

2026 Effie Hong Kong Creative Requirements

**effie**

# The Entry: Creative Reel

## **PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE.**

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which includes your written responses to Questions 3A-3C and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.

## **CONTENT:**

At least one example of each integral touchpoint must be shown. To keep the focus on the creative work, judges recommend that 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.

There may be situations where this is not possible. In those instances, ensure that the judges are seeing a breadth of your work. The key is to ensure judges are left with a thorough understanding of how your idea and strategy were brought to life – any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.) in situations where it may not be clear.

Entry reels have a 3-minute maximum; apart from Sustained Success entries which have a 4-minute maximum. It is not required to utilize allotted minutes.



# The Entry: Creative Reel

**NEW IN 2026:** Entrants now have the option to include results in the creative reel. This update offers the opportunity for richer, more comprehensive storytelling, showcasing all forms of marketing effectiveness.

**Updated description and guidance:** Provide a three (3) minute maximum reel (4 minutes for Sustained Success). The reel should show your integral creative work as the audience would have experienced it. You can provide explanation, including results, as long as it does not take time away from showing the work. Explanation and results are not required, and **any results must also be in the written case**. Do not include any confidential information in the creative reel, as it will be shown publicly if your case is an Effie finalist and winner, and edits cannot be made after submission.



# The Entry: Creative Reel

## JUDGING CONTEXT

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. As a reminder, any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Objectives and Results outlined in the written form and must have run in the marketplace.

**The focus of the reel should be the creative work for the entered case.** 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 on the reel (re: context, challenge) should not impede the judges' ability to have a clear understanding of the creative work as the audience would have experienced it.

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. **Judges review the creative reel after reading the written case.** Review the [Effective Entry Guide](#) for judge recommendations regarding the creative reel and images.



# The Entry: Creative Reel

## MUST INCLUDE

- The original creative work for the entered case that ran in the territory and eligibility time period for the competition.
- At least one complete example of each integral touchpoint, as it ran, 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.)
- Work over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.
- 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.

## DO NOT INCLUDE

- Agency names, logos, images unless they were part of the creative work.
- Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.)
- Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot).
- **Any confidential information, as creative reels will become public for finalists & winners.**



# The Entry: Creative Reel

## SPECS

- 1 creative reel per entry
- 3 minute maximum (**Sustained Success entries can be 4 minutes**)
- 250 MB maximum file size
- mp4 format
- High Resolution: 16:9 at 1920x1080.
- Do not include any agency names/logos in the video or in the file name.
- It is helpful to label each creative
  - example by media type (“Outdoor”, “Social”, etc.)
- **Sustained Success:** Creative examples from three or more years are required, with labelling of the year/time period on the creative reel and images.

## TALENT / LICENSING

- 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 and they do not cause confusion with or take time away from showing the integral creative work.
- Effie honors effective marketing ideas and the successful teams (advertiser and agency) creating them. If your case is a finalist or winner, the creative work (reel and images) will be published.



# The Entry: Creative Images

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

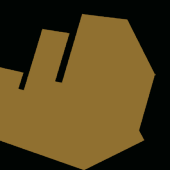
When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based creative elements that ran in front of your audience. It can be helpful to provide images of work best seen 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. **Creative work (reel and images) will be shown publicly if your case is a finalist or winner.**

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
- It is helpful to label each creative example by media type ("Outdoor", "Social", etc.)
- Do not include agency names or logos on any creative materials (including file names) you submit unless they were included in the work that ran.
- **Sustained Success:** Indicate time period the work ran as part of the labeling.



# 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 hi res. Specs: High-res, ai/eps preferred; jpg 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.



# Other Requirements: Publicity

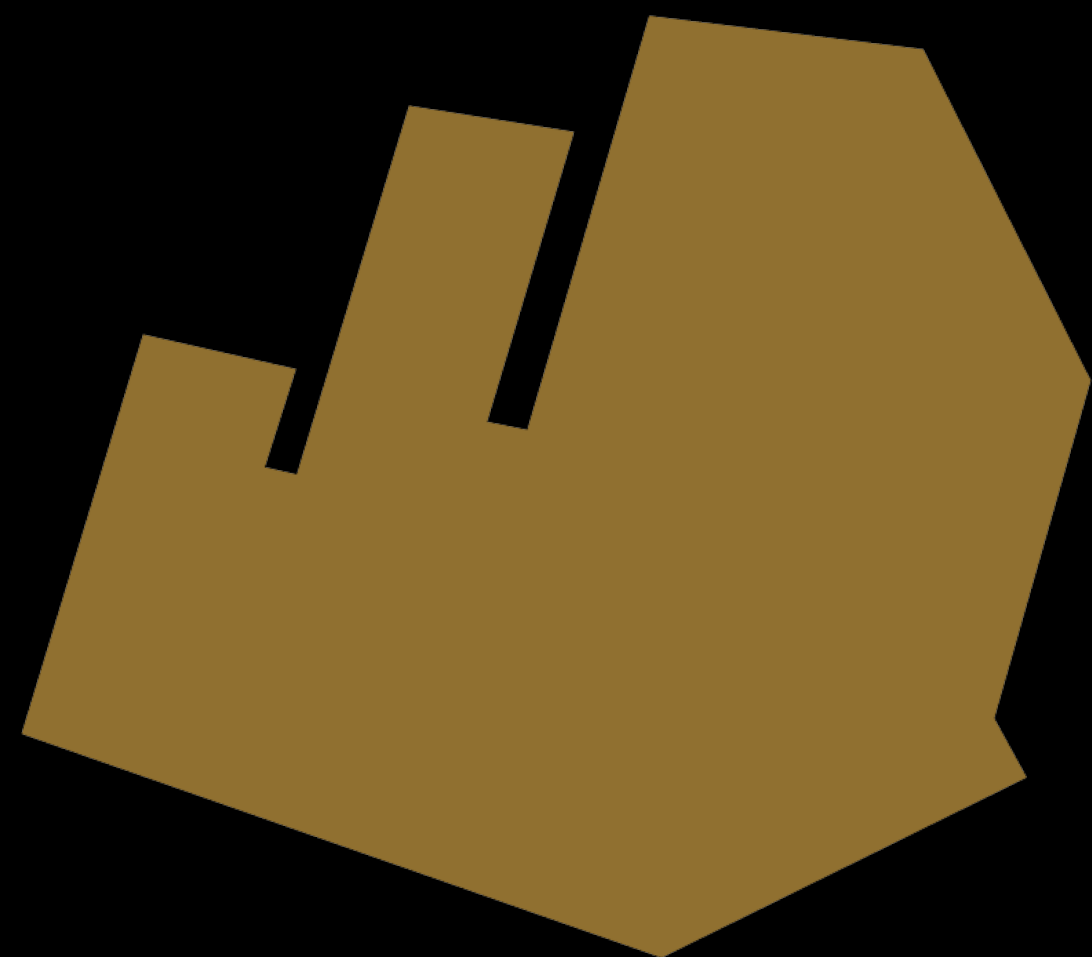
The following publicity material is optional to provide at the time of entry:

- **PUBLICITY 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: 300dpi, High res, CMYK format, 100% of size. 15 MB max.





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