing the Date guide here.**](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

EFFIE TIPS: PROVIDING SOURCES IN THE ONLINE ENTRY PORTAL

We encourage entrants to use footnotes to provide sourcing information. At the bottom of each scoring section, a SOURCING box is provided to note all sources for that scoring section. This allows entrants to provide their sourcing without it counting against the word or page limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.

2. In the Sourcing box, numerically list your citations.

3. Sources must include source of information (do not include any agency names), type of research, date range covered, etc.

****If you have a lot of sources within a scoring section, it may be helpful to list the corresponding question before each source.**

(Optional. 0-300 words)

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

SECTION 2: INSIGHTS, STRATEGY & STRATEGIC IDEA

23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the challenge.

2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Include how your audience's behaviours and attitudes, your research and/or business situation led to the unique insights that would lead to the brand's success and how those insights informed your strategy and strategic idea.

Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.

Your answer in this section should include:

- *The data and audience insights that led to your strategy & idea.*
 - *Your data and audience insights should describe how you creatively connected-the-dots between data points to form your overarching strategy and idea. You should discuss how you discovered new ways of identifying your audience and their search and purchase behaviour.*
- *Your initial strategy and idea on how to target and convert your audience.*
 - *Note: In Section 3 (Bringing the Strategy to Life), you can describe how you optimized or changed your strategy based on real-time performance.*
- *Any non-data insights (e.g. behaviour observation, market research) that complemented your data insights.*
- *Any marketing channel insights and strategy that was the foundation of your marketing spend channel mix.*
- *Any data analysis or consumer behaviour observation that provided the breakthrough in shaping your strategy.*

Note: Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

*(Maximum: **400** words; 3 charts/graphs)*

Provide answer.

2B. In one sentence, state your strategic big idea.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

(Maximum: 20 words)

Provide answer.

DATA SOURCES: SECTION 2

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

Use superscript in your responses above to link data points and sources.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered.

Do not include agency names in the source of research - list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

(Optional. 0-300 words)

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

SECTION 3: BRINGING THE IDEA TO LIFE

23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life - including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in [Question 3, the Investment Overview, and the creative work as presented in the creative reel and creative images](#). Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

3. How did your performance marketing plan bring the idea to life? Explain your idea and your performance marketing strategy as borne from the insights and strategic challenge described earlier.

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Your answer should include the following:

- *A description of your creative strategy for your main marketing vehicles and call-to-action (e.g. SEM copy, display ads, email copy and visuals, short or long videos, etc)*
- *The promotional offers, sales incentives, and/or download incentives were utilised as part of this case*
- *The optimisation process. Describe how you optimised and adapted to maximise results? Include changes to creative, site product images, paid spend against ads, marketing tactics and keyword strategy, etc.*
- *Integration across marketing and traffic channels. Explain how paid advertising, social media, influencers, on-site marketing, SEO, email marketing, affiliate marketing, etc, worked together to drive potential customers from the top of the funnel down to purchase. Explain how you changed your spend across channels and traffic sources during campaign optimisation.*
- *Technology experimentation. Describe how you used new technology or new marketing forms in order to achieve results. (AI, voice recognition, new ad formats from large partners and platforms, etc.)*

- Audience experimentation.

As part of your response, provide context on any integral marketing components that were active in the effort. e.g. couponing, CRM/loyalty programmes, giveaways/sampling, leveraging distribution, price changes, etc.

Note: Your response to Question 3 should complement the creative examples, as shown in the reel and images, and the information provided in the Investment Overview.

(Maximum: 475 words; 3 charts/graphs)

Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png.

Please ensure you upload a high-res version of the image, to ensure all text is legible.

(Optional. Size & format: 1MB-15MB, JPG, JPEG, PNG, Max 1)

For internal review purposes, we recommend copying the image here. When uploading the image into the Entry Portal, please ensure you upload a high-res version of the image, to ensure all text is legible.

DATA SOURCES: SECTION 3

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

Use superscript in your responses above to link data points and sources.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered.

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

(Optional. 0-300 words)

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

SECTION 4: RESULTS

30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to [OBJECTIVE QUESTION NUMBER] - objectives will appear above your response to [RESULTS QUESTION] as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organisation within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to [RESULTS QUESTION] may contain up to five charts/graphs.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond INSERT LOCAL EFFIE PROGRAM'S ELIGIBILITY PERIOD END DATE HERE this is grounds for disqualification.

How do you know it worked?

Explain, with category and prior year context, why these results are significant for the brand's business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. *Discuss your baseline sale or baseline non-sale conversions related to your objectives prior to your campaign.* Why were these metrics important to the brand?

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

RESPONSE FORMAT

You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set-up in Question 1C, you may also list those results in the designated space below.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include results beyond 30th April, 2021.
- All results must be isolated to the Hong Kong.
- *Special Circumstances:* If your effort launched in April 2019 or ended in May 2021, you may include results from that period for review by the judges.
- It is critical to provide sources for all results provided.

You may use this space to set-up your results section

A. RESULT OVERVIEW

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Maximum: 250 word, max 5 charts/graphs)

RESULT #1- PRIMARY RESULT

List Objective #1 from Question 1C

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

List Result

(Maximum: 25 words)

Context

(Optional. Maximum: 75 words; 3 charts/graphs)

Prove the results are significant using category, competitive, prior year, and brand context.

RESULT #2 - SUPPORTING RESULT

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

List Objective #2 from Question 1C

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

List Result

(Maximum: 25 words)

Context

(Optional. Maximum: 75 words; 3 charts/graphs)

Prove the results are significant using category, competitive, prior year, and brand context.

RESULT #3 - SUPPORTING RESULT

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

List Objective #3 from Question 1C

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

List Result

(Maximum: 25 words)

Context

(Optional. Maximum: 75 words; 3 charts/graphs)

Prove the results are significant using category, competitive, prior year, and brand context.

RESULT #4 - SUPPORTING RESULT

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

List Supporting Objective #3 from Question 1C

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

List Result

(Maximum: 25 words)

Context*(Optional. Maximum: 75 words; 3 charts/graphs)*

Prove the results are significant using category, competitive, prior year, and brand context.

ADDITIONAL RESULTS

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

List additional results here.

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

Select factors from the chart and explain the influence of these factors in the space provided.

Business Events*(e.g. changes in supply chain, government regulations)***Societal or Economic Events***(e.g. changes in economic, political, social factors)***Internal Company Events***(e.g. change in ownership, internal dynamics, etc.)***Public Relations****Natural Events***(e.g. weather, natural phenomenon, etc.)***No Other Factors****Other marketing for the brand, running at the same time as this effort****Other** _____**Explain the influence of the factors you selected above. This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors.**

You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

The chart provided above is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Reminder: Judges are industry executives and expect entrants to address any other factors here. Use this space to prove to the judges that your marketing effort led to the results outlined above and eliminate other factors. Judges discourage entrants from responding "No Other Factors".

(Maximum: 150 words; 3 charts/graphs)

Provide answer.

DATA SOURCES: SECTION 4

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

Use superscript in your responses above to link data points and sources.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered.

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

(Optional. 0-300 words)

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

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.

You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.

If there were no paid media expenditures, please select Under HK\$500K thousand and elaborate below.

Competition Period: Competition Year	Campaign Period: Prior Year
Under \$500K	Under \$500K
HK\$500 - 1M	HK\$500 - 1M
HK\$1 - 3M	HK\$1 - 3M
HK\$3 - 5M	HK\$3 - 5M
HK\$5 - 10M	HK\$5 - 10M
HK\$10 - 20M	HK\$10 - 20M
HK\$20 - 40M	HK\$20 - 40M
HK\$40 - 60M	HK\$40 - 60M
HK\$60 - 80M	HK\$60 - 80M
HK\$80 million and over	HK\$80 million and over
	Not Applicable
Compared to other competitors in this category, this budget is: <i>(select one)</i>	Less
	About the Same
	More
	Not Applicable (<i>Elaboration Required</i>)
Compared to prior year spend on the brand overall, the brand's overall budget this year is: <i>(select one)</i>	Less
	About the Same
	More
	Not Applicable (<i>Elaboration Required</i>)

MEDIA BUDGET ELABORATION

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy? This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

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

(Maximum: 100 words)

Provide answer.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

Under HK\$500 thousand	HK\$20 - 40 million
HK\$500 - 999 thousand	HK\$40 - 60 million
HK\$1 - 2 million	HK\$60 million and over
HK\$2 - 5 million	<i>Not Applicable</i>
HK\$5 - 10 million	<i>Not Available / Unknown</i>
HK\$10 - 20 million	

ELABORATION ON PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Provide judges with the context to understand the expenditures outlined above.

(Maximum: 100 words)

Provide answer.

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

Any owned media described here must also be selected in the touchpoints section.

Was owned media a part of your effort? (Yes/No)

If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart. *(Required. Maximum 100 words)*

Provide answer.

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

Select all that apply (Required)

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

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Provide elaboration.

DATA SOURCES: INVESTMENT OVERVIEW

Provide sourcing for all data provided in the Investment Overview.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

(Optional. 0-300 words; 3 charts/graphs)

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

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

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

COMMUNICATIONS TOUCHPOINTS: (multiple selection)

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

Digital Mktg. - Marketplace Ads	OOH - Billboards	TV
Digital Mktg. - Mobile	OOH - Other Outdoor	User Generated Content & Reviews
Digital Mktg. - Product Placement	OOH - Transportation	Other:
Digital Mktg. - Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print - Custom Publication	

MAIN TOUCHPOINTS

Select the TOP 3 main touchpoints used, ranking them in order of priority 1-3 (required)

Note: Your response to Section 3 should also provide an explanation of these main touchpoints from the below list which were integral to reaching your audience and why.

Note: On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success.

If you only used one touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

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

MAIN TOUCHPOINT #1

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

MAIN TOUCHPOINT #2

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

MAIN TOUCHPOINT #3

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

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below *(required)*

Check "Not Applicable" if no social media platforms were used

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

CREATIVE EXAMPLES

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

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

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

Results (including social metrics), agency names/logos, competitor logos/work, and stock music/images that will cause confusion for judges with how your work ran in the marketplace may not be included anywhere in the video.

- 👉 3 min maximum. 280 MB max., mp4 format., 1 Required
- 👉 For 4:3 aspect ratio, minimum size should be 640 x 480; for 16:9 ratio, minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)
- 👉 Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE" BRANDNAME_ENTRYTITLE

Creative Examples Presented in the Creative Reel - Select All (required)

Select ALL touchpoints used in the effort, based on the options provided in the below chart.

COMMUNICATIONS TOUCHPOINTS

Branded Content - Editorial	Digital Mktg. - SEM	Print - Magazine
Branded Content - Product Placement	Digital Mktg. - SEO	Print - Newspaper
Cinema	Digital Mktg. - Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. - Social: Organic	Radio
Digital Mktg. - Affiliate	Digital Mktg. - Social: Paid	Retail Experience: Digital
Digital Mktg. - Audio Ads	Digital Mktg. - Video Ads	Retail Experience: In Store
Digital Mktg. - Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. - Display Ads	Events	Sampling/Trial
Digital Mktg. - Email/Chatbots/Text/Messaging	Health Offices / Point of Care	Sponsorships - Entertainment
Digital Mktg. - Gaming	Influencer / Key Opinion Leader	Sponsorships - Sports




Digital Mktg. - Influencers	Interactive / Website / Apps	Sponsorships - Unique Opportunity
Digital Mktg. - Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. - Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. - Marketplace Ads	OOH - Billboards	TV
Digital Mktg. - Mobile	OOH - Other Outdoor	User Generated Content & Reviews
Digital Mktg. - Product Placement	OOH - Transportation	Other:
Digital Mktg. - Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print - Custom Publication	

Images of Creative Work (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.



Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- Showcase work that is better seen as a still image vs. video format
 - Draw further attention to key creative elements
-  Image of Creative Work "Add & Upload"
 -  Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.
 -  Technical Requirements: .jpg/jpeg format, Maximum file size: 20MB
- (2-4 Word Description of Image)*

Translation of Creative Examples (if applicable)

If your creative examples include work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.

-  Only enter information here if your work requires a translation. Otherwise, leave blank.
 -  Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.
- (2-4 Word Description of Image)*

DOWNLOAD YOUR ENTRY FOR YOUR RECORDS

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

Please note that judges typically review your case in the tab-view format in the online portal - not as a .PDF. As long as your charts/graphs appear correctly in this tab-view of the online entry portal, your charts/graphs will appear correctly to judges also. The .PDF download is primarily for your records.

SEPARATE NOTE RE BACKEND DATA NOT SEEN BY JUDGES: To 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 Menu in the upper-right corner of this page.

Judge's View of Your Entry

For your records, please save this record of the materials judges will review.

Download the Judge's View of Your Entry "Download Button"

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

Download the Edited Version of Your Case

If you provided an edited version of your case for publication, please download a copy for your records.

Additional Requirements

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

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

JUDGING MATERIALS

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

- ☐ **ENTRY FORM**
Written responses to individual questions are answered through the Entry Portal – the final version will be downloadable as a PDF.
- ☐ **INVESTMENT OVERVIEW (part of the Entry Form)**
A visual provided at end of entry form template linked above – to also be completed in the Entry Portal.
- ☐ **CREATIVE REEL**
*Upload one creative reel (.mp4) which will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review **Creative Requirements Guide**.*
- ☐ **CREATIVE MATERIALS PRESENTED IN YOUR CREATIVE REEL**
Along with your Creative Reel, you will be asked to select all touchpoints (from the Touchpoints chart in the Investment Overview) that are shown in your creative reel.
- ☐ **IMAGES OF CREATIVE WORK**
*Upload 2-6 images (.jpg) of creative work that ran in the marketplace. These image files will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review and **Creative Requirements Guide**.*

PUBLICITY MATERIALS

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

90 WORD PUBLIC CASE SUMMARY

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

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

(Maximum: 90 words)

Provide answer.

STATEMENT OF EFFECTIVENESS

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

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

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

Examples:

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

(Maximum: 15 words)

Provide answer.

OTHER PUBLICITY MATERIALS CHECKLIST

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

☐ PRIMARY PUBLICITY IMAGE

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

☐ COMPANY LOGOS

Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions. ENTER COMPANY NAME + VERSION, Max 20 MB ai eps

☐ TEAM PHOTOS (OPTIONAL)

Upload one or two team photos of the lead agency and client team as 300 dpi .jpgs/.jpegs, at least 1000 pixels wide or tall. 5MB maximum for each file. Team photos are featured online and at the Effie Awards Gala. Alternatively, you can provide your team photo(s) after you have been notified that your case is a winner.

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

CASE BACKGROUND

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

PRODUCT/SERVICE TYPE <i>Select one.</i>	Tangible Good / Service / Other
PARENT BRAND STATUS <i>Select one.</i>	Existing Parent Brand / New Parent Brand / Not Applicable
SUB-BRAND STATUS <i>Select one.</i>	Existing Sub-Brand / New Sub-Brand / Not Applicable
NEW / EXISTING PRODUCT/SERVICE <i>Select one.</i>	New / Existing
CATEGORY STATUS <i>Does the product/service create a new category or is it joining an existing category? Select one.</i>	New Category / Existing Category
PRIMARY END USER <i>Select one.</i>	Business Purposes / Consumer Purposes / Not Applicable
CLASSIFICATION <i>Select one.</i>	Mainstream / Luxury / Not Applicable
POINT OF PURCHASE <i>Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.</i>	In-Store Retail Only Online Ecommerce Only Primarily In-Store Retail with some Online Ecommerce Primarily E-Commerce with some In-Store Retail A substantial amount of both In-Store Retail and Ecommerce Other Not Applicable
COMPETITOR SITUATION <i>Select the option that best describes the competitor situation.</i>	Dominant Player. One large Competitor that has about 50% market share or more Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share Fragmented. One or multiple competitors each with about 30% market share or less Not Applicable
COMPETITOR BRANDS Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.	

(1 Required, 6 Maximum)

COMPETITOR 1

Required.

COMPETITOR 2

Optional.

COMPETITOR 3

Optional.

COMPETITOR 4

Optional.

COMPETITOR 5

Optional.

COMPETITOR 6

Optional.

AUDIENCE

Please share insights into your primary audience below.

AUDIENCE GENDER

Select one.

Female / Male / Transgender or Non-Binary /

Not Applicable (We did not target by gender.)

AUDIENCE AGE

Select all that apply.

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

AUDIENCE TYPE

Select all that apply.

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

MEDIA COMPANIES

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

MEDIA COMPANY 1

Optional.

MEDIA COMPANY 2

Optional.

MEDIA COMPANY 3

Optional.

MEDIA COMPANY 4

Optional.

MEDIA COMPANY 5

Optional.

RESEARCH PARTNERS

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

RESEARCH PARTNER 1

Required.

RESEARCH PARTNER 2

Optional.

RESEARCH PARTNER 3

Optional.

RESEARCH

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

PRIMARY RESEARCH

Select one.

Copy Testing / Focus Groups / Neuroscience /
Positioning or Concept Testing /
Strategic (segmentation, market structure, U&A) / Tracking /
Not Applicable / Other

ALL RESEARCH

Select all.

Copy Testing / Focus Groups / Neuroscience /
Positioning or Concept Testing /
Strategic (segmentation, market structure, U&A) / Tracking /
Not Applicable / Other

SUSTAINABLE DEVELOPMENT GOALS

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

Affordable & Clean Energy	Clean Water & Sanitation	Climate Action	Decent Work & Economic Growth
Gender Equality	Good Health & Well-Being	Industry, Innovation & Infrastructure	Life Below Water
Life on Land	No Poverty	Partnerships for the Goals	Peace, Justice & Strong Institutions
Quality Education	Reduced Inequalities	Responsible Consumption & Production	Sustainable Cities & Communities
Zero Hunger	Not Applicable		

COMPANY CREDITS

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

Credits cannot be removed or replaced after the entry is submitted - it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorisation & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a HK\$1,200 fee after time of entry. No additions/edits will be accepted after 15th July 2021.

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

LEAD AGENCY(S)

Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the **Effie Index**. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.

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

LEAD AGENCY #1 (Required)

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

MAIN CONTACT

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

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

AGENCY PR CONTACT

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

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER (6 characters)

CEO / TOP RANKING EXECUTIVE CONTACT

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

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

LEAD AGENCY #2 (Optional)

COMPANY NAME

ADDRESS

COMPANY TYPE

Select one.

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

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

CLIENT(S)

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

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

CLIENT #1 (Required)

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

JOB TITLE
EMAIL ADDRESS
PHONE NUMBER

CLIENT #2 (Optional)

COMPANY NAME		
ADDRESS		
COMPANY TYPE <i>Select one.</i>	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
CLIENT NETWORK		
MAIN CONTACT		
<i>This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.</i>		
FULL NAME		
JOB TITLE		
EMAIL ADDRESS		
PHONE NUMBER		
CEO / TOP RANKING EXECUTIVE CONTACT		
<i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.</i>		
FULL NAME		
JOB TITLE		

EMAIL ADDRESS
PHONE NUMBER

CONTRIBUTING COMPANIES

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

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

CONTRIBUTING COMPANY #1 (Optional)

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

CONTRIBUTING COMPANY #2 (Optional)

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

CONTRIBUTING COMPANY #3 (Optional)

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

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

CONTRIBUTING COMPANY #4 (Optional)

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

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

INDIVIDUAL CREDITS

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

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted if space is available and require a HK\$1,200 fee after time of entry. No additions/edits will be accepted after 15th July, 2021.

PRIMARY INDIVIDUAL CREDITS

Individuals appear in the **Effie Winners Journal** and **Case Database**. Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits.

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

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

SECONDARY INDIVIDUAL CREDITS

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

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

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

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

PERMISSIONS & AUTHORISATION

Effie Worldwide is a 501(c)(3) non-profit educational organisation that stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfil this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

Please note: Publication permission settings only apply to the written case. Publicity materials, including the public case summary and statement of effectiveness, and the creative reel must be submitted without confidential information. Creative materials will be published if your effort is a finalist or winner.

PUBLICATION PERMISSION SETTINGS

Select publication permission settings for your written entry (choose one).

☐ Publish My Written Case As It Was Submitted

☐ Publish My Written Case As An Edited Version

OTHER MATERIALS CHECKLIST

The following materials will also need to be completed in the entry portal.

☐ AUTHORISATION & VERIFICATION FORM

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

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

The Authorisation & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

A separate form must be uploaded for each entry.

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

☐ COMPETITION TERMS & RULES

Agree to competition terms & rules.

Sample of Authorisation & Verification Form

EFFIE AWARDS: AUTHORISATION & VERIFICATION FORM

Required: Upload 1 signed copy of this form (electronic signatures are not accepted). All Company/Individual Credits & Publication Permission must be completed before printing and signing this form.

I

(Print Name)

(Print Title)

(Print Company)

certify on behalf of:

and

(Print Lead Agency(s))

(Print Client(s))

ACCURACY OF ENTRY INFORMATION & AUTHORISATION OF SUBMISSION:

- The information submitted in this entry is a true and accurate portrayal of the case's objectives and results.
- The case ran between 1st May, 2019 – 30th April, 2021 in the Hong Kong.
- Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
- The terms and rules of the competition, as outlined on the Permissions & Authorisation tab of the online entry area, are agreed to.
- My effort is suited to the above-listed category and follows the guidelines/restrictions outlined within the category definition.

ACCURACY OF COMPANY & INDIVIDUAL CREDITS:

- All agency and client names are listed properly in accordance to company policy and precisely as the companies should be listed in the Effie Effectiveness Index® and in all forms of publicity. I understand that if this entry becomes a finalist or winner, these companies will receive credit in the Effie Index and will be publicised by Effie Worldwide/Effie Awards and any relevant partners.
- All integral strategic partners are credited and given the appropriate level of credit:
 - **Lead Agency:** The entering agency, responsible for the key components of the effort.
 - **Client:** The client company. Where relevant, the Client Name should be the overarching client company, which may be different from the Brand Name.
 - **Additional Lead Agency** (if applicable-1 max): Contributed so integrally to the success of the effort that this agency should receive equal billings as the entering Lead Agency.
 - **Additional Client** (if applicable-1 max): A second client on the effort.
 - **Contributing Companies** (if applicable-4 max): Contributed significantly to the success of the effort. Contributing companies will receive fewer points in the Effie Index than both the Lead Agency and Additional Lead Agency (if applicable) and will be recognized as a contributor on the case.
 - **All credited individuals** (10 primary credits max, 10 secondary credits max) have been checked for accuracy (confirmed level of involvement, spelling, title, etc.) and were integral to the success of the submitted effort. All individuals must be team members (current or former) of one of the credited companies listed.

- It is the responsibility of the entrant to confirm and accurately submit all agency office names, networks, holding companies, brand names, and client names. If the Effie Index team uncovers an inconsistency, it is their right to amend the credits.
- I understand only those individuals listed in the Individual Credits section will be published. I confirm that the credits submitted are accurate and complete.
- No companies and individuals integral to this submission are omitted from the credits listed.

CREDIT AMENDMENT POLICY:

- Company and individual credits cannot be removed nor replaced after time of entry.
- The Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is submitted and accepted by Effie Worldwide.
- Additional contributing company credits and individual credits can be added after the entry is finalised and accepted by Effie Worldwide only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions require a HK\$1,200.00 fee per change and are not permitted after the credit cut-off date as listed in the Entry Kit.
- Alterations to the spelling/formatting of existing company and individual credits must be submitted by the credit cut-off date as listed in the Entry Kit and require a HK\$1,200.00 fee.
- All contributing company and individual credit additions or amendments must be submitted by no later than the credit cut-off date as listed in the Entry Kit, and are subject to a HK\$1,200 fee per change. No individual or contributing company credit additions will be accepted after the credit cut-off date as listed in the Entry Kit.
- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

PLEASE CAREFULLY REVIEW THE BELOW COMPANY & INDIVIDUAL CREDITS. BY SIGNING THIS FORM, YOU ARE CONFIRMING COMPANY AND INDIVIDUAL CREDITS ARE FINAL AND COMPLETE - ALL STRATEGIC PARTNERS ON THIS EFFORT ARE CREDITED.